August 13, 2026

Listing Department
National Stock Exchange of India Limited
Symbol: HONASA

Listing Department
BSE Limited
Scrip Code: 544014

Sub.: Investor Presentation

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investor Presentation on the unaudited standalone and consolidated financial results for the quarter ended June 30, 2026, to be made at the Earnings Conference Call scheduled today.

Kindly take the same on record. This disclosure will also be hosted on the Company's website viz. www.honasa.in.

Thanking you,

Yours truly,
For **Honasa Consumer Limited**

Gaurav Pandit
Digitally signed by Gaurav Pandit
Date: 2026.08.13 15:24:33 +05'30'

Gaurav Pandit
Company Secretary and Compliance Officer

Encl.: As above

mamaearth
goodness inside

1,158,300+
Trees Planted

15,500+ Tons
Plastic Recycled

Safe Drinking Water for
1,550+
Families

65,000+
Health Checkups Completed

HONASA
Beauty with purpose
PERFORMANCE UPDATE
Q1FY27

18,000+
Certified Women Hair Stylists

50,000+
Students Empowered

Disclaimer

By accessing, viewing or attending this presentation, you accept and agree to be bound as follows:

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Crystal-Gazing the Future of I-Beauty

Fragrance: Large Beauty Category Globally, Fastest-Growing in India

PREVIOUSLY EXPLORED

- **Nutraceuticals**
  Nutraceuticals moving from niche to mainstream
- **Men's Skin Care**
  Heightened awareness & evolving selfcare mindset driving core categories
- **Oral Beauty**
  Teeth whitening turning oral care into a beauty category
- **Colour Cosmetics**
  Gen Z & content culture driving color ritual
- **Hair Care**
  Actives-led targeted solutions redefining the category
- **Moisturizers**
  Growing 3x faster than legacy creams on the back of lightweight textures
- **Face Serums**
  Serum adoption driven by consumers looking for solving specific problems
- **Face Cleansers**
  Premiumization elevating face wash into a skincare ritual

THE SCENT ECONOMY

Fragrance: Large Globally, India's Fastest-Growing

Already one of the largest engine of global beauty growth — India's fastest-growing category over the next decade

~37%

of US prestige beauty's growth came from fragrance[3]

~3%

fragrance share of India's BPC market, vs ~11% globally[1]

INR 7,000 Cr+

India's perfume market in 2026, growing at a 15% CAGR[2]

There is a large unorganised market beyond the above market size, which is moving to organized

Three signals point the same way

Penetration Headroom

~6%

of Indians use fragrance, vs ~37% in the US[4,5]

Shift to Digital

~28%

of fragrance value is now e-commerce, up from ~6.5% in 2015[6]

Deo to Perfume

3x Growth

In perfume searches since 2021, overtakes deodorant[6]

1. India BPC market USD 26 Bn (2026); global fragrance share per Emergen Research 2. Derived: total India fragrance market less deodorants 3. Circana, US prestige beauty, YTD Sep 2025 4. Kotak Neo, The Economics of Smell 5. YouGov, US perfume users (regular use), Nov 2025 6. Wazir Advisors, The Scent of Opportunity, Aug 2026

02

FINANCIAL SNAPSHOT

Q1FY27 witnessed ~32% growth with EBITDA growing ~2X+ to INR 110 Cr

The Company witnessed the highest ever quarterly revenue and profit

REVENUE FROM OPERATIONS

INR 785 Cr

31.8% YoY Improvement

GROSS PROFIT MARGIN

70.8%

Continued 70%+ GM Profile

EBITDA

INR 110 Cr

14.1% EBITDA Margin

PROFIT AFTER TAX

INR 90 Cr

11.5% PAT Margin

UNDERLYING VOLUME GROWTH (UVG)[1]

30.5%

Volume-led Growth

CASH GENERATION

INR 83 Cr

Cash Generating Business with Negative WC Cycle

Consolidated Revenue from Operations includes revenue from BTM Ventures Limited (Reginald Men)

Honasa Revenue from Operations is presented on a Like-for-Like (LFL) basis, adjusted for change in settlement by Flipkart group leading to impact/change in revenue recognition for marketplace sellers like Honasa; All Margin % are computed on LFL Revenue for Q1FY27

