



May 22, 2025

To,
Listing Department
NATIONAL STOCK EXCHANGE OF INDIA LIMITED
Exchange Plaza, C/1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400 051

To,
Listing Department
BSE LIMITED
P. J. Towers,
Dalal Street,
Mumbai – 400 001

Scrip Symbol: HONASA

Scrip Code: 544014

Sub: Press Release on Audited Standalone and Consolidated Financial Results for the quarter and year ended on March 31, 2025

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Press Release on the Audited Standalone and Consolidated Financial Results for the quarter and year ended on March 31, 2025.

We request you to please take the same on record.

Thanking you,

Yours faithfully,
For **HONASA CONSUMER LIMITED**

DHANRAJ DAGAR
COMPANY SECRETARY & COMPLIANCE OFFICER
Encl: a/a

Honasa Consumer Limited

Registered Office: Unit No - 404, 4th Floor, City Centre, Plot No 05, Sector-12, Dwarka New Delhi 110075
Corporate Office: 10th & 11th Floor, Capital Cyberscape, Ullahwas, Sector-59, Gurugram, Haryana - 122102
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| CIN: L74999DL2016PLC306016 |



HONASA CONSUMER DELIVERS DOUBLE-DIGIT GROWTH IN Q4FY25 WITH SEQUENTIALLY STABLE EBITDA

Gurugram, May 22, 2025: Honasa Consumer Ltd., India's leading beauty and personal care House of Brands, announced its financial results for the quarter ended March 31, 2025.

"FY25 has been a year of learnings, focus, and disciplined execution. Despite its ups and downs, we've seen green shoots emerge, with the business delivering double-digit growth and strong momentum across our key brands. In Q4 FY25, we achieved revenue of INR 534 Cr, growing 13.3% YoY—significantly ahead of the broader FMCG market. Mamaearth's strategic pivot has begun to show results, with double-digit category growth across e-Commerce and Modern Trade, driven by building leadership in focus categories, optimized media mix modeling, and awareness-led brand building.

NielsenIQ data reaffirms this shift—Mamaearth has gained share across key categories, entered the Top 5 in face wash market share. Our newer brands have also maintained a strong trajectory, growing over 30% YoY in FY25. Notably, The Derma Co. has now crossed ₹100 Cr ARR from offline channels while continuing to lead across top online platforms.

As we scale, our vision remains clear—building Honasa into a future-ready house of brands through disruptive innovation, deeper offline penetration, and consumer-centric offerings. We're not just creating brands that lead today, but shaping the future of India's beauty and personal care landscape." said **Varun Alagh, Chairman and CEO & Co-founder, Honasa Consumer Limited**

Key Highlights:

- Q4FY25 revenue stood at **INR 534 Cr**, achieving **double digit growth** with **13.3% YoY**, significantly ahead of the FMCG market.
- The business continues to grow efficiently, delivering a **INR 25 Cr PAT** and **EBITDA** stood at **5.1%** in Q4 FY25, reflecting stronger operational performance.
- Gross profit margin improved to **70.7% in Q4 FY25**, up 76 bps YoY, driven by an improved product mix and operational efficiencies.
- Mamaearth's strategy shift shows green shoots with **double-digit YoY growth** in key categories across e-Commerce and Modern Trade in Q4 FY25, backed building leadership in focus categories, optimal media mix modelling, and awareness led brand building
- NielsenIQ reported, Mamaearth sustained strong consumer demand with share gains across key categories; **entered Top 5 in face wash market share**, and expanded retail distribution by **26% YoY to 2.36 lakh outlets**
- Younger brands continued their growth momentum with **30%+ YoY** growth in FY25
- The Derma Co. hits **₹100 Cr ARR** in offline channels, while continuing to lead on top online platforms.
- The direct distribution-led strategy is strengthening reach, with **over 1 lakh unique outlets** billed in FY25 and direct distributor contribution surging from **38%** in FY24 to **71%** in Q4 FY25.



- Modern trade showed a 20%+ YOY offtake growth.
- Innovation-led growth continued to strengthen our focus category portfolio, marked by a foray into prestige skincare with **The Derma Co.'s Vitamin C Microneedle and Ampoule Kit, and Dr. Sheth's PDRN and B'tox Serum.**

About Honasa Consumer Ltd.:

Honasa Consumer Limited is India's largest digital-first beauty and personal care company, with a diverse portfolio of six 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.

For Press Queries:

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