

HONASA

Beauty With A Purpose

Q2 & H1 FY24 Results

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Continued growth momentum in the quarter with improved profitability profile...

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INR 496 Cr

Revenue from Operations

21% YoY Growth
LFL Growth¹ 24%

69.5%

Gross Profit %

*Industry leading
Gross Profit² %*

8.1%  *169 bps*

EBITDA %

EBITDA: INR 40 Cr
53% YoY Growth

INR 29 Cr

Profit After Tax

94% YoY Growth
PAT %: 5.9%

27%

YoY Volume growth³

Volume led sales growth

INR 41 Cr

Free Cash

Working capital Days: (5)
Continues to be negative working capital cycle

1: Represents Like for Like growth excluding revenue from operations for Just4Kids (Momspresso) which was impaired in FY23

2: Average gross margin among key listed FMCG companies including: Hindustan Unilever Limited, Colgate Palmolive (India) Limited, Procter & Gamble Hygiene and Health Care Limited, Dabur India Limited, Marico Limited, Godrej Consumer Products Limited, Emami Limited, Bajaj Consumer Care Limited and Gillette India Limited

3: Volume growth is computed in terms of units shipped in the period compared to Q2FY23

Margin% computed on Revenue from Operations

Based on consolidated financials

...while delivering strong performance in H1FY24 ...

INR 961 Cr

Revenue from Operations

33% YoY Growth
LFL Growth¹ 36%

70.2%

Gross Profit %

*Industry leading
Gross Profit² %*

7.2%  *531 bps*

EBITDA %

EBITDA: INR 70 Cr
400% YoY Growth

INR 54 Cr

Profit After Tax

1,377% YoY Growth
PAT %: 5.6%

35%

YoY Volume growth³

Volume led sales growth

INR 89 Cr

Free Cash

Cash generating business

1: Represents Like for Like growth excluding revenue from operations for Just4Kids (Momspresso) which was impaired in FY23

2: Average gross margin among key listed FMCG companies including: Hindustan Unilever Limited, Colgate Palmolive (India) Limited, Procter & Gamble Hygiene and Health Care Limited, Dabur India Limited, Marico Limited, Godrej Consumer Products Limited, Emami Limited, Bajaj Consumer Care Limited and Gillette India Limited

3: Volume growth is computed in terms of units shipped in the period compared to H1FY23

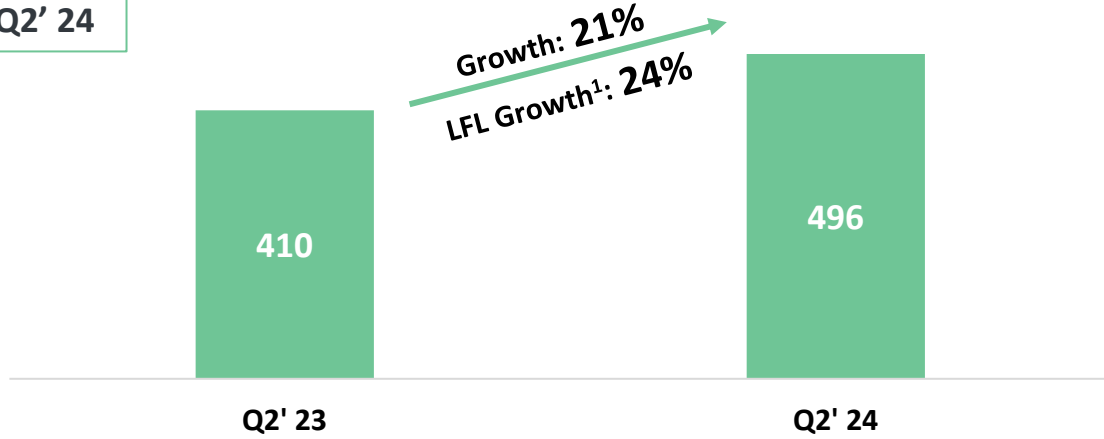
Margin% computed on Revenue from Operations

Based on consolidated financials

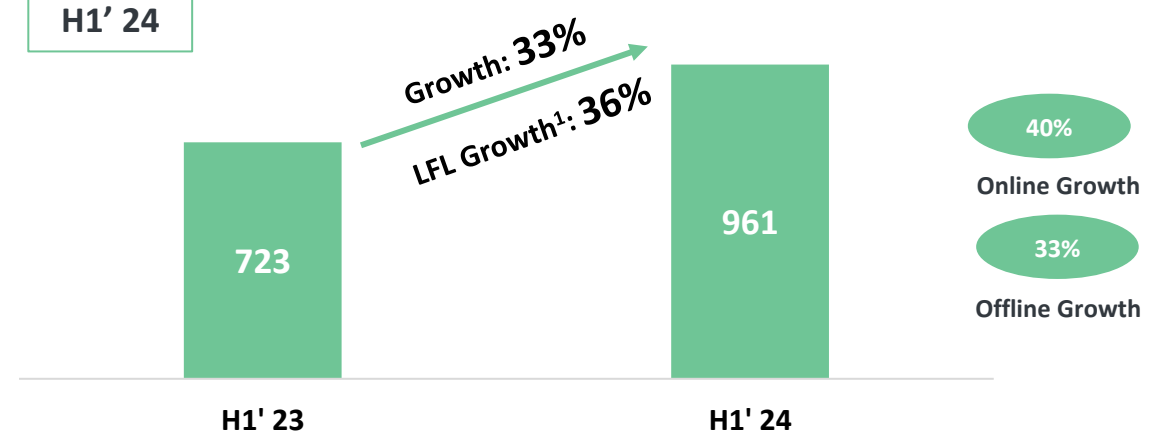
...and delivering market beating growth

Revenue from Operations (INR Cr)

