



IPO INSIGHTS



Honasa Consumer Limited

Issue Dates - Opens: 31-10-2023 | Closes: 02-11-2023

IPO Note

1. Honasa Consumer Limited (HCL) provides beauty and personal care products through its digital platform.
2. Honasa Consumer was founded on the values of Honesty, Natural ingredients, and Safe care and currently serves over 500 cities in India.

Rating

★★ (Average)

IPO SNAPSHOT

Issue Size

₹ 1701 Crores

Issue Type

Book Built Issue IPO

Fresh Issue

₹ 365 Crores

Offer for Sale

₹ 1336 Crores

Face Value Per Share

₹ 10

Price Band Per Share

₹308 to ₹324

Minimum Lot Size

46 shares

Listing On

BSE, NSE

Registrar to the Issue

Kfin Technologies Ltd

IPO SNAPSHOT – Honasa Consumer Limited

About the Company	<ul style="list-style-type: none"> Incorporated in 2016. The Company is the largest digital-first beauty and personal care (“BPC”) company in India in terms of revenue from operations for the Financial Year 2023. The Company has grown several consumer brands internally including Mamaearth, The Derma Co., Aqualogica, Dr. Sheth's, and Ayuga. The Company has recently acquired shares in BBLUNT and the content platform Momspresso. With the support of Sequoia Capital India, Sofina SA, Fireside Ventures, and Stellaris Venture Partners, HCL is positioned to become a \$1 billion company. As of June 30, 2023, the company's product portfolio includes baby care, face care, body care, hair care, color cosmetics, and fragrances. For instance, our flagship brand, Mamaearth, is built to service a core customer need for safe-to-use, natural products, and focuses on developing toxin-free beauty products made with natural ingredients. 																														
Competitive Strengths	<ul style="list-style-type: none"> Brand building capabilities and repeatable playbooks Consumer-centric product innovation Digital-first omnichannel distribution Data-driven contextualized marketing Ability to drive growth and profitability in a capital efficient manner Founder-led company with a strong professional management 																														
Financials (₹ in Crores)	<table border="1"> <thead> <tr> <th>Particulars</th> <th>31-3-2021 (Standalone)</th> <th>31-3-2022 (Consolidated)</th> <th>31-03-2023 (Consolidated)</th> <th>Y-o-Y</th> </tr> </thead> <tbody> <tr> <td>Revenue</td> <td>459.10</td> <td>931.76</td> <td>1394.80</td> <td>50%</td> </tr> <tr> <td>EBITDA</td> <td>-1334.03</td> <td>11.46</td> <td>22.76</td> <td>99%</td> </tr> <tr> <td>EBITDA Margin</td> <td>-290%</td> <td>1.2%</td> <td>1.6%</td> <td></td> </tr> <tr> <td>PAT</td> <td>-1332.22</td> <td>14.44</td> <td>-150.97</td> <td>NM</td> </tr> <tr> <td>PAT Margin</td> <td>-289.6%</td> <td>1.6%</td> <td>-10.8%</td> <td></td> </tr> </tbody> </table> <p>1. There is an exceptional loss *NM - Not Meaningful</p>	Particulars	31-3-2021 (Standalone)	31-3-2022 (Consolidated)	31-03-2023 (Consolidated)	Y-o-Y	Revenue	459.10	931.76	1394.80	50%	EBITDA	-1334.03	11.46	22.76	99%	EBITDA Margin	-290%	1.2%	1.6%		PAT	-1332.22	14.44	-150.97	NM	PAT Margin	-289.6%	1.6%	-10.8%	
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Promoters	<ul style="list-style-type: none"> Varun Alagh Ghazal Alagh 																														
Objects of the issue	<ul style="list-style-type: none"> Advertisement expenses towards enhancing the awareness and visibility of our brands Capital expenditure to be incurred by our Company for setting up new EBOs Investment in our Subsidiary, Bhabani Blunt Hairdressing Private Limited (“BBlunt”) for setting up new salons General corporate purposes and unidentified inorganic acquisition 																														

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