

Name of the Issue: Honasa Consumer Limited

Last Updated on: November 13, 2025

| | | |
|---|----------------------------------------------------|----------------|
| 1 | Type of Issue (IPO/FPO) | IPO |
| 2 | Issue Size (Rs. Cr) | 1,701.44* |
| | * As per Basis of Allotment | |
| 3 | Grade of issue alongwith name of the rating agency | |
| | Name | Not Applicable |
| | Grade | Not Applicable |

| | | |
|---|------------------------------------------------------------------------------|------|
| 4 | Subscription Level (Number of times): | 7.62 |
| | *The above figure is after technical rejection and excludes anchor allotment | |
| | Source: Minutes of Basis of Allotment | |

5 QIB Holding (as a % of outstanding capital) as disclosed to stock exchanges

| Particulars | % |
|----------------------------------------------------------------------------------------------|---------------|
| (i) allotment in the issue* | 25.55% |
| (ii) at the end of the 1st Quarter immediately after the listing of the issue (Dec 31, 2023) | 27.69% |
| (iii) at the end of 1st FY (March 31, 2024) | 28.12% |
| (iv) at the end of 2nd FY (March 31, 2025) | 34.04% |
| (v) at the end of 3rd FY (March 31, 2026)# | Not Available |

* As disclosed to stock exchanges
QIB Holding not disclosed as reporting for relevant fiscal years have not been completed/ not publicly available
Source:
(1) Basis of Allotment
(2) Reported to the stock exchanges;

6 Financials of the issuer (as per the annual financial results submitted to stock exchanges)

(Rs. Crore)

| Parameters (Consolidated) | 1st FY (March 31, 2024) | 2nd FY (March 31, 2025) | 3rd FY (March 31, 2026)* |
|-----------------------------------------|-------------------------|-------------------------|--------------------------|
| Income from operations | 1,919.9 | 2,066.9 | Not Available |
| Net Profit for the period | 110.5 | 72.7 | Not Available |
| Paid-up equity share capital | 324.2 | 325.2 | Not Available |
| Reserves excluding revaluation reserves | 771.0 | 854.6 | Not Available |

* Financials not disclosed as reporting for the fiscal year has not been completed / not publicly available

7 Trading Status in the scrip of the issuer

Company's Equity Shares are listed on both, the BSE Limited and the National Stock Exchange of India Limited.
The Shares have not been suspended or delisted.

| Particulars | Status |
|----------------------------------------------|-------------------|
| (i) at the end of 1nd FY (March 31, 2024) | Frequently traded |
| (ii) at the end of 2nd FY (March 31, 2025) | Frequently traded |
| (iii) at the end of 3rd FY (March 31, 2026)* | Not Applicable |

* Trading status not disclosed as the relevant fiscal year has not been completed

8 Change in Directors of issuer from the disclosures in the offer document

| Particulars | Name of the Director | Appointed / Resigned |
|----------------------------------------------|----------------------|---------------------------------------|
| (i) at the end of 1st FY (March 31, 2024) | - | - |
| (ii) at the end of 2nd FY (March 31, 2025) | - | - |
| (iii) at the end of 3rd FY (March 31, 2026)* | Mr. Vivek Gambhir | Re-appointment (Independent Director) |

*Changes in Directors not disclosed as the relevant fiscal year has not been completed

9 Status of implementation of project/ commencement of commercial production

- (i) as disclosed in the offer document - Not Applicable
(ii) Actual implementation - Not Applicable
(iii) Reasons for delay in implementation, if any - Not Applicable

10 Status of utilization of issue proceeds

- (i) as disclosed in the offer document (Rs. Crore)

| Particulars | Amount |
|-------------------------------------------------------------------------------------------|---------------|
| Advertisement expenses towards enhancing the awareness and visibility of Company's brands | 182.00 |
| Capital expenditure to be incurred by Company for setting up new EBOs | 20.60 |
| Investment in Company's Subsidiary, BBlunt for setting up new salons | 26.00 |
| General corporate purposes and unidentified inorganic acquisition | 121.89 |
| Total | 350.49 |