1: Underlying Volume Growth (UVG) is volume growth excluding the price impact for the period by computing the constant turnover on the base period realization and does not include BTM Ventures Limited (Reginald Men)

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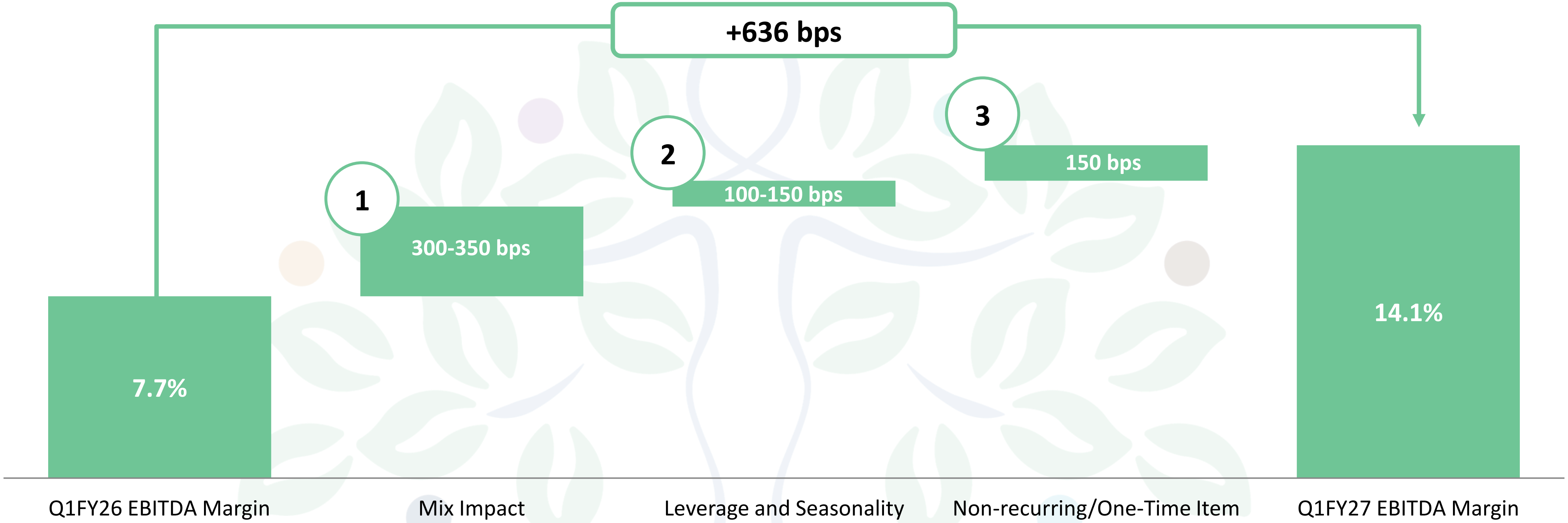
EBITDA Margin improved led by mix impact and leverage



1

1. Higher mix of more profitable B2B channels led by offline
2. Growth Momentum of our most profitable brands – Mamaearth and The Derma Co
3. Improving profitability of younger brands – Improving A&P efficiency
4. Achieved above while increasing absolute A&P spends to fuel growth

2

Scale led leverage across overheads including ~50 bps attributed to summer category seasonality

3

Non-recurring/one-time item largely related to ESOP reversal in the payroll cost

The EBITDA margins are presented on a Like-for-Like (LFL) basis, adjusted for change in settlement by Flipkart group leading to impact/change in revenue recognition for marketplace sellers like Honasa

Change in settlement by Flipkart group impacted revenue recognition for Honasa with no impact on bottom line

~INR 29 Cr** revenue recognition **impact in the topline** with **no effect on absolute profitability

Revenue Recognition Update (Illustration)

