



August 06, 2026

Listing Department
National Stock Exchange of India Limited
Symbol: HONASA

Listing Department
BSE Limited
Scrip Code: 544014

Sub.: Update on Senior Management

Dear Sir/Madam,

We wish to inform that Mr. Nilesh Kotalwar, SVP – Online Revenue, a member of the Senior Management of the Company, has been entrusted with the new responsibilities as 'Chief Marketing Officer' with effect from August 06, 2026.

A copy of press release in this regard is enclosed as **Annexure**.

The aforesaid update will also be hosted on the Company's website viz. www.honasa.in.

Thanking you

Yours truly,
For **Honasa Consumer Limited**

Gaurav Pandit
Company Secretary and Compliance Officer

Encl.: As above

Honasa Consumer Limited

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Corporate Office: 10th & 11th Floor, Capital Cyberscape, Sector 59, Gurugram – 122 102

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| CIN: L74999DL2016PLC306016 |



Honasa Consumer Limited Elevates Nilesh Kotalwar as Chief Marketing Officer



Gurugram, India, 6th August 2026: Honasa Consumer Limited, India's leading beauty and personal care company, today announced the elevation of **Nilesh Kotalwar** to **Chief Marketing Officer (CMO)**. In his new role, Nilesh will lead the company's integrated marketing function across its portfolio of brands, with a focus on building stronger consumer connections, accelerating brand growth, driving innovation across marketing channels, and further strengthening Honasa's leadership in the beauty and personal care category.

Nilesh takes on this role after spending the last two years at **Honasa Consumer**, most recently serving as **Senior Vice President, D2C & Online Revenue**, where he played a key role in strengthening the company's digital commerce capabilities and accelerating online growth across its portfolio.

Commenting on the appointment, **Varun Alagh, Co-founder & CEO, Honasa Consumer Limited**, said:

"At Honasa, we've always believed that the best marketing decisions come from a deep understanding of consumers backed by strong business fundamentals. Nilesh has consistently demonstrated a deep understanding of our consumers and the evolving digital ecosystem. His ability to combine data-driven decision-making with strong brand thinking has helped drive meaningful growth for our business. As we continue to scale our House of Brands, his experience across digital commerce and brand building will help us create stronger, more resilient brands. "

Speaking on his appointment, **Nilesh Kotalwar, Chief Marketing Officer, Honasa Consumer Limited**, said:

"Over the last two years at Honasa, I've had the opportunity to closely understand how consumers discover, evaluate and choose our brands. My early years in brand management taught me the importance of building brands through a deep understanding of consumer behaviour, while my journey since has reinforced the role of data and commerce in driving growth. This role gives me an opportunity to build on those learnings and shape a new-age marketing playbook for a digital-first company like ours - one that's deeply rooted in consumer insight, moves at the speed of culture, and delivers measurable business outcomes. I'm excited to work with our teams to continue building brands that consumers trust and come back to."

An alumnus of **IIM Lucknow**, he brings over **15 years** of experience across FMCG, eCommerce, digital marketing, customer and shopper marketing, and brand management. He began his career in marketing, building iconic consumer brands and driving growth through consumer insights, innovation, and integrated marketing strategies. Before joining Honasa, he held leadership roles at **Hindustan Unilever** and **Godrej Consumer Products**, where he led business transformation initiatives and built digital and technology capabilities across modern trade and eCommerce. Throughout his career, he has championed brand building by crafting distinctive brand positioning, driving consumer-first marketing strategies, scaling brand equity, and delivering sustainable business growth across categories.

About Honasa Consumer Limited

Honasa Consumer Limited is India's leading digital-first beauty and personal care company, and the parent company of Mamaearth, The Derma Co., Aqualogica, BBlunt, DRS, and emerging brands Staze and Luminéve. Powered by consumer insight, innovation, and digital-first capabilities, Honasa continues to build category-leading brands for India's evolving consumer.