



December 11, 2025

Listing Department  
National Stock Exchange of India Limited  
Symbol: HONASA

Listing Department  
BSE Limited  
Scrip Code: 544014

**Sub.: Press Release - Honasa Consumer enters men's personal care category with acquisition of Reginald Men**

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Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Press Release titled "*Honasa Consumer enters men's personal care category with acquisition of Reginald Men*".

Kindly take the same on record. This disclosure will also be hosted on the Company's website viz. [www.honasa.in](http://www.honasa.in).

Thanking you,

Yours truly,  
For **Honasa Consumer Limited**

**Gaurav Pandit**  
**Company Secretary and Compliance Officer**

Encl.: As above

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**Honasa Consumer Limited**

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| CIN: L74999DL2016PLC306016 |

## HONASA CONSUMER ENTERS MEN'S PERSONAL CARE CATEGORY WITH ACQUISITION OF REGINALD MEN



**New Delhi, December 11th, 2025:** Honasa Consumer Limited, India's fastest-growing beauty and personal care House of Brands, has announced the acquisition of BTM Ventures Pvt Ltd, the parent company behind Reginald Men, which was founded in August 2022 by Trisha Reddy Talasani. Reginald Men, a premium personal care brand for men, offers a curated range of men's products, across personal care especially sunscreen and serum which is a focus category for Honasa. In the last twelve-month period (Nov'24-Oct'25), the brand has done INR 70+ crore top line with nearly 25% EBITDA. As part of the transaction, Honasa will acquire a 95% stake via a secondary purchase at an enterprise value of ₹195 crore, subject to closing adjustments. The remaining 5% to be acquired after 12 months based on pre-agreed valuation criteria.

Reginald Men has rapidly achieved significant organic traction in a short period of time by building a compelling multi-functional narrative and clean, minimal packaging that resonates strongly with modern male consumers. Its Helios Moisturizing Sunscreen has emerged as the No. 1 most searched sunscreen for men on Google in India, underscoring the brand's rising popularity and strong consumer pull.

The acquisition marks a strategic expansion into the rapidly growing men's personal care category and further strengthens Honasa's presence in the South Indian market, where Reginald Men currently derives the majority of its revenue. With this addition, Honasa gains access to deep consumer insights, proven marketing playbooks, and strong brand resonance in the region, further accelerating its market share across southern markets. The brand also adds strength in categories like sunscreen and serums, which are focus categories for Honasa Consumer Ltd

**Varun Alagh, Co-founder & CEO, Honasa Consumer Limited**, said, *"We are deeply inspired by what the Reginald Men team has built in such a short span of time. Their sharp understanding of the modern male consumer, combined with their ability to quickly translate ideas into action, aligns perfectly with Honasa's long-term vision. The men's personal care category is evolving rapidly, and Reginald Men's deep insight into this segment, especially its nuanced understanding of what today's male consumers seek makes them a strong strategic fit for us. This acquisition further strengthens our mission of shaping the future of India's beauty and personal care landscape."*

**Trisha Reddy Talasani, Founder, BTM Ventures Pvt Ltd**, says, *"Joining hands with Honasa Consumer and its visionary founders, Ghazal and Varun, is a landmark moment for us. Our shared passion for innovation and commitment to excellence forge a strong partnership, and I am excited to collaboratively elevate our brand to new horizons."*

#### **About Honasa Consumer Limited**

Honasa Consumer Limited is a purpose-driven brand house building the future of personal care and beauty. The company has created a portfolio of digital-first brands, including Mamaearth, The Derma Co., Aqualogica, Bblunt, Dr Sheth's, Staze, and Luminéve based on a customer insights-led innovation strategy. With more than 100,000 FMCG retail locations and a vast omni-channel distribution network that covers 18,000+ pin codes in India, Honasa's products are accessible to customers across 700+ districts across the country.