

Name of the Issue: Honasa Consumer Limited **Last Updated on: 31-May-24**

1 Type of Issue Initial Public Offer

2 Issue Size (Rs. Mn) 17014.40*
 - Fresh Issue Size (Rs. Millions) 3,650.00
 - Offer for Sale Component (Rs. Millions) 13,364.40

*Source: Final post issue report dated November 9, 2023 and Prospectus dated November 2, 2023

3 Grade of issue along with name of the rating agency

Name Not Applicable
Grade Not Applicable

4 Subscription Level (Number of times) 7.61*

Source: Basis of Allotment

5 QIB Holding (as a %age of Outstanding Capital) as disclosed to the stock exchanges

Particulars	%age
(i) On Allotment *	55.95%
(ii) at the end of the 1st Quarter immediately after the listing of the issue (December 31, 2023)*	27.69%
(iii) at the end of 1st FY (March 31, 2024)*	28.12%
(iv) at the end of 2nd FY (March 31, 2025)**	NA
(v) at the end of 3rd FY (March 31, 2026)**	NA

*Shareholding pattern disclosed to Stock Exchanges.

** QIB Holding not disclosed as reporting for relevant period has not been completed.

6 Financials of the issuer

Parameters	(Rs. Million)		
	1st FY (March 31, 2024)	2nd FY (March 31, 2025)*	3rd FY (March 31, 2026)*
Income from operations	17,643.89	Not Available	Not Available
Net Profit for the period	1,209.66	Not Available	Not Available
Paid-up equity share capital	3,242.44	Not Available	Not Available
Reserves excluding revaluation reserves	8,002.28	Not Available	Not Available

* Financials not available as reporting for the relevant years has not been completed.

7 Trading Status

The equity shares of the compant are listed on BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE") in November 2023

The equity shares have not been suspended or delisted.

Particulars	Status
(i) at the end of 1st FY (March 31, 2024)	Frequently traded
(ii) at the end of 2nd FY (March 31, 2025)*	Not Available
(iii) at the end of 3rd FY (March 31, 2026)*	Not Available

* Trading status not disclosed as the relevant fiscal year have not been completed.

8 Change in Directors of Issuer from the disclosures in the offer document

Particulars	Name of Director	Appointed / Resigned
(i) at the end of 1st FY (March 31, 2024)	-	-
(ii) at the end of 2nd FY (March 31, 2025)*#	-	-
(iii) at the end of 3rd FY (March 31, 2026)*	Not Available	Not Available

* Changes in Directors of Issuer not updated as the reporting for the relevant financial years has not been completed

Updated till May 31, 2024

9 Status of implementation of project/ commencement of commercial production

(i) as disclosed in the offer document	Not applicable
(ii) Actual implementation	Not applicable
(iii) Reasons for delay in implementation, if any	Not applicable

10 Status of utilization of issue proceeds

(i) As disclosed in the offer document

(in ₹ million)

Particular	Amount to be funded from the Net Proceeds				
	Fiscal 2024	Fiscal 2025	Fiscal 2026	Fiscal 2027	
Advertisement expenses towards enhancing the awareness and visibility of our brands	1,820.00	190.00	620.00	670.00	340.00
Capital expenditure to be incurred by our Company for setting up new EBOs	206.00	-	65.00	69.00	72.00
Investment in our Subsidiary, BBlunt for setting up new salons	260.00	-	87.00	91.00	82.00
Achieving inorganic growth through	1,218.92	121.88	365.68	365.68	365.68
Total	3,504.92	311.88	1,137.68	1,195.68	859.68

(1) Amount spent in excess of Rs.1,820.00 million shall be utilised from the internal accruals of our Company

(2) The amount to be utilised for general corporate purposes and towards unidentified inorganic acquisition does not, in aggregate, exceed 35% of the Net Proceeds, out of which the amounts to be utilised towards either of (i) general corporate purposes, or (ii) unidentified inorganic acquisitions does not exceed 25% of the Net Proceeds