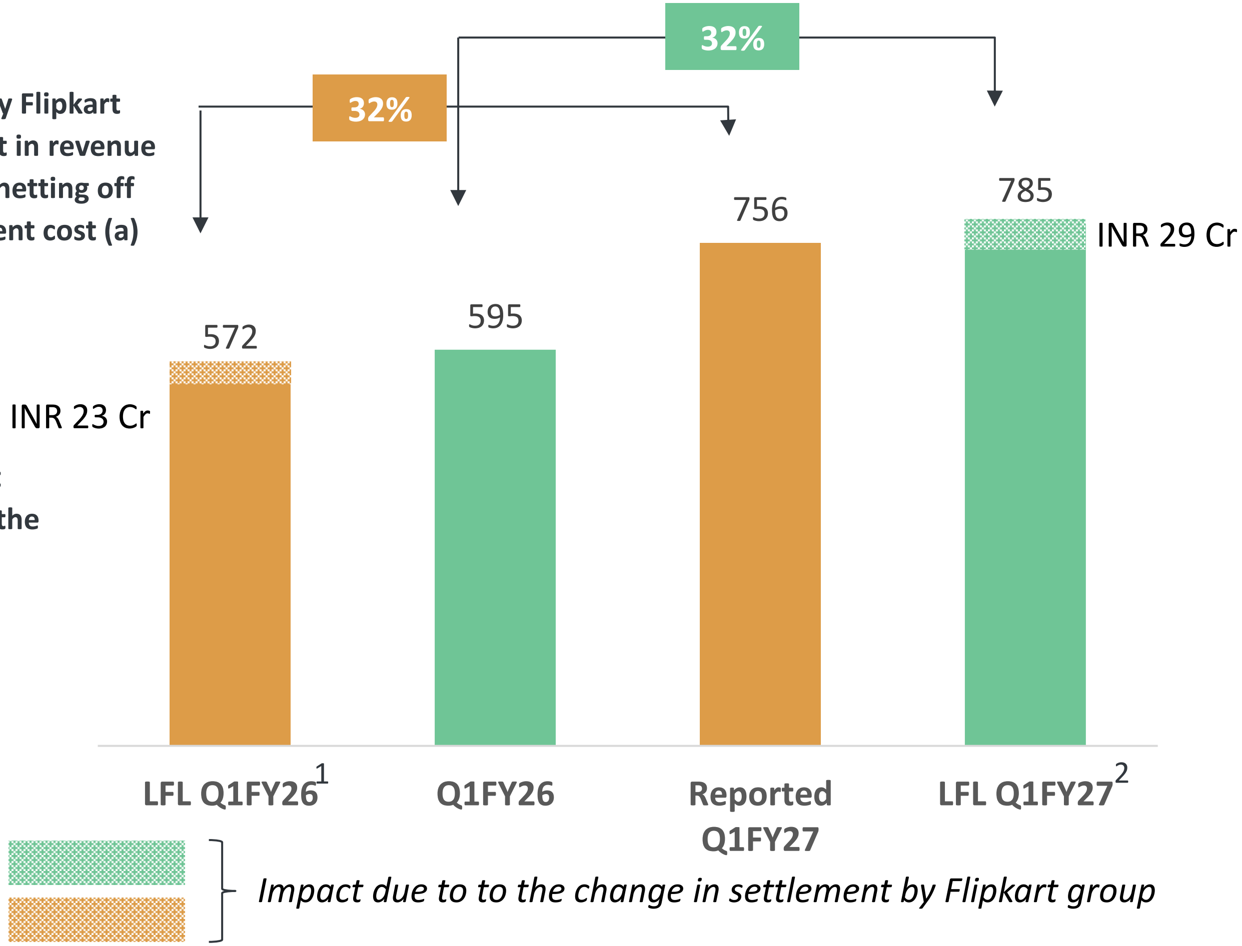
Particulars	Earlier	Now
Revenue	100	68
COGS	30	30
Gross Margin	**70**	**38**
Logistics & Fulfilment cost (a)	32	0
Sales Commission cost (b)	X	X
Contribution margin	**38**	**38**

Change in settlement by Flipkart group leading to impact in revenue recognition effectively netting off the Logistics & Fulfillment cost (a)

Logistics & Fulfillment cost (a) is adjusted in the revenue

Contribution Margin remains unchanged with no impact on the company's overall profitability

Net Revenue Growth (Q1FY27)



