



September 08, 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. Nishchay Bahl, SVP - Offline Revenue, a member of Senior Management of the Company, has been entrusted with the new responsibilities as 'Chief Business Officer - Offline' with effect from September 08, 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

Registered Office: Unit No - 404, 4th Floor, City Centre, Plot No 05, Sector-12, Dwarka, New Delhi – 110 075

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

Email: info@mamaearth.in; Phone: 011 – 44123544; Website: www.honasa.in

| CIN: L74999DL2016PLC306016 |



Honasa Consumer Limited elevates Nishchay Bahl to Chief Business Officer - Offline



Gurugram, September 08, 2026: Honasa Consumer Limited, India's leading beauty and personal care company, today announced the elevation of Nishchay Bahl to Chief Business Officer - Offline. In his new role, Bahl will lead the company's offline business across General Trade, Modern Trade and other channels, with a mandate to accelerate growth, expand distribution and strengthen the presence of Honasa's brands across markets and categories.

Bahl takes on the role after serving as Senior Vice President - Offline Revenue for close to three years, where he played a key role in scaling Honasa's offline presence, strengthening relationships with trade partners and expanding distribution across markets. He has also been closely involved in Project Neev, an initiative focused on strengthening Honasa's General Trade business through sharper market execution, stronger partner engagement and a renewed focus on distribution.

Commenting on the elevation, **Varun Alagh, Co-founder & CEO, Honasa Consumer Limited**, said, *"At Honasa, we believe in building leaders from within and giving people the opportunity to grow with the business. Nishchay has demonstrated strong leadership in transforming and scaling our offline business, while building the capabilities and partnerships required to support the next phase of growth. His ability to combine strategic thinking with strong execution, along with his understanding of our brands, consumers and trade ecosystem, has been instrumental in this journey. As we look to further strengthen our offline presence and scale our brands across India, I am confident that Nishchay will continue to create meaningful impact in this larger role."*

Speaking on his elevation, **Nishchay Bahl, Chief Business Officer - Offline, Honasa Consumer Limited**, said, *"The last three years have been an exciting and transformative phase for Honasa's offline business. We have worked closely with our teams and partners to strengthen the fundamentals of General Trade and Modern Trade, rebuild our distribution network and create a stronger foundation for growth. Project Neev has been an important part of this journey, helping us strengthen our partnerships and build a stronger General Trade base. Going forward, our focus will be on building on these foundations to gain share across categories, strengthen our distribution footprint and*



improve the availability and visibility of our brands across markets. With our brands reaching consumers across the country, there is an opportunity to deepen our presence in priority markets, improve outlet productivity and strengthen our positions across General Trade, Modern Trade and other channels. I look forward to working with our teams and partners to translate this opportunity into sustained, profitable growth.”

Bahl brings over 17 years of experience across FMCG and consumer businesses, with expertise spanning sales, commercial strategy, go-to-market execution, General Trade, Modern Trade, eCommerce and business development. Prior to joining Honasa, he served as Chief Business Officer - Offline at The Good Glamm Group. Earlier, at Reckitt, he served as E-commerce Director – South Asia, leading the company’s eCommerce agenda across the region. He has also held leadership positions at Reckitt and Britannia Industries, managing multiple channels across diverse consumer categories, including General Trade, Modern Trade, eCommerce and key accounts.

An alumnus of the Indian School of Business (ISB), Hyderabad, and St. Stephen’s College, Delhi, Bahl’s experience spans multiple consumer categories and channels, with a strong focus on distribution, channel strategy and commercial execution.

About Honasa Consumer Ltd.:

Honasa Consumer Limited is India's largest digital-first beauty and personal care company, with a diverse portfolio of seven brands. Uniquely positioned to capture growth trends shaping the BPC market, the company leverages data-driven innovation and a strong omnichannel distribution network. Driven by purpose, Honasa Consumer Limited is committed to creating a sustainable, consumer-focused future.