(ii) Actual utilization

(in ₹ million)

Particular	Fiscal 2024	Fiscal 2025*	Fiscal 2026*	Fiscal 2027
Advertisement expenses towards enhancing the awareness and visibility of our brands	58.09	Not Available	Not Available	Not Available
Capital expenditure to be incurred by our Company for setting up new EBOs	5.21	Not Available	Not Available	Not Available
Investment in our Subsidiary, BBlunt for setting up new salons	-	Not Available	Not Available	Not Available
Achieving inorganic growth through acquisitions	-	Not Available	Not Available	Not Available
Total	63.30	Not Available	Not Available	Not Available

*Actual Utilization not disclosed as reporting for the relevant fiscal year has not been completed.

Report issued by Monitoring agent dated May 14, 2024

(iii) Reasons for deviation, if any- NA

11 Comments of monitoring agency, if applicable

(i) Comments on use of funds	Not Applicable*
(ii) Comments on deviations, if any, in the use of proceeds of the Issue from the objects stated in the Offer document	No Deviation*
(iii) Any other reservations expressed by the monitoring agency about the end use of funds	Nil*

*Report issued by Monitoring agent dated May 14, 2024

12 Pricing Data
Designated Stock Exchange
Issue Price (Rs.)
Listing Date

NSE
324.00
7-Nov-23

Price parameters	At close of listing day- November 7, 2023	Close of 30th calendar day from listing day (i.e. Dec 06, 2023) ⁽¹⁾	Close of 90th calendar day from listing day (i.e. Feb 04, 2024) ⁽²⁾	As at the end of the 1st FY after the listing of the issue (31st March, 2024) ⁽³⁾		
				Closing price	High (during the FY)	Low (during the FY)
Market Price ⁽⁵⁾	337.10	380.95	436.65	407.35	511.00	256.30
NIFTY 50 ⁽⁵⁾	19,406.70	20,937.70	21,853.80	22,462.00	22,526.60	17,312.75

Price parameters	As at the end of the 2nd FY after the listing of the issue (31st March, 2025) ⁽³⁾⁽⁴⁾			As at the end of the 3rd FY after the listing of the issue (31st March, 2026) ⁽³⁾⁽⁴⁾		
	Closing price	High	Low	Closing price	High	Low
Market Price ⁽⁵⁾	-	-	-	-	-	-
NIFTY 50 index ⁽⁵⁾	-	-	-	-	-	-

Sectoral Index⁽⁶⁾

Source: NSE website

Note:

(1) 30th calendar day shall be taken as listing date plus 29 calendar days.

(2) 90th calendar day shall be taken as listing date plus 89 calendar days.

(3) High and Low based on intra day prices

(4) Pricing data not disclosed as the relevant period/ fiscal year has not completed

(5) In case of any reporting day falling on a holiday, next trading day prices/values have been disclosed.

(6) Comparable Sectoral index is not available

13 Basis for Issue Price

Accounting ratio	As disclosed in offer document*	At the end of 1st FY (March 31, 2024)	At the end of 2nd FY (March 31, 2025)**	At the end of 3rd FY (March 31, 2026)**
Issuer:				
Consolidated (Basic)	-4.66	3.86	Not available	Not available
Peer Group:				
Hindustan Unilever Limited	43.07	43.74	Not available	Not available
Colgate Palmolive (India) Limited	38.50	48.67	Not available	Not available
Procter & Gamble Hygiene and Health Care	208.91	Not available	Not available	Not available
Dabur India Limited	9.64	10.40	Not available	Not available
Marico Limited	10.08	11.46	Not available	Not available
Godrej Consumer Products Limited	16.65	-5.48	Not available	Not available
Emami Limited	14.50	16.55	Not available	Not available
Bajaj Consumer Care Limited	9.48	11.12	Not available	Not available
Gillette India Limited	109.15	Not available	Not available	Not available
Industry Avg:	51.11	Not available	Not available	Not available

