



new U

Redefining Beauty

*Retail
Landscape*

In India

About NewU



- Operated by H&B Stores Ltd.
- 100% subsidiary of Dabur India Ltd.
- Fastest-growing beauty and personal care retail chain in India
- 105+ stores across 45+ cities



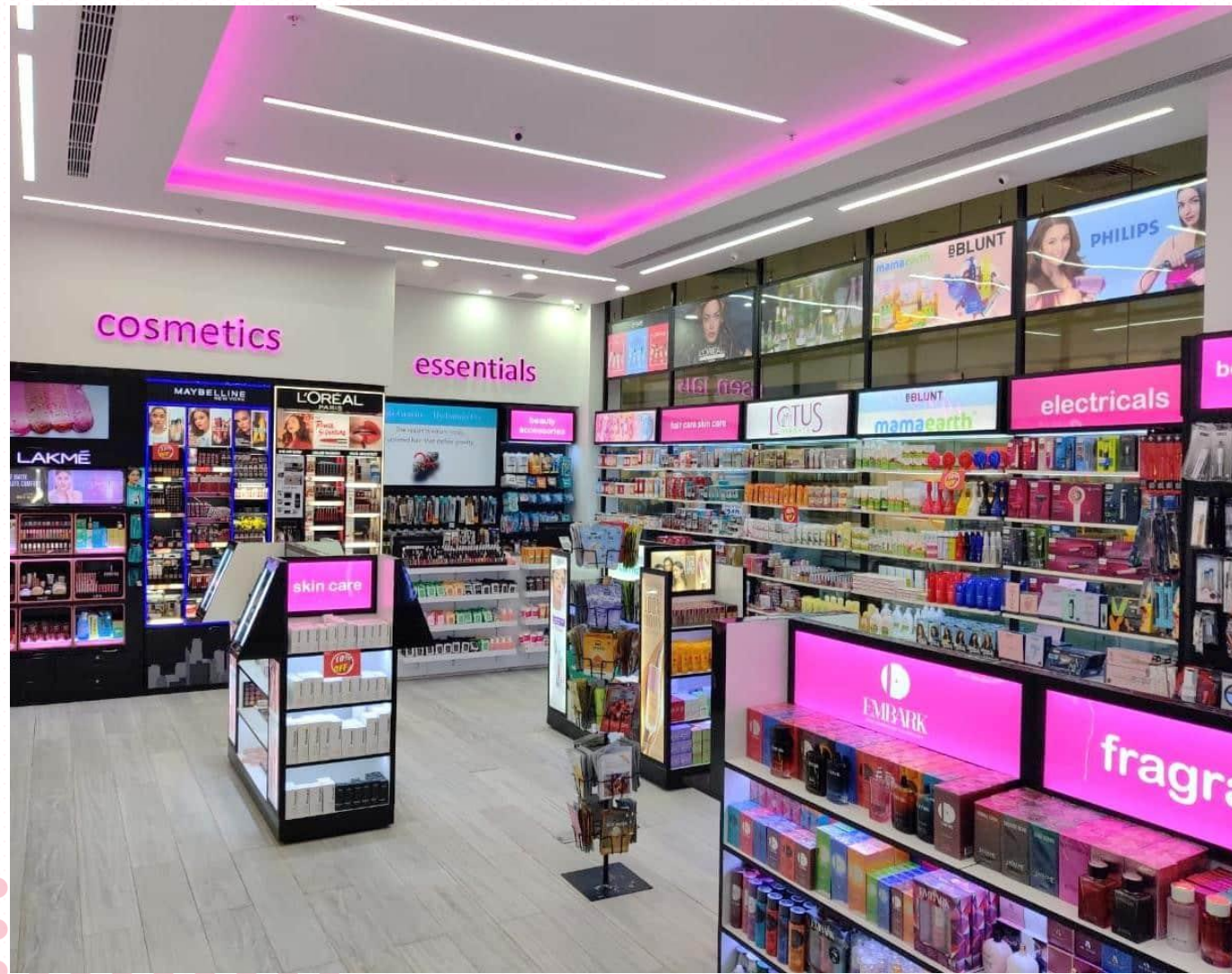


• **NewU Overview**



70+ Brands
5,000+ SKUs

45+
Cities currently present



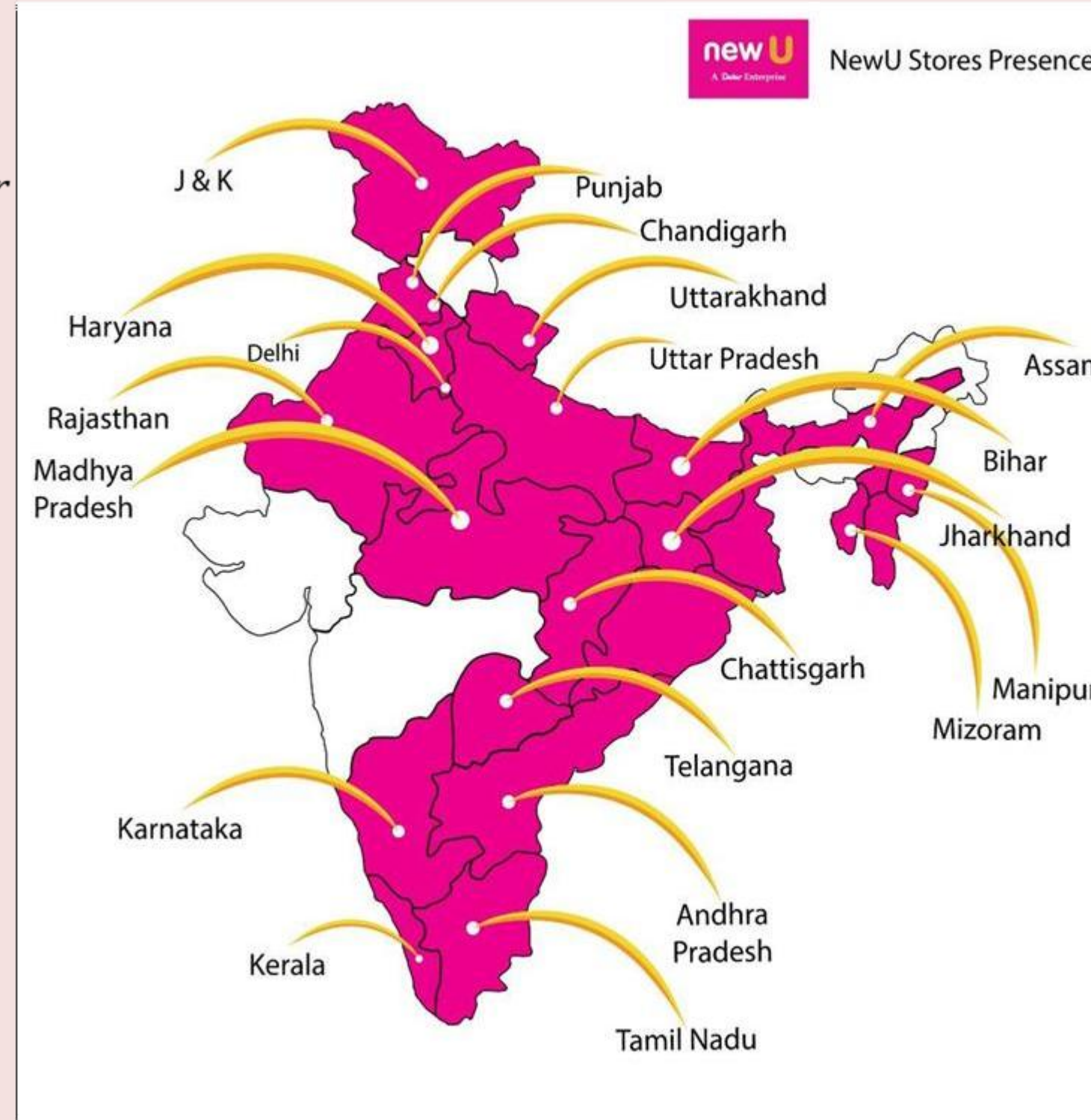
105+
Operational Stores



NewU Landscape



Amritsar
Assam
Bangalore
Bhubaneswar
Bhopal
Bareilly
Chandigarh
Coimbatore
Delhi
Dehradun
Dimapur
Faridabad
Ghaziabad
Gurgaon
Guwahati
Hyderabad
Imphal
Jaipur
Jammu
Jamshedpur
Jabalpur



- Jhansi
- Kanpur
- Kolkata
- Lucknow
- Mangalore
- Mizoram
- Madurai
- Mohali
- Mysore
- Noida
- Pondicherry
- Patna
- Rohtak
- Siliguri
- Sonipat
- Thrissur
- Thiruvananthapuram
- Vijayawada





