



May 09, 2024

To,  
Listing Department  
**NATIONAL STOCK EXCHANGE OF INDIA LIMITED**  
Exchange Plaza, C/1, Block G,  
Bandra Kurla Complex, Bandra (E),  
Mumbai – 400 051  
**Scrip Symbol: HONASA**

To,  
Listing Department  
**BSE LIMITED**  
P. J. Towers,  
Dalal Street,  
Mumbai – 400 001  
**Scrip Code: 544014**

**Sub: Press Release**

Dear Sir / Madam,

Please find enclosed a copy of press release dated May 09, 2024 titled “**Discover the Secret to 'Glass Skin Glow' with Mamaearth's Newest Ad Launch**”.

The contents of the press release give full details.

Kindly take the same on record.

Thanking you,

Yours faithfully,  
For **HONASA CONSUMER LIMITED**

**DHANRAJ DAGAR**  
**COMPANY SECRETARY & COMPLIANCE OFFICER**  
Encl: a/a

---

**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: U74999DL2016PLC306016 |



Discover the Secret to 'Glass Skin Glow' with Mamaearth's Newest Ad Launch

Link- <https://www.youtube.com/watch?v=Ty3VqKDkV5c>



**GURGAON, May 09, 2024** Mamaearth, India's leading brand for toxin-free and natural personal care products, launched its latest digital campaign aimed at celebrating the beauty of glass-like skin with Mamaearth Rice Facewash for the ultimate glow.

Drawing inspiration from the age-old Korean beauty secret of rice water, the campaign beautifully captures the innovative properties of Mamaearth Rice Facewash, which offers a simple solution for achieving radiant skin glow. With its gentle yet effective cleansing formula and skin-hydrating properties, the facewash is poised to redefine skincare routines across the nation.

The film begins within the bustling confines of an office after hours, where the camaraderie of colleagues unfolds against the backdrop of late-night work. Amidst them stands a young Korean intern, captivated by the luminous complexion of a coworker. Intrigued, she seeks the secret behind the radiant skin, prompting a whispered revelation from her colleague: "Your Korean secret." As memories of home flood her mind, the intern reminisces about her mother's homemade rice water, a beauty tradition from her roots. Her colleague reveals the Mamaearth Rice Water face wash, emphasizing its ability to streamline the entire Rice Water preparation process. In a subsequent encounter, the intern's arrival unveils a mesmerizing transformation—her skin now radiates with a glass-like luminosity, leaving her colleagues spellbound. The scene culminates in a shared conversation, where both women celebrate the daily ritual of achieving radiant glass skin with just one product.

Regarding the campaign, **Anuja Mishra, EVP and Chief Marketing Officer, Honasa Consumer Limited,** said, "Consumer receptivity to K-beauty is on the rise, reflecting a growing appreciation for skincare



*products that prioritize natural ingredients and effective results. With the Mamaearth Rice Facewash, we are tapping on this trend by offering a clean beauty solution that harnesses the power of rice water, a traditional Korean beauty secret, to deliver glowing skin. At Honasa Consumer Limited, we pride ourselves on our ability to craft and scale new brands through strategic and data-led innovations. Therefore, this campaign not only underscores our commitment to innovation but also highlights our responsiveness to evolving consumer preferences for clean, effective, and nature-inspired skincare solutions."*

**Anupama Ramaswamy, Chief Creative Officer, Havas Worldwide India Pvt limited** comments, *"In the fast-paced world of skincare, India is embracing Korean beauty secrets like rice water for flawless glass skin. We pride ourselves in simplifying these elaborate routines for busy lives by bringing it in easy-to-use, modern formats. To depict the same, we have a sweet narrative of friendly banter in a playful exchange between a homesick Korean colleague and her Indian friend, who introduces her to a one-step rice water skincare solution."*

This 30 second ad-film was conceptualized by Havas Worldwide India Pvt Limited.

\*\*\*

#### **ABOUT MAMAEARTH**

Founded by husband-wife duo Ghazal Alagh and Varun Alagh, Mamaearth is the fastest growing beauty and personal care brand. Driven by innovation and using the best of science and nature, the brand caters to personal care needs of young, aspirational and increasingly conscious Indian consumers. In a short span of 6 years, Mamaearth has created a product portfolio of 200+ products packed with goodness inside and has reached over 5 million customers in 500 Indian cities servicing over 18000 pin codes. Mamaearth products are available on [www.mamaearth.in](http://www.mamaearth.in), major eCommerce platforms like Amazon, Nykaa, Flipkart and over 40 thousand points of sales across the country.

#### **ABOUT HONASA CONSUMER LTD**

Honasa Consumer Limited is the largest digital-first beauty and personal care company with a diverse portfolio of seven brands. Uniquely positioned to capture the growth trends shaping the BPC market, the company is building brands through on-trend data-based innovation and strong omnichannel distribution. Driven by purpose, Honasa Consumer Limited is committed to serving its consumers and the society for a better tomorrow.