P/E	Issuer:				
	Consolidated (Basic)***	N.A.	105.53	Not available	Not available
	Peer Group^:				
	Hindustan Unilever Limited	59.16	52.26	Not available	Not available
	Colgate Palmolive (India) Limited	54.25	55.81	Not available	Not available
	Procter & Gamble Hygiene and Health Care	83.12	Not available	Not available	Not available
	Dabur India Limited	54.53	50.88	Not available	Not available
	Marico Limited	54.28	43.26	Not available	Not available
	Godrej Consumer Products Limited	59.09	Not available	Not available	Not available
	Emami Limited	34.82	26.58	Not available	Not available
	Bajaj Consumer Care Limited	25.65	19.75	Not available	Not available
	Gillette India Limited	57.82	Not available	Not available	Not available
Industry Avg	53.64	Not Available	Not Available	Not Available	

RoNW	Company:				
	Consolidated	-23.57%	10.76%	Not available	Not available
	Peer Group:				
	Hindustan Unilever Limited	20.08%	20.07%	Not available	Not available
	Colgate Palmolive (India) Limited	61.01%	70.62%	Not available	Not available
	Procter & Gamble Hygiene and Health Care	71.68%	Not available	Not available	Not available
	Dabur India Limited	18.02%	18.36%	Not available	Not available
	Marico Limited	33.42%	39.20%	Not available	Not available
	Godrej Consumer Products Limited	12.34%	-4.45%	Not available	Not available
	Emami Limited	27.13%	29.60%	Not available	Not available
	Bajaj Consumer Care Limited	17.63%	18.34%	Not available	Not available
	Gillette India Limited	35.97%	Not available	Not available	Not available
Industry Avg	33.03%	Not Available	Not Available	Not Available	

	Company				
	<i>Consolidated</i>	19.27	34.68	Not available	Not available
	Peer Group				
	Hindustan Unilever Limited	215.02	21.80	Not available	Not available
	Colgate Palmolive (India) Limited	63.11	68.91	Not available	Not available
	Procter & Gamble Hygiene and Health Care	291.44	Not available	Not available	Not available
NAV per share	Dabur India Limited	53.29	55.68	Not available	Not available
	Marico Limited	30.59	29.61	Not available	Not available
	Godrej Consumer Products Limited	134.88	123.17	Not available	Not available
	Emami Limited	52.43	56.05	Not available	Not available
	Bajaj Consumer Care Limited	55.1	60.61	Not available	Not available
	Gillette India Limited	303.47	Not available	Not available	Not available
	Industry Avg	133.26	Not Available	Not Available	Not Available

Notes

* Sourced from Prospectus

**Not available as the relevant fiscal years have not been completed / information not disclosed

***Since Basic and Diluted Earnings Per Share for year ended March 31, 2023 is negative P/E ratio of the Company is not ascertainable

^ P/E is calculated as closing market price on NSE as on October 19, 2023 / Basic EPS for the year ended March 31, 2023 sourced from Prospectus