Q2' 24

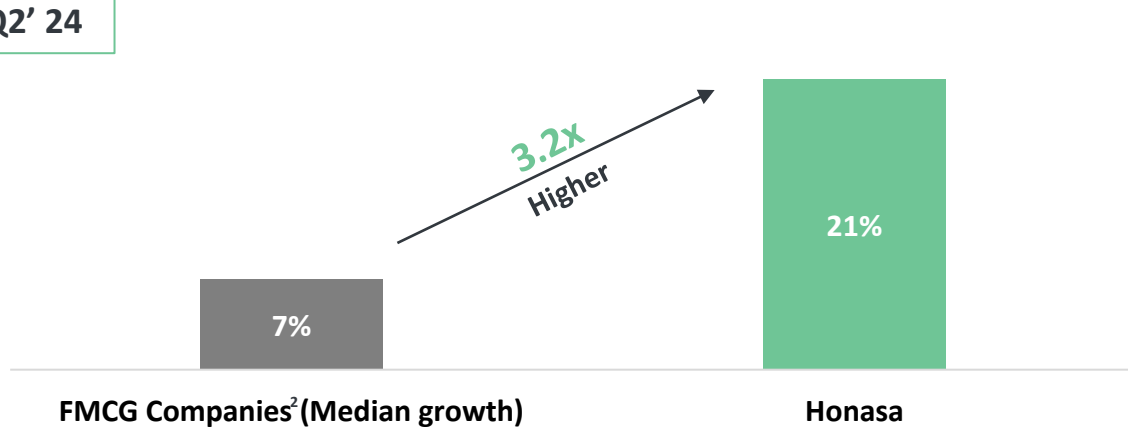


H1' 24

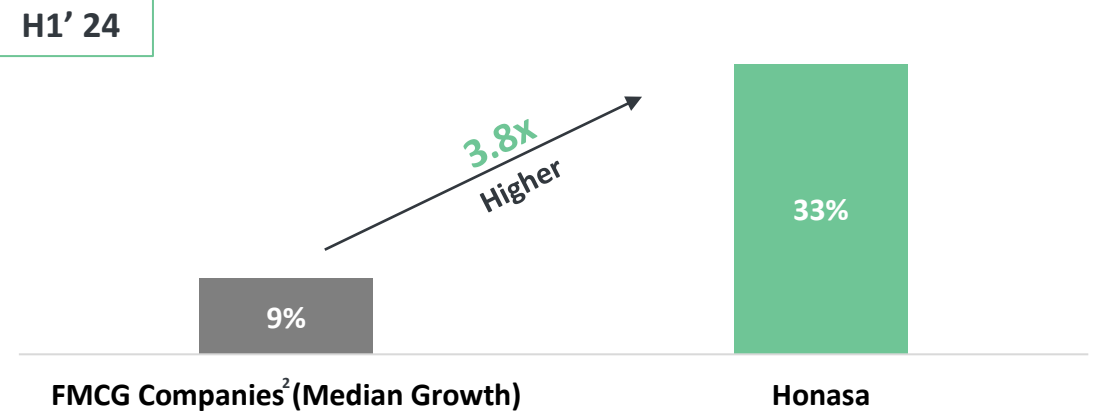


Revenue Growth % compared to FMCG Companies²

Q2' 24



H1' 24

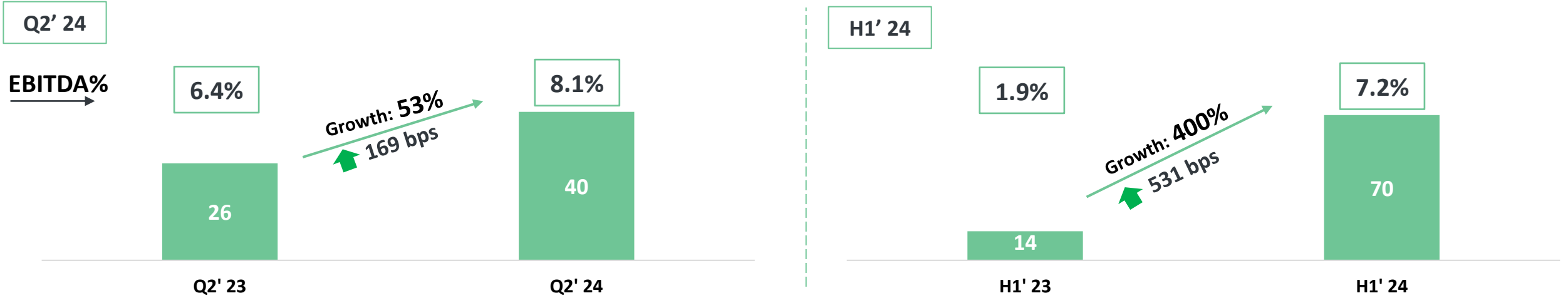


1: Represents Like For Like growth excluding revenue from operations for Just4Kids (Momspresso) which was impaired in FY23

2: Key Listed FMCG companies including: Hindustan Unilever Limited, Colgate Palmolive (India) Limited, Procter & Gamble Hygiene and Health Care Limited, Dabur India Limited, Marico Limited, Godrej Consumer Products Limited, Emami Limited, Bajaj Consumer Care Limited and Gillette India Limited and revenue as per their Q1FY24 and Q2FY24 financial results