- (ii) Actual utilization (Rs. Crore)

| Particulars | Amount proposed in the offer document | Amount utilized as on 30th Sep 2025 | Unutilized amount as on 30th Sep 2025 |
|-------------------------------------------------------------------------------------------|---------------------------------------|-------------------------------------|---------------------------------------|
| Advertisement expenses towards enhancing the awareness and visibility of Company's brands | 182.00 | 132.54 | 49.47 |
| Capital expenditure to be incurred by Company for setting up new EBOs | 20.60 | 7.82 | 12.78 |
| Investment in Company's Subsidiary, BBlunt for setting up new salons | 26.00 | 6.39 | 19.62 |
| General corporate purposes and unidentified inorganic acquisition | 121.89 | 90.74 | 31.15 |
| Total | 350.49 | 237.48 | 113.01 |

- (iii) Reasons for deviation, if any - Not Applicable

11 Comments of monitoring agency, if applicable

No deviation – The utilization of the issuance proceeds is in line with the objects of the issue

12 Pricing Data

Issue Price (Rs.): 324
Designated Stock Exchange: NSE
Listing Date: 7-Nov-23

| Price parameters | At close of listing day (Nov 07, 2023) | At close of 30th calendar day from listing day ⁽¹⁾ | At close of 90th calendar day from listing day ⁽²⁾ | As at the end of 1st FY after the listing of the issue (March 31, 2024) | | | As at the end of 2nd FY after the listing of the issue (March 31, 2025) | | | As at the end of 3rd FY after the listing of the issue (March 31, 2026) ⁽³⁾ | | |
|-----------------------|----------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------|-------------------------------------------------------------------------|-----------------------|----------------------|-------------------------------------------------------------------------|-----------------------|----------------------|----------------------------------------------------------------------------------------|-----------------------|----------------------|
| | | | | Closing price | High (during the FY)* | Low (during the FY)* | Closing price | High (during the FY)* | Low (during the FY)* | Closing price | High (during the FY)* | Low (during the FY)* |
| Market Price (on NSE) | 337.10 | 381.0 | 436.7 | 402.4 | 511.0 | 256.3 | 231.9 | 547.0 | 197.5 | N.A | N.A | N.A |
| Nifty 50 | 19,406.70 | 20,937.7 | 21,853.8 | 22,326.9 | 22,526.6 | 19,329.1 | 23,519.4 | 26,277.4 | 21,281.5 | N.A | N.A | N.A |
| Sectoral Index | N.A. | N.A | N.A | N.A | N.A | N.A | N.A | N.A | N.A | N.A | N.A | N.A |

Source: NSE Website

(1) 30th calendar day has been taken as listing date plus 29 calendar days, except where 30th,calendar day is a holiday, in which case we have considered the closing data of the previous trading day

(2) 90th calendar day has been taken as listing date plus 89 calendar days, except where 90th,calendar day is a holiday, in which case we have considered the closing data of the previous trading day

(3) Pricing data not disclosed as the relevant fiscal year has not completed.