14 Any other material information

Date	Announcement
07-11-2023	Trading Members of the Exchange are hereby informed that effective from November 07, 2023, the equity shares of Honasa Consumer Ltd (Scrip Code: 544014) are listed and admitted to dealings on the Exchange in the list of "B" Group Securities. For further details please refer to the notice no 20231106- dated November 06, 2023.
09-11-2023	Notice of trading window closure.
17-11-2023	Honasa Consumer Ltd has informed BSE that the meeting of the Board of Directors of the Company is scheduled on 22/11/2023 ,inter alia, to consider and approve the meeting of the Board of Directors of the Company is scheduled to be held on Wednesday, 22nd November 2023 inter-alia to consider, approve and take on record the unaudited standalone and consolidated financial results of the Company for the quarter and half year ended 30th September 2023
22-11-2023	Results for the quarter and half year ended September 30, 2023
22-11-2023	Announcement under Regulation 30 (LODR)-Press Release / Media Release
22-11-2023	Investor Presentation for the quarter and half year ended September 30, 2023
23-11-2023	Newspaper cutting of financials published for the period ended September 30, 2023
24-11-2023	Announcement under Regulation 30 (LODR)-Press Release / Media Release
28-11-2023	Announcement under Regulation 30 (LODR)-Earnings Call Transcript
30-11-2023	Announcement under Regulation 30 (LODR)-Press Release / Media Release
06-12-2023	Announcement under Regulation 30 (LODR)-Press Release / Media Release
22-12-2023	This is to inform you that the Board of Directors of the Company in its meeting held today i.e. December 22, 2023, have approved the following resolutions, subject to the approval of the Shareholders of the Company Via Special Resolution: 1. Ratification of 'Honasa Consumer Limited Employees Stock Option Plan - 2018' 2. Ratification of 'Honasa Consumer Limited Employees Stock Option Plan - 2018' to the Employees of Subsidiary Companies, Group Companies and Associate Companies of the Company 3. Ratification of 'Honasa Consumer Limited Employees Stock Option Plan - 2021 4. Ratification of 'Honasa Consumer Limited Employees Stock Option Plan - 2021' to the Employees of Subsidiary Companies, Group Companies and Associate Companies of the Company 5. Draft of the Postal Ballot Notice The said approval of Shareholders will be sought via Postal Ballot, notice of which will be sent separately. The meeting commenced at 06.30 PM and concluded at 06.45 PM.
26-12-2023	Noting of notice received under regulation 29 of listing regulations.
28-12-2023	Intimation of closure of trading window.
28-12-2023	Intimation of Violation of code of conduct under PTT Regulation.
28-12-2023	Honasa Consumer Limited-544014-Closure of Trading Window - XBRL
29-12-2023	Shareholder Meeting / Postal Ballot-Notice of Postal Ballot
29-12-2023	HONASA CONSUMER LIMITED-544014-Notice Of Shareholders Meetings - Postal Ballot - XBRL
30-12-2023	Announcement under Regulation 30 (LODR)-Newspaper Publication
08-01-2024	Compliances-Certificate under Reg. 74 (5) of SEBI (DP) Regulations, 2018
17-01-2024	Announcement under Regulation 30 (LODR)-Press Release / Media Release
22-01-2024	Honasa Consumer Ltd has informed BSE that the meeting of the Board of Directors of the Company is scheduled on 09/02/2024 ,inter alia, to consider and approve the unaudited standalone and consolidated financial results of the Company for the 3rd quarter/ nine months ended December 31, 2023 along with limited review reports to be issued by the Statutory Auditor of the Company.
23-01-2024	Announcement under Regulation 30 (LODR)-Press Release / Media Release