Based on consolidated financials

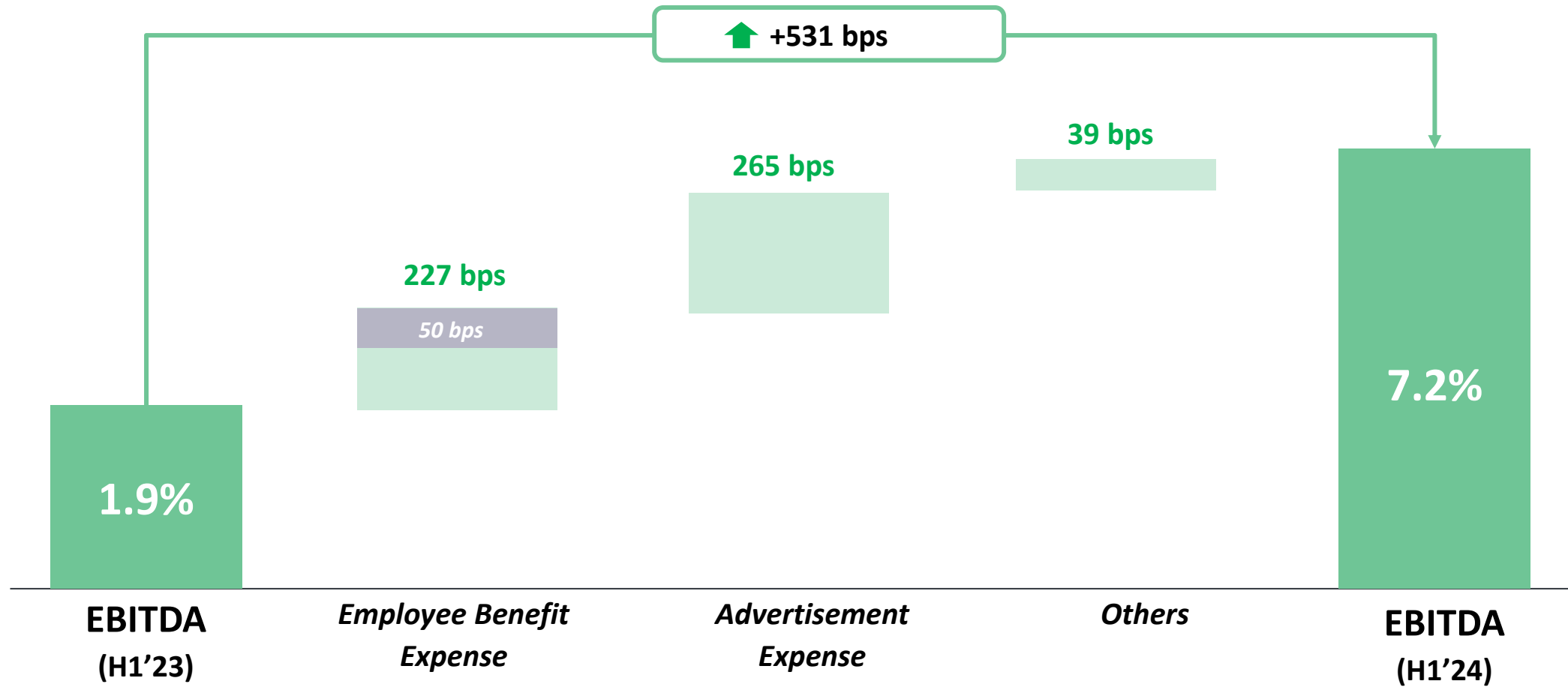
EBITDA (INR Cr)



Profit After Tax (INR Cr)



EBITDA expansion driven by greater leverage and effectiveness in Advertisement Expense and Others 1 2 3 4



Advertisement & Employee Benefit expense optimised on account of economies of scale kicking in

Excluding one time ESOP cost reversal from Just4Kids (Momspresso) which was impaired in FY23
Based on consolidated financials

Business Overview



HONASA

We are India's largest digital-first BPC company with a diverse portfolio of six brands



Clean and toxin-free beauty products made with natural ingredients



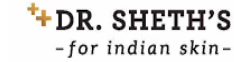
Science backed expert products powered with active ingredients



Hydrating skincare designed for Indian skin types



Professional hair care and styling products enabling salon like experience at home



Bio-actives based skincare developed by three generations of skin specialists



Ayurvedic beauty products in modern formats for Indian millennials

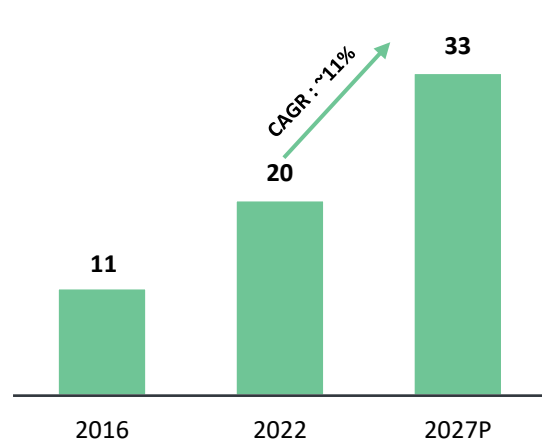


Each brand in our portfolio has a differentiated value proposition enabling us to acquire new users with distinct needs and preferences and increase share of wallet from existing consumers

Uniquely positioned to capture the significant growth trends shaping the BPC market...

India BPC products market is expected to grow at ~11% CAGR between 2022-27P

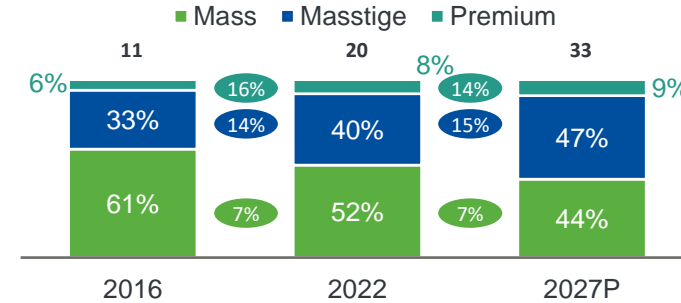
Indian BPC market size and growth (\$ bn)



BPC CAGR (~11%) highest among other retail Categories

Significant trends shaping consumer demand in BPC in India (\$bn)

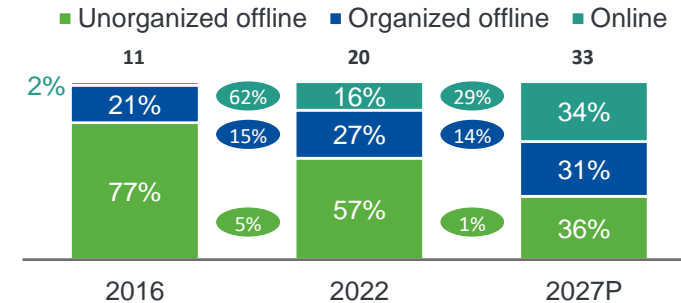
Premiumization



Masstige segment expected to grow 2x+ as Mass (2022-27P)

