



Statement of Deviation / Variation in utilisation of funds raised

Name of listed entity	Honasa Consumer Limited
Mode of Fund-Raising	Public Issues i.e. Initial Public Offer (IPO)
Date of Raising Funds	03-11-2023
Amount Raised (in Rs. Crores)	350.492
Report filed for Quarter ended	30-06-2025
Monitoring Agency	Applicable
Monitoring Agency Name, if applicable	ICRA Limited
Is there a Deviation / Variation in use of funds raised	No
If yes, whether the same is pursuant to change in terms of a contract or objects, which was approved by the shareholders	Not Applicable
If Yes, Date of shareholder Approval	Not Applicable
Explanation for the Deviation / Variation	Not Applicable
Comments of the Audit Committee after review	No deviation, the proceeds of IPO was parked in FDs or utilised as per the objects of the issue.
Comments of the auditors, if any	No Comments

Objects for which funds have been raised and where there has been a deviation, in the following table:

(Rs. Crores)

Sr. No	Original Object	Modified Object, If any	Original Allocation	Modified Allocation, if any	Funds Utilized	Amount of Deviation/Variation for the quarter according to applicable object	Remarks if any
1	Advertisement expenses towards enhancing the awareness and visibility of our brands	NA	182.000	NA	127.584	0	Not Applicable
2	Capital expenditure to be incurred by Company for setting up new EBOs	NA	20.6000	NA	6.312	0	Not Applicable

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

Email: info@mamaearth.in; Phone: 011 - 44123544 | Website: www.honasa.in

| CIN: L74999DL2016PLC306016 |



Sr. No	Original Object	Modified Object, If any	Original Allocation	Modified Allocation, if any	Funds Utilized	Amount of Deviation/Variation for the quarter according to applicable object	Remarks if any
3	Investment in Subsidiary, BBlunt for setting up new salons	NA	26.000	NA	6.385	0	Not Applicable
4.	General corporate purposes and unidentified inorganic acquisition	NA	121.892	NA	51.839	0	Not Applicable
	TOTAL		350.492		192.120	-	-

Deviation or variation could mean:

- a) Deviation in the objects or purposes for which the funds have been raised or
- b) Deviation in the amount of funds actually utilized as against what was originally disclosed or
- c) Change in terms of a contract referred to in the fund-raising document i.e. prospectus, letter of offer, etc.

For **Honasa Consumer Limited**

Sd/-

Varun Alagh

Chairman, CEO & Whole Time Director

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