29-01-2024	Shareholder Meeting / Postal Ballot-Scrutinizer's Report
29-01-2024	Shareholder Meeting / Postal Ballot-Outcome of Postal Ballot
09-02-2024	Board Meeting Outcome for Outcome Of Board Meeting For The 3Rd Quarter And Nine Months Ended December 31, 2023
09-02-2024	Un-Audited Financial Results For The 3Rd Quarter And Nine Months Ended December 31, 2023
09-02-2024	Press Release for the 3rd Quarter and Nine Months ended December 31, 2023
09-02-2024	Announcement under Regulation 30 (LODR)-Investor Presentation
09-02-2024	Announcement under Regulation 30 (LODR)-Monitoring Agency Report
10-02-2024	Announcement under Regulation 30 (LODR)-Newspaper Publication
13-02-2024	Statement Of Deviation/Variation In Utilisation Of Funds Raised Through Initial Public Offer (IPO)
14-02-2024	Announcement under Regulation 30 (LODR)-Earnings Call Transcript
28-02-2024	Honasa Consumer Limited has informed the Exchange regarding a press release dated February 28, 2024, titled " After two successful editions, Femina and Mamaearth are back with the new season of Beautiful Indians 2024 Celebrating the Beauty of Goodness "
28-02-2024	Honasa Consumer Limited has informed the Exchange regarding 'Corrigendum to the Postal Ballot Notice dated December 22, 2023'.
01-03-2024	Honasa Consumer Limited has informed the Exchange about Copy of Newspaper Publication of corrigendum to the notice of Postal ballot.
04-03-2024	Honasa Consumer Limited has informed the Exchange about Copy of Newspaper Publication.
05-03-2024	Honasa Consumer Limited has informed the Exchange regarding a press release dated March 05, 2024, titled " Dr Sheth s launches its brand purpose Healthy India Initiative-Healthy India Healthy You in partnership with Doctors For You(DFY) ".
11-03-2024	Honasa Consumer Limited has informed the Exchange regarding a press release dated March 11, 2024, titled "MAMAEARTH IS READY TO DISRUPT THE PERSONAL WASH CATEGORY WITH ITS LATEST INNOVATION OF MOISTURIZING LOTION SOAPS".
13-03-2024	Honasa Consumer Limited has informed the Exchange regarding Allotment of 2497400 Shares.
20-03-2024	Honasa Consumer Limited has informed the Exchange regarding a press release dated March 20, 2024, titled "The Third Edition of Femina and Mamaearth Present Beautiful Indians 2024 acknowledges Karisma Kapoor, Madhuri Dixit, Bobby Deol, Shraddha Kapoor, Tiger Shroff, Kartik Aaryan and others for their Goodness Inside them."
26-03-2024	Honasa Consumer Limited has informed the Exchange regarding the Trading Window closure pursuant to SEBI (Prohibition of Insider Trading) Regulations, 2015
26-03-2024	HONASA CONSUMER LIMITED has informed the Exchange about Closure of Trading Window
28-03-2024	Honasa Consumer Limited has informed the Exchange regarding a press release dated March 28, 2024, titled "HONASA CONSUMER LAUNCHES STAZE, TO CAPTURE SHARE OF COLOR COSMETICS".
08-04-2024	Honasa Consumer Limited has informed the Exchange about Certificate under SEBI (Depositories and Participants) Regulations, 2018
12-04-2024	Varun Alagh has Submitted to the Exchange a copy of Disclosure under Regulation 31(4) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.
19-04-2024	Honasa Consumer Limited has informed the Exchange regarding Outcome of Board Meeting held on April 19, 2024.
19-04-2024	Honasa Consumer Limited has informed the Exchange about Scheme of Arrangement
19-04-2024	Honasa Consumer Limited has informed the Exchange regarding Amalgamation/ Merger
22-04-2024	Honasa Consumer Limited has informed the Exchange regarding a press release dated April 22, 2024, titled "Press Release".
22-04-2024	Honasa Consumer Limited has informed the Exchange about Scheme of Arrangement
30-04-2024	Honasa Consumer Limited has informed the Exchange regarding 'Intimation under Regulation 30 about receipt of compounding order under section 48 (3) of Legal Metrology Act, 2009'.
30-04-2024	Honasa Consumer Limited has informed the Exchange regarding 'Intimation under Regulation 30 about receipt of order under GST with respect to wholly owned subsidiary.'
02-05-2024	Honasa Consumer Limited has informed the Exchange regarding a press release dated May 02, 2024, titled "Press Release".
03-05-2024	Honasa Consumer Limited has informed the Exchange regarding Notice of Postal Ballot
