



**Statement of Deviation / Variation in utilisation of funds raised**

<b>Name of listed entity</b>	Honasa Consumer Limited
<b>Mode of Fund-Raising</b>	Public Issues i.e. Initial Public Offer (IPO)
<b>Date of Raising Funds</b>	03-11-2023
<b>Amount Raised (in Rs. Crores)</b>	350.492
<b>Report filed for Quarter ended</b>	30-09-2025
<b>Monitoring Agency</b>	Applicable
<b>Monitoring Agency Name, if applicable</b>	ICRA Limited
<b>Is there a Deviation / Variation in use of funds raised</b>	No
<b>If yes, whether the same is pursuant to change in terms of a contract or objects, which was approved by the shareholders</b>	Not Applicable
<b>If Yes, Date of shareholder Approval</b>	Not Applicable
<b>Explanation for the Deviation / Variation</b>	Not Applicable
<b>Comments of the Audit Committee after review</b>	
<b>Comments of the auditors, if any</b>	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	132.535	0	Not Applicable
2	Capital expenditure to be incurred by Company for setting up new EBOs	NA	20.6000	NA	7.817	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:** 10<sup>th</sup> & 11<sup>th</sup> Floor, Capital Cyberscape, Ullahwas, Sector-59, Gurugram, Haryana - 122102

Email: [info@mamaearth.in](mailto:info@mamaearth.in); Phone: 011 - 44123544 | Website: [www.honasa.in](http://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	90.743	0	Not Applicable
<b>TOTAL</b>			<b>350.492</b>		<b>237.480</b>	-	-

Deviation or variation could mean:

- Deviation in the objects or purposes for which the funds have been raised or
- Deviation in the amount of funds actually utilized as against what was originally disclosed or
- 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**

**Honasa Consumer Limited**

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