Majority of our brands cater to masstige segment

Digital penetration



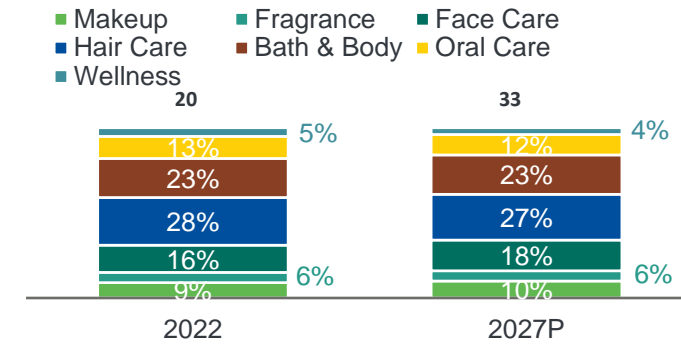
Growth to be led by increasing adoption of digital channels

We are the largest digital first company with true omnichannel distribution network^{1,2}

Core macro-economic factors driving consumption in India

- Rising incomes resulting in higher consumption
- Rising incomes leading to a large middle-class population – key driver of private consumption
- Increasing participation of women in labour force, particularly services
- Growth bolstered by India's young population with millennials and generation Z likely to become a major consumption pool

Evolving category mix

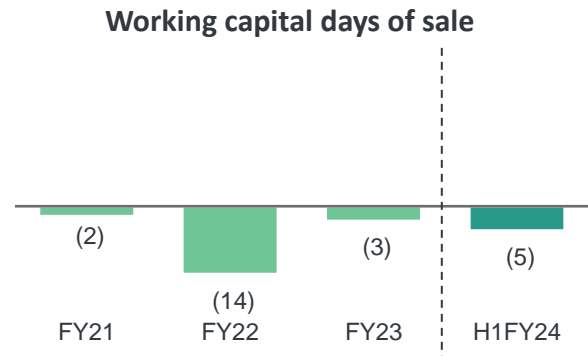
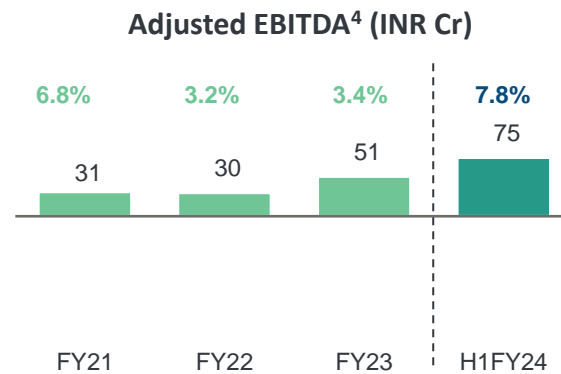
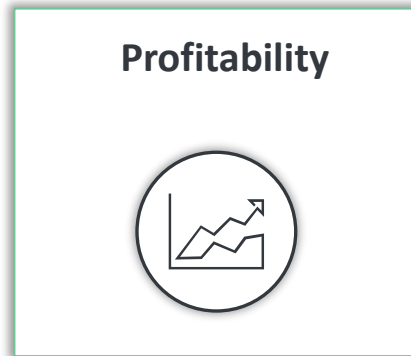
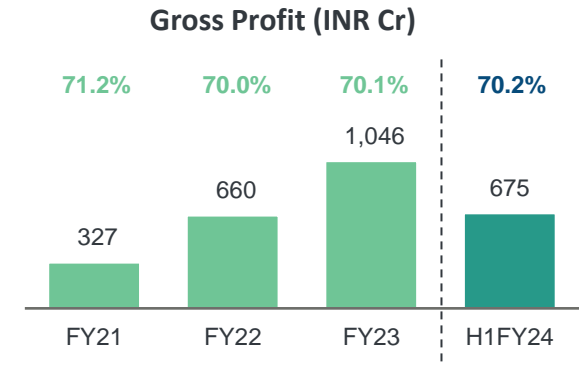
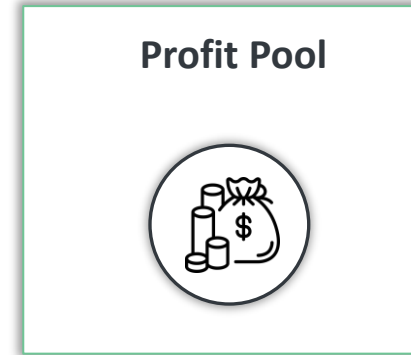
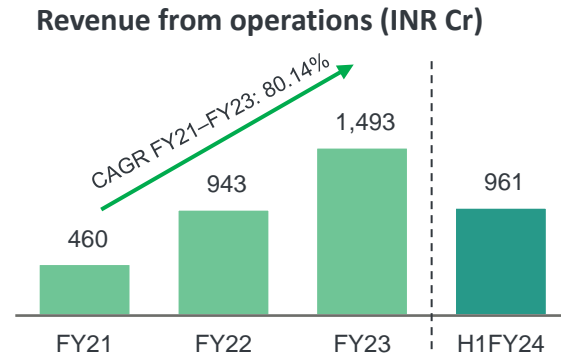
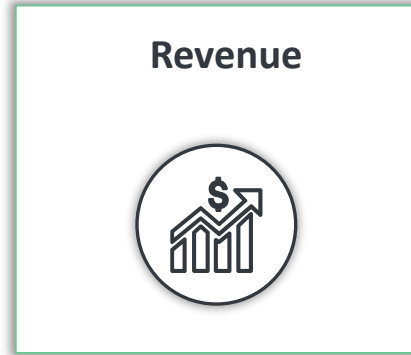