*Intraday high and lows prices considered

13 Basis for Issue Price

| Accounting ratio | As disclosed in the offer document dated Nov 02, 2023 | At the end of 1st FY (March 31, 2024) | At the end of 2nd FY (March 31, 2025) | At the end of 3rd FY (March 31, 2026)* |
|--------------------------------------------------|-------------------------------------------------------|---------------------------------------|---------------------------------------|----------------------------------------|
| Diluted EPS (Rs.): | Issuer⁽¹⁾: (4.66) | 3.55 | 2.23 | Not Available |
| | Peer Group: | | | |
| | Hindustan Unilever Limited | 43.07 | 43.74 | 45.32 |
| | Colgate Palmolive (India) Limited | 38.50 | 48.67 | 52.83 |
| | P&G Hygiene and Health Care Ltd. ⁽³⁾ | 208.91 | 207.95 | NA |
| | Dabur India Limited | 9.61 | 10.38 | 9.95 |
| | Marico Limited | 10.05 | 11.43 | 12.56 |
| | Godrej Consumer Products Ltd. | 16.65 | (5.48) | 18.11 |
| | Emami Limited | 14.50 | 16.55 | 18.48 |
| | Bajaj Consumer Care Limited | 9.47 | 10.89 | 9.03 |
| | Gillette India Limited ⁽³⁾ | 109.15 | 126.35 | NA |
| | Industry Avg: | 51.10 | 52.28 | 23.75 |
| | | | | Not Applicable |
| P/E ⁽⁴⁾ | Issuer⁽¹⁾: N/A ⁽²⁾ | 113.24 | 104.08 | Not Available |
| | Peer Group: | | | |
| | Hindustan Unilever Limited | 59.16 | 51.86 | 49.85 |
| | Colgate Palmolive (India) Limited | 54.25 | 55.70 | 45.26 |
| | P&G Hygiene and Health Care Ltd. | 83.12 | 79.93 | NA |
| | Dabur India Limited | 54.53 | 50.40 | 50.91 |
| | Marico Limited | 54.28 | 43.47 | 51.87 |
| | Godrej Consumer Products Ltd. | 59.09 | NM ⁽⁵⁾ | 63.98 |
| | Emami Limited | 34.82 | 25.92 | 31.37 |
| | Bajaj Consumer Care Limited | 25.65 | 19.48 | 17.41 |
| | Gillette India Limited | 57.82 | 57.33 | NA |
| | Industry Avg: | 53.64 | 48.01 | 44.38 |
| | | | | Not Applicable |
| RoNW (%) | Issuer⁽¹⁾: (23.57%) | 10.09% | 6.16% | Not Available |
| | Peer Group: | | | |
| | Hindustan Unilever Limited | 20.08% | 19.99% | 21.51% |
| | Colgate Palmolive (India) Limited | 61.01% | 70.62% | 86.32% |
| | P&G Hygiene and Health Care Ltd. | 71.68% | 87.12% | NA |
| | Dabur India Limited | 18.02% | 17.58% | 15.53% |
| | Marico Limited | 33.42% | 36.03% | 38.87% |
| | Godrej Consumer Products Ltd. | 12.34% | (4.45%) | 15.43% |
| | Emami Limited | 27.13% | 29.46% | 29.80% |
| | Bajaj Consumer Care Limited | 17.63% | 18.71% | 16.75% |
| | Gillette India Limited | 35.97% | 43.01% | NA |
| | Industry Avg: | 33.03% | 35.34% | 32.03% |
| | | | | Not Applicable |
| NAV per share based on last balance sheet | Issuer⁽¹⁾: 19.27 | 33.78 | 36.28 | Not Available |
| | Peer Group: | | | |
| | Hindustan Unilever Limited | 215.02 | 218.86 | 211.10 |
| | Colgate Palmolive (India) Limited | 63.11 | 68.91 | 61.19 |
| | P&G Hygiene and Health Care Ltd. | 291.44 | 238.71 | NA |
| | Dabur India Limited | 53.29 | 58.14 | 63.25 |
| | Marico Limited | 30.59 | 32.32 | 33.07 |
| | Godrej Consumer Products Ltd. | 134.88 | 123.18 | 117.34 |
| | Emami Limited | 52.43 | 56.30 | 58.11 |
| | Bajaj Consumer Care Limited | 55.10 | 58.17 | 54.57 |
| | Gillette India Limited | 303.47 | 298.07 | NA |
| | Industry Avg: | 133.26 | 128.07 | 85.52 |
| | | | | Not Applicable |

Source: Prospectus

(1) Financial information for the Company is on a consolidated basis

(2) Since Basic and Diluted Earnings Per Share for year ended March 31, 2023 is negative P/E ratio of the Company is not ascertainable

(3) Financial year ending 31st June, relevant annual period has not been completed