1. Like for Like (LFL) Revenue growth is based on the Q4FY25 Net Sales Value adjusted if there was a retrospective adjustment pertaining to change in settlement by Flipkart Group
2. Like for Like (LFL) Revenue growth is based on the Q4FY26 Net Sales Value adjusted for change in settlement by Flipkart group leading to impact/change in revenue recognition for marketplace sellers like Honasa

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03

BUSINESS HIGHLIGHTS

Focus categories grew 35%+, driven by strength across key channels

Gaining traction across channels

eCommerce

20%+

YoY Growth

Mamaearth Rice Dewy Bright Face Wash

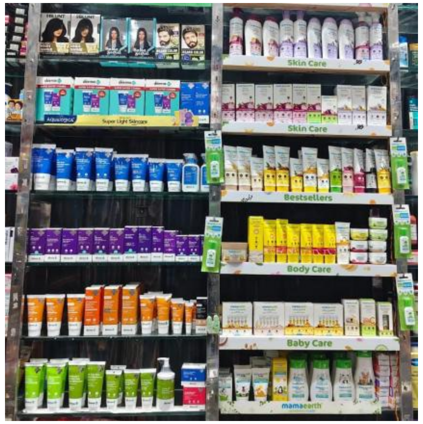
The Derma Co 1% Hyaluronic Sunscreen Aqua Gel

General Trade

40%+

YoY Secondary Sales Growth[1]

Mirrored by Primary Sales Growth



Modern Trade

40%+

YoY Offtake Growth

Face Cleanser | **Shampoo** | **Face Serum** | **Suncare** | **Moisturizer** | **Baby** | **Lipstick**

Focus Categories' contribution expands by 450 bps YoY to 85%+ in Q1FY27

1. As per DMS

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Mamaearth Accelerates to High-Teens Growth in Q1FY27…

Growth led by Focus categories

Face Cleansers

Scaling and Gaining Share in *Glow partition*

Rice Dewy Bright is now our #1 face cleanser

Ubtan Natural Glow face cleanser scaled strongly on the back of sharp positioning

Shampoo

Rosemary in anti-hairfall partition, becomes our second INR 100 Cr+ ARR hair ingredient, after Onion

Suncare

Uniquely building *Toxin Free sun protection*

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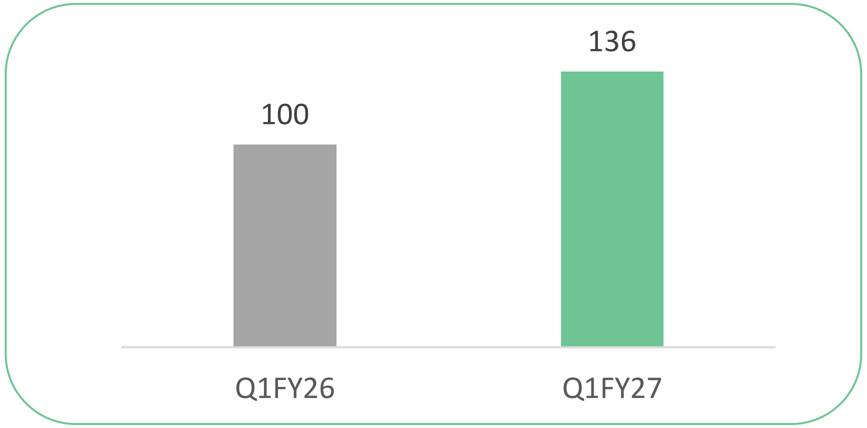
…on the back of strong consumer love — searches and share of shelf at highs