Growth to be led by Facecare and Makeup category

~60% of our revenue³ driven by facecare category

1. Source: Redseer
2. For Financial Year 2022
3. For H1FY24

... demonstrated by our ability to grow profitably and in a capital efficient manner



Mamaearth is the fastest growing BPC brand to reach an annual revenue of ₹10 billion²



Honasa has a 28.9% market share in DTC BPC and 5.4% market share in online BPC market in CY22^{1,2}



Ranked amongst the top digital-first BPC companies in India in terms of gross profit margins in FY22^{2,3}



Digital first BPC brand with positive adjusted EBITDA margin since the last three years²

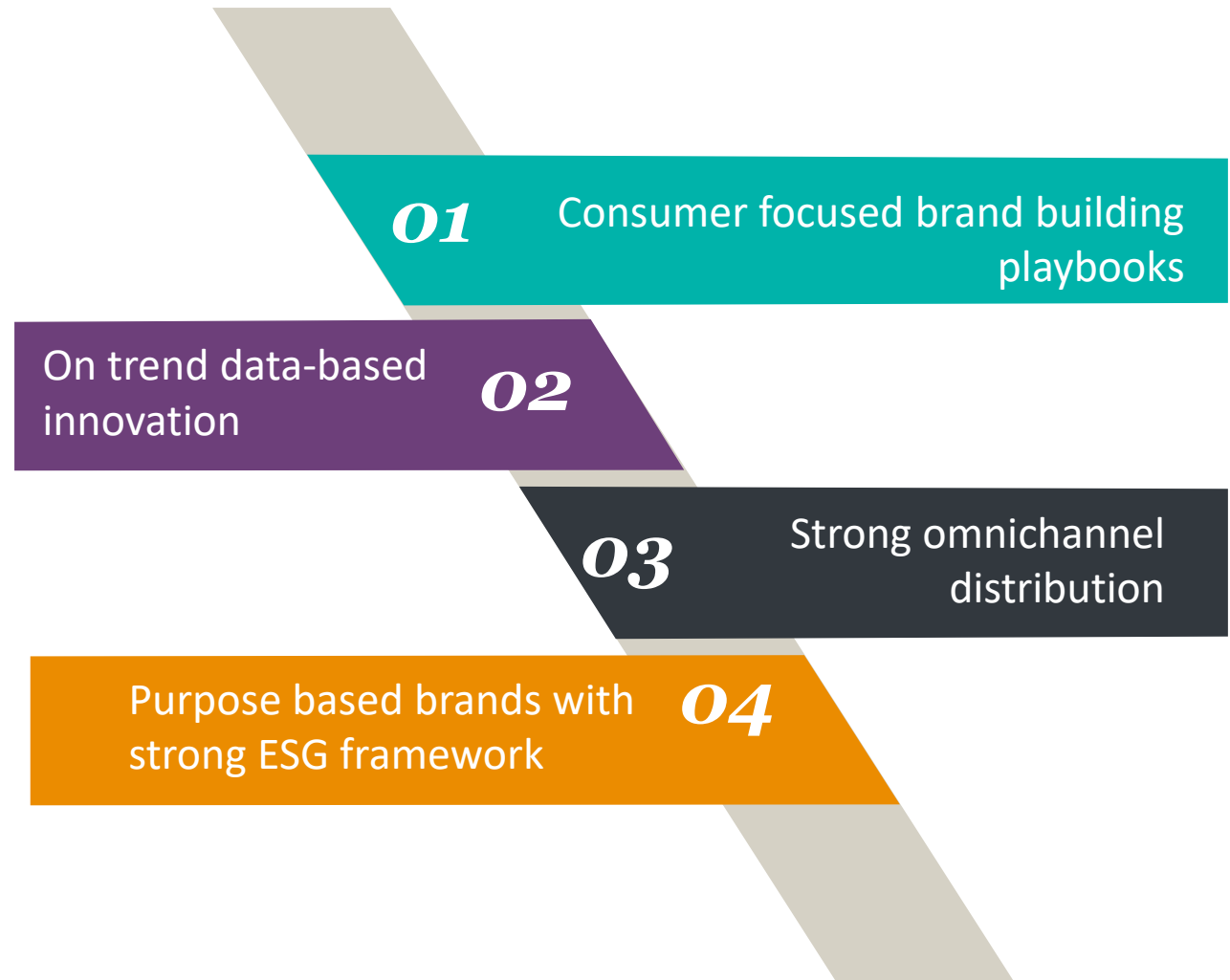


Asset light scalable business model further strengthened by our continued negative working capital cycle

