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## Honasa Consumer (Mamaearth) IPO

**Honasa Consumer IPO Price:** ₹308 - ₹324

**IPO Date Range:** Oct 31, 2023 - Nov 2, 2023



### Foundation & Business Essence:

Established in 2016, Honasa Consumer Limited (HCL) operates a digital platform offering a range of beauty and personal care products. Rooted in the principles of Honesty, Natural ingredients, and Safe care, Honasa Consumer extends its services to more than 500 cities across India.

### Company's Portfolio:

The company has successfully cultivated and nurtured a diverse portfolio of consumer brands right from their inception. Notable names in their brand family include

- Mamaearth
- The Derma Co.
- Aqualogica
- Dr. Sheth's
- Ayuga

Each brand is carefully developed to cater to specific consumer needs. Furthermore, the company has proactively expanded its horizons by making strategic investments, recently acquiring shares in the renowned beauty brand BBLUNT and collaborating with the influential content platform Momspresso to enhance its reach and influence in the market.

## Network and Presence:

Presently, Honasa Consumer serves an extensive network encompassing more than 20,000 pin codes and over 40,000 points of sale throughout India. They are actively creating an ecosystem that aims to bring advantages to consumers and the broader community.

With robust backing from renowned investors like Sequoia Capital India, Sofina SA, Fireside Ventures, and Stellaris Venture Partners, Honasa Consumer is poised for substantial growth, setting its sights on achieving the status of a billion-dollar company.

## Strengths:

The company's foundation is built upon its remarkable ability to:

- Pioneering Innovative Products:** Our commitment to innovation drives us to continuously develop groundbreaking products that set new industry standards.
- Diverse Distribution Channels:** We've strategically established a multitude of distribution channels, both online and offline, to ensure that we can effectively and conveniently serve our customers, meeting their needs with utmost flexibility and accessibility.

## Honasa Consumer IPO Specifics:

IPO Date	October 31, 2023 to November 2, 2023
Listing Date	Friday, November 10, 2023
Face Value	₹10 per share
Price Band	₹308 to ₹324 per share
Lot Size	46 shares
Total Issue Size	5,30,98,811 shares (aggregating up to ₹1,701 Cr)
Fresh Issue	. shares (aggregating up to ₹365 Cr)
Offer For Sale	41,248,162 shares (aggregating up to ₹ .Cr)
Employee Discount	₹30 per share
Issue Type	Book Built Issue IPO
Listing At	BSE, NSE
Share holding pre issue	310,479,227
Share holding post issue	321,744,659

## Honasa Consumer IPO (Mamaearth IPO) Lot Size

The minimum lot size to apply in this **Honasa Consumer Limited** IPO consists of 46 shares, requiring an investment of ₹14,904.

Application	Lots	Shares	Amount
Retail (Min)	1	46	₹ 14,904
Retail (Max)	13	598	₹ 1,93,752
S-HNI (Min)	14	644	₹ 2,08,656
S-HNI (Max)	67	3,082	₹ 9,98,568
B-HNI (Min)	68	3,128	₹ 10,13,472

## Honasa Consumer IPO Reservation

QIB Shares Offered	Not less than 75% of the Net Issue
Retail Shares Offered	Not more than 10% of the Net Issue
NII (HNI) Shares Offered	Not more than 15% of the Net Issue

## Honasa Consumer IPO Timetable (Important Dates)

IPO Open Date	Tuesday, October 31, 2023
IPO Close Date	Thursday, November 2, 2023
Basis of Allotment	Tuesday, November 7, 2023
Initiation of Refunds	Wednesday, November 8, 2023
Credit of Shares to Demat	Thursday, November 9, 2023
Listing Date	Friday, November 10, 2023
Cut-off time for UPI mandate confirmation	5 PM on November 2, 2023

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## Honasa Consumer Limited IPO Financial Information

During the fiscal year ending on March 31, 2022, Honasa Consumer Limited saw a remarkable 104.27% growth in revenue. However, their profit after tax (PAT) experienced a significant decline of -101.09% compared to the previous year, ending on March 31, 2021.

Period Ended	31 Mar 2021	31 Mar 2022	31 Mar 2023	30 June 2023
Assets	302.64	1035.01	966.42	1104.68
Revenue	472.10	964.35	1515.27	316.56
Profit After Tax	-1332.21	14.55	-150.97	-11.53
Net Worth	-1765.14	705.62	605.90	700.97
Total Borrowing	1954.00	3.59	3.61	5.92

Amount in ₹ Crore

## Key Performance Indicator - Honasa Consumer IPO

KPI	Values
Market Cap (₹ Cr.)	₹ 10425
EPS (Rs)	4.66
RoNW	-23.57%

## Objects of the Issue:

The company plans to use the Net Proceeds for the following purposes:

1. Boosting brand awareness and visibility through advertising.
2. Investing in new Exclusive Brand Outlets (EBOs).
3. Supporting the growth of its subsidiary, Bhabani Blunt Hairdressing Private Limited ("BBlunt"), by funding new salons.
4. Meeting general corporate needs and considering potential acquisitions.

## Prospectus Links:

**Prospectus:** Official documents that provide detailed information about the IPO and the company. [Honasa Consumer IPO DRHP](#) and [Honasa Consumer IPO RHP](#).

## Frequently Asked Questions

### What is an IPO?

An IPO, or Initial Public Offering, is the process by which a private company offers its shares to the public for the first time to raise capital.

### Why do companies go public with an IPO?

Companies go public to raise capital for expansion, reduce debt, or for other corporate purposes. It also provides liquidity to existing shareholders.

### What is the price range for the "Honasa Consumer Limited" IPO?

The price range for the "Honasa Consumer Limited" IPO is ₹308 to ₹324 per share.

### When will the "Honasa Consumer Limited" IPO be listed on the stock exchange?

The "Honasa Consumer Limited" IPO is expected to be listed on Friday, November 10, 2023.

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