04-05-2024	Honasa Consumer Limited has informed the Exchange about Copy of Newspaper Publication
08-05-2024	Honasa Consumer Limited has informed the Exchange regarding a press release dated May 08, 2024, titled "Press Prelease".
09-05-2024	Honasa Consumer Limited has informed the Exchange regarding a press release dated May 09, 2024, titled "Press Release".
10-05-2024	Varun Alagh has Submitted to the Exchange a copy of Disclosure under Regulation 31(4) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.
13-05-2024	HONASA CONSUMER LIMITED has informed the Exchange about Board Meeting to be held on 23-May-2024 to consider and approve the Yearly Audited Financial results of the Company for the period ended March 2024 and Other business.
14-05-2024	Monitoring Agency report for the quarter ended on March 31, 2024.
15-05-2024	Honasa Consumer Limited has informed the Exchange regarding 'Receipt of Intimation order dated May 15, 2024 from the Deputy Director of Income Tax, CPC.'
17-05-2024	Honasa Consumer Limited has informed the Exchange regarding 'Intimation under Regulation 30 of LODR.'
22-05-2024	Honasa Consumer Limited has informed the Exchange regarding a press release dated May 22, 2024, titled "Press Release".
23-05-2024	Honasa Consumer Limited has submitted to the Exchange, the financial results for the period ended March 31, 2024.
23-05-2024	Honasa Consumer Limited has informed the Exchange regarding Board meeting held on May 23, 2024.
23-05-2024	Honasa Consumer Limited has informed the Exchange regarding a press release dated May 23, 2024, titled "Press release for the financial results for the quarter and year ended on March 31, 2024."
23-05-2024	Honasa Consumer Limited has informed the Exchange about Investor Presentation
23-05-2024	Honasa Consumer Limited has informed the Exchange about statement of deviation(s) or variation(s) under Reg. 32
23-05-2024	Honasa Consumer Limited has informed the Exchange regarding Change in Director(s) of the company.
23-05-2024	Honasa Consumer Limited has informed the Exchange about Acquisition
23-05-2024	Honasa Consumer Limited has informed the Exchange regarding 'Re-appointment of Statutory Auditors for a period of 5 years.'
23-05-2024	Honasa Consumer Limited has informed the Exchange about the update in the Scheme of Arrangement
23-05-2024	Honasa Consumer Limited has informed the Exchange about Link of Recording
24-05-2024	HONASA CONSUMER LIMITED has informed the Exchange about Change in Directors/ Key Managerial Personnel/ Auditor/ Compliance Officer/ Share Transfer Agent
24-05-2024	Honasa Consumer Limited has informed the Exchange about Copy of Newspaper Publication
24-05-2024	HONASA CONSUMER LIMITED has informed the Exchange regarding Acquisition
27-05-2024	Honasa Consumer Limited has informed the Exchange about Link of Recording

27-05-2024	Honasa Consumer Limited has informed the Exchange regarding a press release dated May 27, 2024, titled "Press release title Honasa Strengthens R&D Capabilities With Strategic Acquisition Of Cosmogogenesis Labs."
28-05-2024	Honasa Consumer Limited has informed the Exchange about Transcript

Notes:
The Company meets Investors/ Analysts/ Participants from time to time. Please refer to the website of the Stock Exchanges for the intimation of the schedule of such meetings and related details, as applicable.
For further updates and information, please refer to the website of the Stock Exchanges i.e. www.bseindia.com and / or www.nseindia.com

Disclaimer:

The information compiled herein is in accordance with the disclosure requirements with regard to the track record of the public issues managed by JM Financial Limited ("JM Financial") arising out of the SEBI Circular No. CIR/MIRSD/1/2012 dated January 10, 2012.

This information is gathered, inter-alia, from the Prospectus of the Issuer, as amended, and from the filings made by the Issuer with the BSE Limited ("BSE") and / or the National Stock Exchange of India Limited ("NSE") and together with the BSE, the "Stock Exchanges") from time to time, price-volume data available on the website of the Stock Exchanges, other sources as disclosed herein and information / clarifications provided by the Issuer.

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