1. CY22 – Calendar Year 2022
2. Source: Redseer
3. For Financial Year 2022

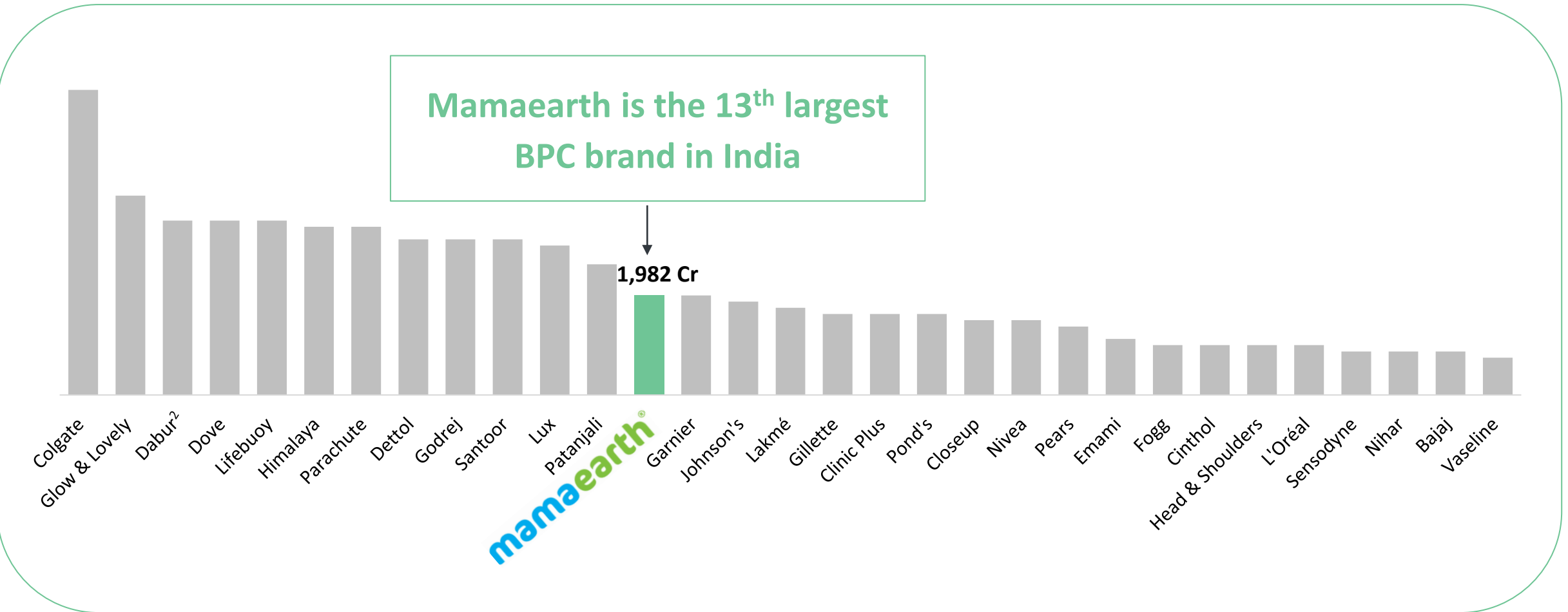
4. Adjusted EBITDA is calculated as restated profit/ loss for the period/year plus tax expense, finance cost, depreciation and amortization expenses, change in fair valuation of preference shares, share based payment expenses (equity settled), share based payment expense (cash settled) and exceptional items (impairment loss on goodwill and other intangible assets) less other income
Based on consolidated financials

Building Honasa as a Digital First House of Brands with Omnichannel Distribution



Mamaearth enters the coveted Top 15 brands in BPC club, overtaking certain legacy brands ...

BPC brand size in terms of retail spends¹ (CY22, INR Cr)



1. Source : Jefferies ([Report Link](#))
2. Dabur includes Dabur Red toothpaste and Dabur Amla hair oil

Mamaearth - India's most-searched BPC brand^{1,2}

[Our brand searches improved by 16% for H1FY24 YoY³]

Onion Shampoo Campaign

21 Cr+ views



Shaadi Wala Glow Ubtan Campaign

24 Cr+ views



Beautiful Indians 2023

11 Cr+ views



Increasing Value Market Share^{4,5} across Key Categories

SHAMPOO



50 bps

FACEWASH



100 bps

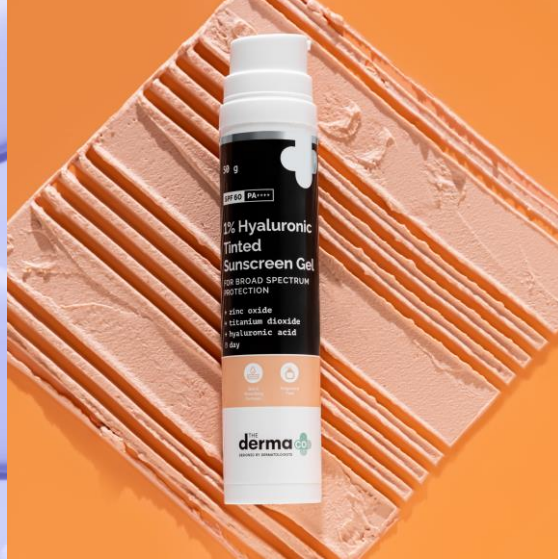
1. Source: Redseer
2. As per Google Trends between January 2020 and June 2023
3. Source: Google Adwords
4. For the period H1FY24 vs H1FY23 for All India Urban
5. Source: NielsenIQ