Strengthened brand relatability through engaging content

1. Growing Brand Searches for brand Mamaearth[1]



2. Highest ever absolute searches[1] for Mamaearth Face Cleansers

Market Share Gains and Growing Share Amongst Handlers

Face Cleanser

6.9 % || +138 bps

Value Market Share[2]
as of Jun'26

11.2% || +171 bps

Share Amongst Handlers*
as of Jun'26

Shampoo

2.5 % || +93 bps

Value Market Share[2]
as of Jun'26

4.8% || +159 bps

Share Amongst Handlers*
as of Jun'26

**Share amongst handlers signifies increasing consumer pull*

1: Based on Google Adwords 2. Source: NielsenIQ, for All India Urban

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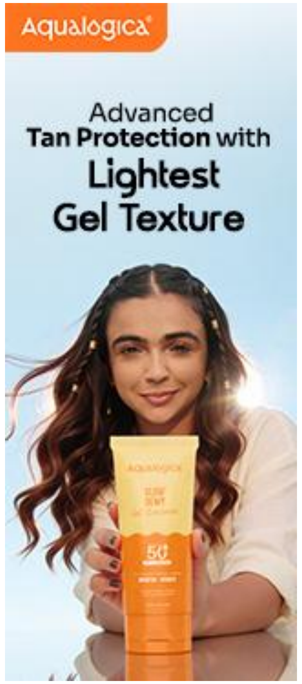
Younger Brands[1] continued to grow at 40%+ with strong growth momentum

Aqualogica	Dr. Sheth's	Bblunt	Staze	Reginald Men
Glow+ Dewy Sunscreen leading with Advanced Tan Protection with Lightest Gel Texture	Cellular Skin Science - building premium serums	Growth powered by hair color	Innovation relevant for GenZ	Simplifying men's skincare



Glow+ Dewy Sunscreen

Argireline & Copper Peptide B'Tox Serum

Salon Secret High Shine Conditioning Hair Color

Gloss Lock 2 in 1 Liquid Lipstick

Helios Moisturizing Sunscreen

1. Younger brands include The Derma Co., Aqualogica, Dr. Sheth's, Bblunt, Staze and BTM Ventures Limited (Reginald Men)

The Derma Co reaches INR 1,000 Cr NSV ARR

1 The brand recorded highest ever brand searches in Q1FY27

Indexed Searches for the brand[1]

Brand searches grew 34% YoY, indicating strong consumer interest

2 Face Cleansers cross INR 200 Cr ARR

3 Categories **now** above INR 200 Cr ARR **including** Serums, Sunscreen and Face Cleansers (New)

3 Brand seeing traction in the offline channel

~1% Market share in Offline in the Face Cleanser category – Nielsen[2]

Expanding reach with presence in **50k+ outlets**

4 Strengthening EBITDA profile

THE derma co

Enters *teens* EBITDA club

1. Based on Google Adwords 2. Source: NielsenIQ for All India Urban

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BTM Ventures continues to exhibit strong growth post acquisition

INR 150 Cr+

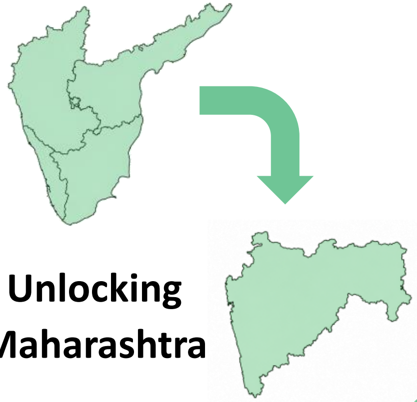
Annual Revenue Run Rate[1]

2x+

Growth in revenue since acquisition[2]

Unlocking Newer Geographies

Retaining South India Stronghold



Unlocking Maharashtra

Unlocking Newer Categories

Building new categories after sunscreen

Athena All in one Hair Serum

Unlocking Newer Channels

Scaling existing channels while builder newer ones

blinkit

Myntra

1. Based on Q1FY27 Net Sales Value
2. Based on annualizing Q4FY26 and Q1FY27 NSV vs TTM revenue (Oct'25 ended) at the time of acquisition

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Strong growth continues in Offline — General Trade and Modern Trade both scaling

General Trade

Healthy Secondary sales growth

1

40%+

YoY Secondary sales growth in General Trade in Q1FY27[1]

Healthy same-store growth with strong outlet repeats

Deepening Outlet reach

2

~3 Lacs

FMCG retail Outlet reach in India as on Jun'26[2]
(Direct + Indirect)

Outlet expansion driven by Mamaearth Face cleanser

Modern Trade

40+%

YoY Offtake growth in Modern trade in Q1FY27

Share gain led growth in Key Modern Trade accounts

+360 Bps	+166 Bps
YoY Share gain (Jun'26)[3]	YoY Share gain (Jun'26)[3]
Face Cleansers	**Shampoo**