(4) Based on closing price as per BSE website

(5) Since Basic and Diluted Earnings Per Share is negative, P/E ratio of the Company is not ascertainable

* Not available as reporting for the relevant period has not been completed / not available publicly

14 Any other material information

| Particulars | Date |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Listing of equity shares of Honasa Consumer Limited | 7-Nov-23 |
| One of the Designated Person (Employee) of the Company traded into the equity shares of the Company without obtaining preclearance of the Company Secretary and Compliance Officer of the Company, in violation of SEBI (Prohibition of Insider Trading) Regulations, 2015. | 28-Dec-23 |
| Prsruant to the Company's Code of Conduct, the violation will be placed before the Audit Committee Meeting and the detailed action plan and the final decision of the committee shall be intimated to the exchanges in due course of time. | |
| Board of Directors of the Company at its meeting held on May 23, 2024 approved an Asset Purchase Agreement with Cosmogenesis Cosmetics, a sole proprietorship, based out of Thane, Maharashtra to purchase identified assets and intellectual properties as part of this agreement which will benefit the company in expanding the R&D and manufacturing capabilities. | 23-May-24 |
| Intimation of change of CIN pusuant to listing | 8-Aug-24 |
| Intimation of the approval received from NLCT in relation to amalgamation between Just4Kids Services Private Limited (Transferor), Fusion Cosmeceutics Private Limited (Transferor), with Honasa Consumer Limited (Transferee) | 14-Aug-24 |
| Mr. Jayant Chauhan, Chief Product and Technology Officer designated as Senior Management Personnel ("SMP"), has tendered his resignation with effect from closure of business hours on November 30, 2024 due to personal reasons | 15-Oct-24 |
| Resignation of Senior Management Personnel Mr. Master Zairus, Chief Business Officer designated as Senior Management Personnel ("SMP") resigned w.e.f. February 28, 2025 due to personal reasons | 2-Jan-25 |
| Ms. Anuja Mishra, Chief Marketing Officer designated as Senior Management Personnel ("SMP"), has tendered her resignation with effect from closure of business hours on June 30, 2025 due to personal reason | 5-Apr-25 |
| Intimation of receipt of order dated 08th May 2025 of NCLT Chandigarh in relation to the Scheme of Amalgamation between Fusion Cosmeceutics Private Limited ("Transferor Company-1") and Just4Kids Services Private Limited ("Transferor Company-2") with Honasa Consumer Limited ("Transferee Company") and their respective shareholders and creditors. The scheme is now subject to the approval of NCLT Delhi | 9-May-25 |
| Approved the appointment of CS Shashi Shekhar, Proprietor of Arora Shekhar and Company, as the Secretarial Auditors of the Company for a tenure of 5 years commencing from April 01, 2025 | 22-May-25 |
| Mr. Dhanraj Dagar, Company Secretary and Compliance Officer designated as Key Management Personnel ("KMP"), tendered his resignation with effect from closure of business hours on July 10, 2025 due to personal reasons | 14-Jun-25 |
| Appointment of Mr. Yatish Bhargava as Chief Business Officer designated as Senior Management Personnel with effect from June 17, 2025 | 17-Jun-25 |
| Board of directors ("Board") of the Company at its meeting held on July 17, 2025, has inter-alia approved the following: (i) Re-appointment of Mr. Vivek Gambhir as an Independent Director (ii) Appointment of Mr. Gaurav Pandit as Company Secretary and Compliance Officer (iii) Appointment of BDO India Limited Liability Partnership as Internal Auditors | 17-Jul-25 |
| Board of Directors of the Company at its meeting held on November 12, 2025 approved acquisition of 25% share capital of Couch Commerce Private Limited which owns brand "Fang Oral Care" by way of subscribing Compulsory Convertible Preference Sharesfor a consideration of upto INR 10 Crores | 12-Nov-25 |

Source: Stock Exchange filings; For further updates and information, please refer stock exchange websites i.e. www.bseindia.com and www.nseindia.com