



August 23, 2024

To,
Listing Department
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001

Scrip Code - 544014

To,
Listing Department
National Stock Exchange of India Limited,
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East), Mumbai - 400 051

Scrip Symbol - HONASA

Sub.: Press Release

Dear Sir/Madam,

Please find enclosed a copy of the press release dated August 23, 2024 titled **“Mamaearth Launches the Kerala Thaali Range: A Unique Innovation powered by vernacular first approach and regional cultural insights.”**

The contents of the press release give full details.

Kindly take the same on record.

Thanking you,

Yours Faithfully,
For **Honasa Consumer Limited**

Dhanraj Dagar
Company Secretary and Compliance Officer
(Membership No: A33308)

Honasa Consumer Limited

Registered Office: Unit No- 404, 4th Floor, City Centre, Plot No 05, Sector-12, Dwarka New Delhi 110075
Corporate Office: 10th And 11th Floor, Capital Cyberscape Ullahwas, Bhondsi, Gurgaon, Haryana, India, 122102
Email: info@mamaearth.in; Phone: 0124- 4880828 | Website: www.honasa.in
| CIN: L74999DL2016PLC306016 |

Mamaearth Launches the Kerala Thaali Range: A Unique Innovation powered by vernacular first approach and regional cultural insights



Gurugram, 23rd August' 2024– Mamaearth, India's leading purpose-driven personal care brand, proudly announces the launch of its latest innovation – the Kerala Thaali Hair Care Range. This one-of-a-kind regional range is a tribute to the rich cultural heritage and natural bounty of Kerala, bringing together the best of nature's goodness in a holistic hair care experience.

The newly launched Hair Care Range is inspired by the traditional “Kerala Thaali”, a harmonious blend of diverse and nourishing ingredients that are emblematic of the region's ethos. The range is crafted with a thoughtful selection of natural ingredients native to Kerala, such as hibiscus, shikakai, and amla, known for their time-tested benefits in hair care. This innovation stems from deep consumer insights and crowdsourcing ideas, reflecting our understanding of consumer needs and our commitment to fulfilling them. This collection is crafted to enhance hair with exceptional strength and shine, while also honoring the rich cultural traditions of Kerala.

Driving a Regional Narrative

With this launch, Mamaearth is setting a new benchmark in the personal care industry by introducing a regional approach to product innovation. In a market where multinational companies often tailor their products to different countries, Mamaearth is taking a pioneering step by focusing on the unique cultural and natural wealth of Indian states. This regional focus is the beginning of a deeper innovation funnel for Mamaearth, as the brand seeks to create products that resonate with the diverse cultural fabric of India.

Talking about the launch, Ghazal Alagh, Co-founder and Chief Innovation Officer, Honasa Consumer Limited comments, "We are thrilled to introduce the Kerala Thali Hair Care Range, a product that is



close to our hearts and deeply rooted in the cultural heritage of Kerala. In India, each state has its own unique traditions and natural resources, much like the countries across the world. We felt it was essential to approach our states with the same respect and understanding. This launch is not just about a product; it's about celebrating the diversity of our country and the richness it brings to our lives. We are committed to continuing this journey of regional innovation and bringing the best of nature and culture to our consumers,"

The range will be launched nationwide across all online platforms, and Mamaearth has partnered exclusively with **Reliance Retail** for the “**Mini Five Star**” project to introduce the range in Kerala. This collaboration ensures the range will be available in all Hyper stores of Reliance Retail across the state, as well as in other nearby southern cities where consumer demand is strong. A series of offline activations are planned in Reliance Retail stores, including in-store demonstrations, exclusive promotions, and engaging consumer experiences. These activities are designed to highlight the unique benefits of the Kerala Thali Hair Care Range, encouraging direct interaction with the product and enhancing brand awareness among local consumers.

About Mamaearth

Founded by husband-wife duo Ghazal Alagh and Varun Alagh, Mamaearth is the fastest growing beauty and personal care brand. Driven by innovation and using the best of science and nature, the brand caters to personal care needs of young, aspirational and increasingly conscious Indian consumers. In a short span of 6 years, Mamaearth has created a product portfolio of 200+ products packed with goodness inside and has reached over 5 million customers in 500 Indian cities servicing over 18000 pin codes. Mamaearth products are available on www.mamaearth.in, major eCommerce platforms like Amazon, Nykaa, Flipkart and over 40 thousand points of sales across the country.

ABOUT HONASA CONSUMER LTD

Honasa Consumer Limited, is the largest digital-first beauty and personal care company with a diverse portfolio of six brands. Uniquely positioned to capture the growth trends shaping the BPC market, the company is building brands through on trend data-based innovation and strong omnichannel distribution. Driven by purpose, Honasa Consumer Limited is committed to serving its consumers and the society for a better tomorrow.