Expanded Modern trade distribution reach to 90%+ store universe

1. As per DMS as on June 30, 2026
2. Source: NielsenIQ, Number of FMCG retail outlets with Mamaearth's presence (All India Urban + Rural)
3. Source: NielsenIQ for AI (U+R) MT

eCommerce channel grew at 20%+ indicating strong momentum

Growth driven by Honasa's double-digit market share in focus categories on key eCommerce platforms[1]

AREAS OF FOCUS TO SUSTAIN MOMENTUM

01

Focus categories

Continuing to build share across our focus categories

02

Gaining Share in Q-commerce

blinkit

SWIGGY

zepto

03

Tier 2 markets & beyond

Deepening presence on platforms strong in tier 2+ towns and cities

Myntra

meesho

1. As per internal estimates

Our innovation capability continues to strengthen our portfolio across brands

Key Innovations for the Quarter

mamaearth

Flaxseed Damage Repair Shampoo

Mung Bean Pore Cleansing Foam Scrub

THE derma co

DESIGNED BY DERMATOLOGISTS

1% Hyaluronic Moisturizing Sunscreen Body Lotion

Skin Renew Hyperpigmentation Peptide Serum

DR. SHETH'S

Centella & Niacinamide Oil-Free Matte Sunscreen

Collagen & Vitamin C Overnight Moisture Wrapping Mask

Aqualogica

Refresh+ Perfume Body Mist - Salted Caramel Crush

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HONASA ENTERS THE FRAGRANCE CATEGORY WITH

INDIA'S FIRST ELIXIR BRAND

FIKN

LIVE BY YOUR DESIRES

30%	12 HRS	PATENTED
FRAGRANCE OIL	CLINICALLY TESTED LONG STAY	DESIGN

FIKN.COM

Beauty inspired by Goodness – 1,100,000+ trees planted till date

mamaearth®

1,158,300+

Trees planted till date under

PLANT GOODNESS

Planted a tree for every share of our Environment Day reel on environmental awareness in June - turning engagement into action

THE derma co™ DESIGNED BY DERMATOLOGISTS

YOUNG SCIENTISTS

50,000+

Students empowered by providing them with high-quality practical science education

Aqualogica®

FRESH WATER FOR ALL

1,550+

Rural households impacted with provision of clean, safe drinking water for them

BBLUNT

SHINE ACADEMY

18,000+

Women certified with skills in hair care and hair styling

DR. SHETH'S

HEALTHY INDIA, HEALTHY YOU

65,000+

Health checkups completed

HONASA

Thank You

Financials Summary

P&L Summary

All figures in INR Cr

Particulars	Q1 FY 27	Q1 FY 26	Q4 FY 26	YoY Growth	QoQ Growth
Revenue from operations	**756**	**595**	**657**	**27.0%**	**15.0%**
Cost of Goods Sold	229	171	195		
GROSS PROFIT	**527**	**424**	**462**		
GROSS PROFIT Margin %	***69.7%***	***71.2%***	***70.3%***		
Employee benefit expense	66	60	71	9.9%	-7.0%
% of Revenue	*8.8%*	*10.1%*	*10.9%*		
Advertisement expense	241	206	216	16.7%	11.4%
% of Revenue	*31.8%*	*34.6%*	*32.9%*		
Other expense	110	111	97	-1.6%	12.6%
% of Revenue	*14.5%*	*18.7%*	*14.8%*		
EBITDA	**110**	**46**	**77**	**140.7%**	**43.0%**
EBITDA Margin %	***14.6%***	***7.7%***	***11.7%***		
Depreciation and Amortization	10	11	11		
Finance costs	3	3	3		
Other Income	23	24	19		
Profit Before Tax	**119**	**56**	**82**	**114.5%**	**45.7%**
PBT Margin %	***15.8%***	***9.3%***	***12.5%***		
Tax expenses	29	14	12		
Profit After Tax	**90**	**41**	**69**	**116.5%**	**30.3%**
PAT Margin %	***12.0%***	***6.9%***	***10.6%***		

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