The Derma Co. : Continued to deliver consistent scale with an ARR of INR 380Cr+

1% Hyaluronic Sunscreen Aqua Gel



10% Vitamin C Face Serum



2% Salicylic Acid Face Serum

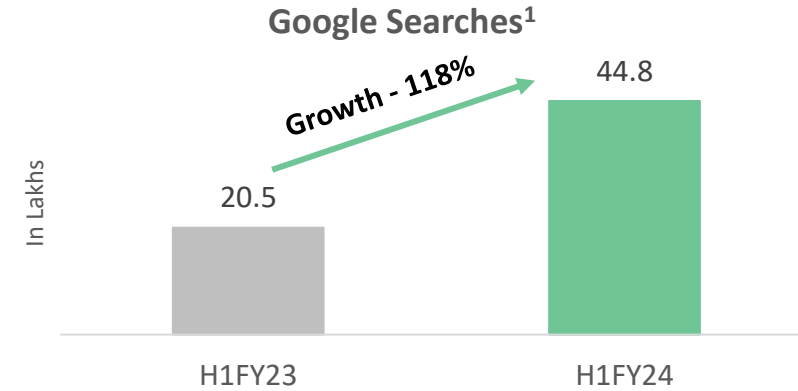
1% Hyaluronic Tinted Sunscreen Gel

Key Activations



~1.5 Cr views
garnered on
Sali-Cinamide
Campaign – Power of
Two Serums

Brand Strength

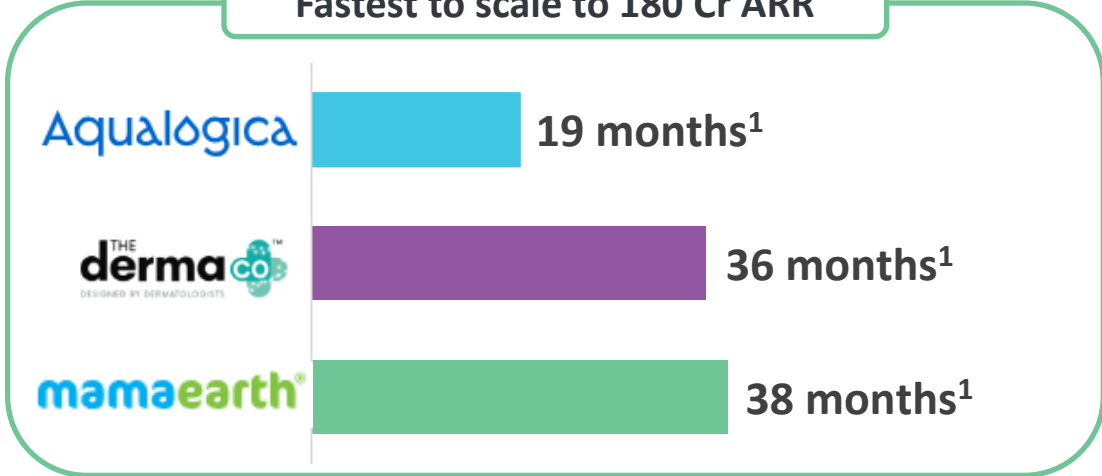


Recorded highest ever Google searches
in Sept'23 (~10L)

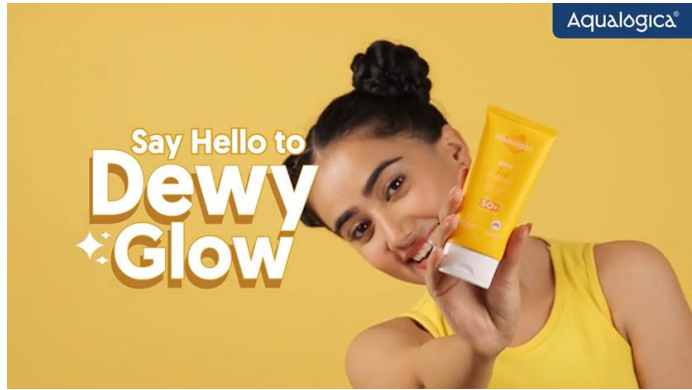
Science backed products powered with active ingredients

Aqualogica: Continued to scale well with a focus on category play

Fastest to scale to 180 Cr ARR



Key Activations



2 Cr views garnered on Glow+ Sunscreen campaign, making it the third most searched keyword in sunscreen category



Hydrating skincare designed for Indian skin types

1. Months since brand launch

4th brand from the House of Honasa to join the INR 150 Cr ARR club



Ceramide & Vitamin C Sunscreen

*Neem & Salicylic Acid
Foaming Face Wash*



Tea Tree & Lactic Acid Body Lotion

Key Activations



1 Cr+ views
garnered by
Healthy Bright Ceramide & Vitamin C
Campaign

Bio-actives based skincare developed by three generations of skin specialists

BBlunt : On a strong growth trajectory – Scaled up product business by 3x+ since acquisition

Intense Moisture Heat Hair Spa Mask



Hair Fall Control Shampoo & Conditioner

Key Activations



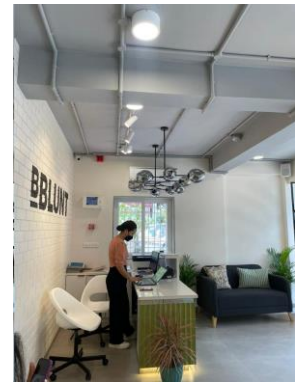
Hairfall Control campaign
1 Cr+ views

Hot Shot Heat Protection Hair Mist, Finish Spray and Hold Spray



Salon Secret – High Shine Crème Hair Colour

Increasing salon network to strengthen the brand equity



Addition of **4** salons this quarter taking the total salon count to **14**

Delivering growth through digital first scale up

1. Pre-acquisition period pertains to H1FY22 and current ARR achieved in H1FY24

New Products have contributed ~13% to H1FY24 Revenue from Operations

mamaearth



Multani Mitti Face Wash



Rosemary Anti-Hair Fall Shampoo



Milky Soft Head to Toe Wash



Soft Matte Long Stay Lipstick

THE derma co
DESIGNED BY DERMATOLOGISTS



Hyaluronic Sunscreen Stick



Sali-Cinamide Acne Control Face Wash and Serum

Aqualogica



Glow+ Dewy Sunscreen



Detan+ Smoothie Face Wash

BBLUNT
Salons+Products+Expertise



Intense Shine Hair Mask



Intense Moisture Heat Hair Spa Mask

DR. SHETH'S
- for indian skin -



Haldi & Hyaluronic Acid Sunscreen



Kesar & Kojic Daily Pigmentation Correction Cream

Innovation based on our ability to proactively identify consumer trends

Continued focus on strengthening distribution

Offline

Online



Reached to **1,65,937** FMCG retail outlets in India increasing distribution by **47%** YoY ^{1,2}

Expansion in EBOs

Enhancing omnichannel distribution through **97** Exclusive Brand Outlets

Growing Modern Trade Channel with presence in 30+ MT accounts



5,000+ stores



~1,000 stores

Strengthening Offline Leadership

Appointment of *Head, Offline Business* with 15+ years of experience across leading FMCG companies

Quick Commerce emerging as a strong channel with 100%+ YoY growth



Forging new partnerships



1: Source: NielsenIQ; Number of FMCG retail outlets with Mamaearth's presence (All India Urban + Rural)
2: As of September 2023, and the YoY growth is September 2023 vs September 2022 for All India Urban



Purpose Driven Brands



Trees planted since inception under the *Plant Goodness Initiative* – **510,877**



Plastic Positive Organisation: Helped recycle **~7,591** metric tonnes of plastic since FY21



