



To,
The Manager – Listing Department,
The National Stock Exchange of India Limited,
Exchange Plaza, NSE Building,
Bandra Kurla Complex, Bandra East,
Mumbai – 400 051

01.07.2026

Symbol: **WOMANCART**

Subject: Press Release

Dear Sir/Madam,

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to submit the enclosed Press Release titled **“Womancart Expands Global Beauty Offerings with Two Leading International Brands.”**

Womancart has expanded its portfolio with two leading international beauty brands a premium international skincare brand **CeraVe** and a sought after K-beauty brand **THE FACE SHOP** marking a significant step in elevating our beauty proposition. These additions tap directly into two of the fastest-growing demand pools in beauty today, with K-beauty in particular driving strong consumer pull.

Beyond these two launches, we have several more global names in **active on boarding, and as a Company, we will continue to add international brands on an ongoing basis** strengthening our position as the preferred platform for premium and aspirational global brands entering the market. These partnerships expand our addressable customer base, enhance basket value, and accelerate growth while reinforcing brand equity across our ecosystem.



WOMANCART
 ↳ EXCITING NEWS! ↳
Global Beauty.
Now on WomanCart.
 Your favorite **International & Korean Skincare** brands are now just a click away!

INTERNATIONAL BRAND
CeraVe
 DEVELOPED WITH DERMATOLOGISTS

KOREAN BRAND
THE FACE SHOP
 CLEAN BEAUTY

Now on WomanCart

More K-Beauty Brands Coming Soon!

Trusted Global Brands | Premium Skincare | 2-Hour Delivery* in Delhi NCR | 100% Authentic Products

BEAUTY THAT CARES. TRUST THAT STAYS.

Alongside the expansion of international brands, our in-house brands continue to scale profitably and remain central to our long-term margin story. By owning the value chain across these OWN brands, we capture higher contribution margins, exercise greater control over pricing and inventory, and reduce dependence on third-party supply. **These owned brands consistently deliver stronger unit economics than third-party equivalents, and their growing share of overall sales is a key driver of both our improving profitability and our faster growth trajectory.**

Our owned brands reach customers through three complementary routes:

- First, through our own website www.womancart.in, where we have full control over pricing, customer experience, and direct customer relationships, helping us strengthen our brand and customer loyalty.
- Second, through leading third-party marketplaces, where we are expanding our presence to reach customers wherever they shop. This helps us grow sales, increase brand visibility, and diversify our revenue.
- Third, through our international Australia website womancart.com.au, making our in-house brands available to customers globally. This expands our reach beyond India, opens new growth opportunities, and builds long-term global brand value.

Management's Two-Parallel Growth Strategy:

- 1. Marquee international and Indian brands build reach and footfall bringing customers onto the platform. High margin in-house brands, then deepen monetization, and drive sustainable profitability. This balance allows us to grow top line through brand expansion while simultaneously strengthening the bottom line through owned categories.**
- 2. To create a one-stop platform that is a trusted destination for women across beauty, lifestyle, wellness, and self-care needs.**

You are requested to take the same on record.

Thanking You,

For Womancart Limited

Keshutosh Roy
Company Secretary