Young Scientist Program

10,000+ students empowered

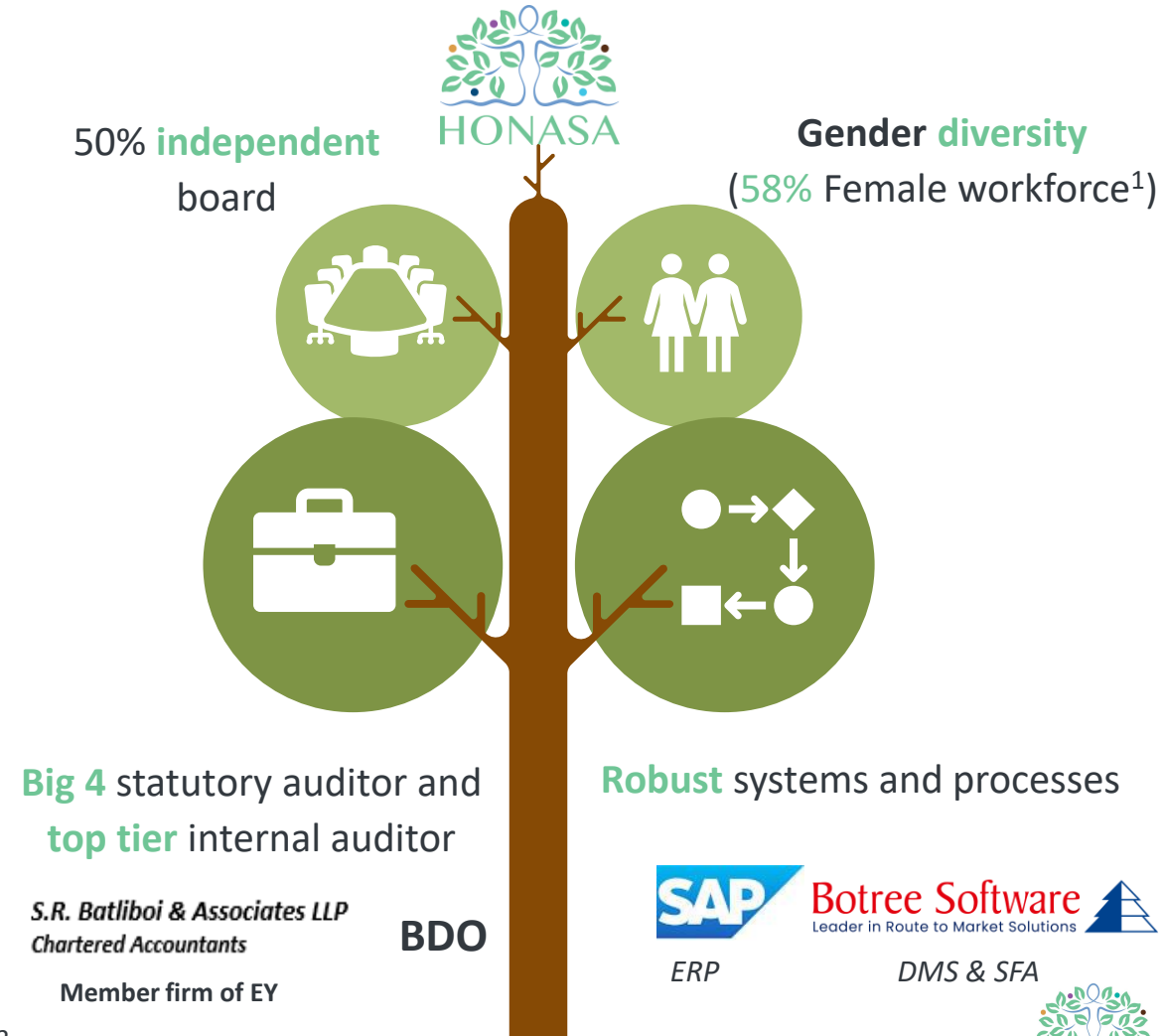


Fresh Water for All Program

~500 families benefitted



Robust Corporate Governance Framework



1: Including off-roll personnel



P&L Summary



HONASA

Financial Summary – Consolidated P&L

(All amounts in INR crore, unless otherwise stated)

Particulars	Quarter Ended		
	Q2 FY24	Q2 FY23	YoY Growth
Revenue from operations	496	410	21%
Cost of Goods Sold	151	127	
GROSS PROFIT	345	283	22%
GROSS PROFIT Margin %	69.5%	69.0%	
Employee benefit expense	37	39	
<i>% of Revenue</i>	<i>7.5%</i>	<i>9.5%</i>	
Advertisement expense	174	143	
<i>% of Revenue</i>	<i>35.0%</i>	<i>34.8%</i>	
Other expense	94	75	
<i>% of Revenue</i>	<i>18.9%</i>	<i>18.3%</i>	
EBITDA	40	26	53%
EBITDA Margin %	8.1%	6.4%	
Depreciation and Amortization	6	6	
Finance costs	2	2	
Other Income	7	5	
PROFIT BEFORE EXCEPTIONAL ITEMS	39	23	
Impairment loss	0	0	
Profit Before Tax	39	23	69%
PBT Margin %	7.9%	5.6%	
Tax expenses	10	8	
Profit After Tax	29	15	94%
PAT Margin %	5.9%	3.7%	

Half Year Ended		
H1 FY24	H1 FY23	YoY Growth
961	723	33%
286	213	
675	510	32%
70.2%	70.6%	
82	78	
<i>8.5%</i>	<i>10.8%</i>	
336	272	
<i>35.0%</i>	<i>37.6%</i>	
187	146	
<i>19.5%</i>	<i>20.2%</i>	
70	14	400%
7.2%	1.9%	
13	11	
3	3	
20	9	
73	9	
0	0	
73	9	701%
7.6%	1.3%	
19	5	
54	4	1,377%
5.6%	0.5%	

Year Ended
FY23
1,493
447
1,046
70.1%
165
<i>11.0%</i>
530
<i>35.5%</i>
328
<i>22.0%</i>
23
1.5%
25
7
23
14
(155)
(141)
(9.5%)
10
(151)
(10.1%)



HONASA