30 Mn
Loyal Customer Base with
60%
Repeat Rate



Product Categories

MAKEUP



SKINCARE



FRAGRANCE



HAIRCARE



Fastest Growing Beauty *Retailer*



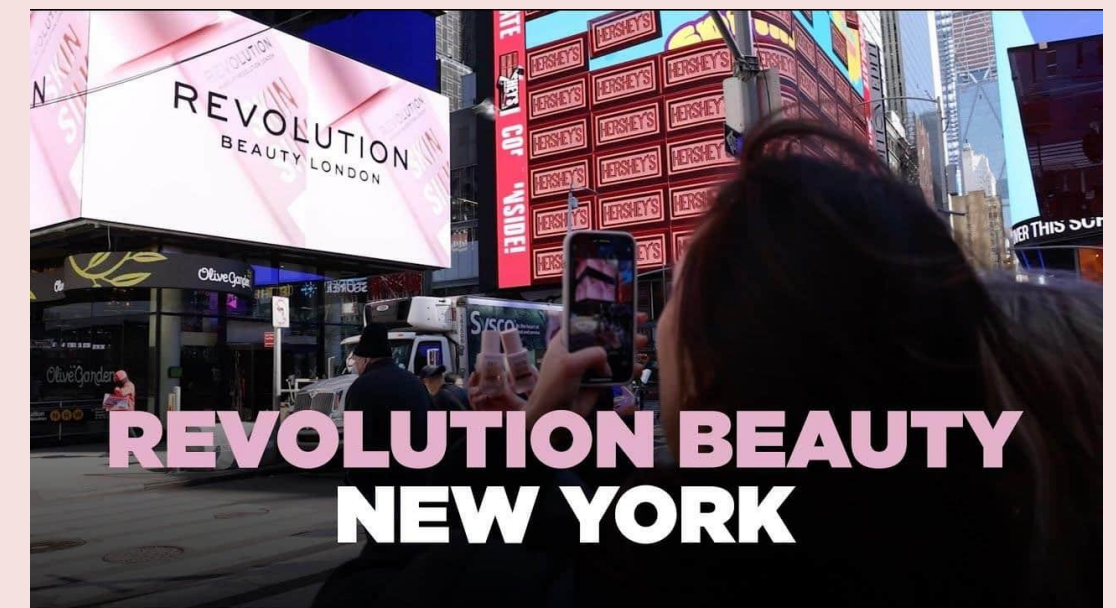
▼
Rapid store expansion plans—doubling footprint by
2026

▼
Strong brand affinity with
Millennials & Gen Z

▼
Omni-channel
GROWTH
Strategy



International
brands

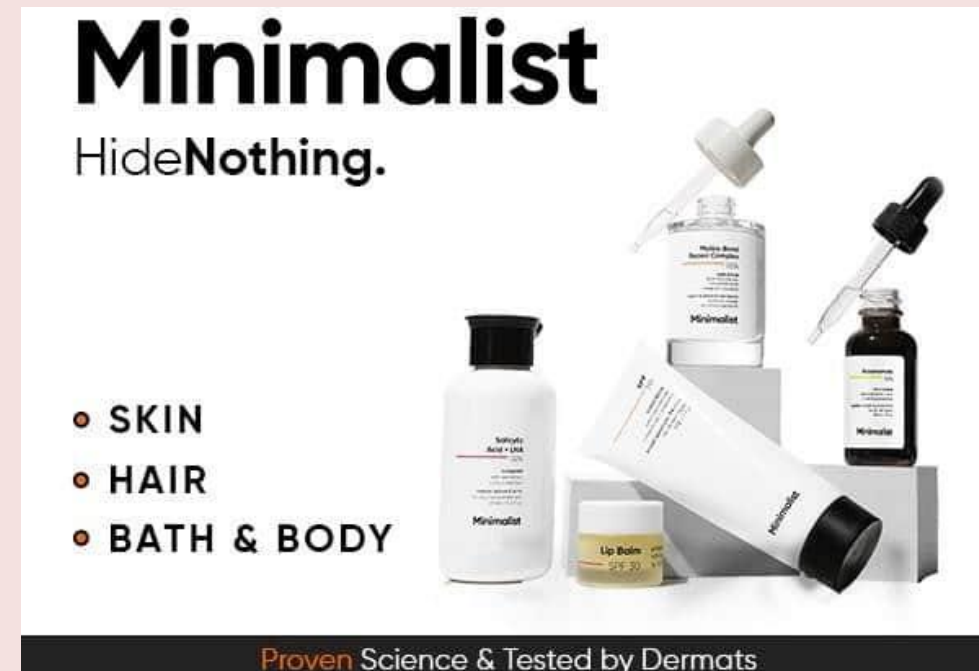


Leading
**Indian
D2C
brands**



Leading

Indian D2C brands





Brand
s

derma skin care brands



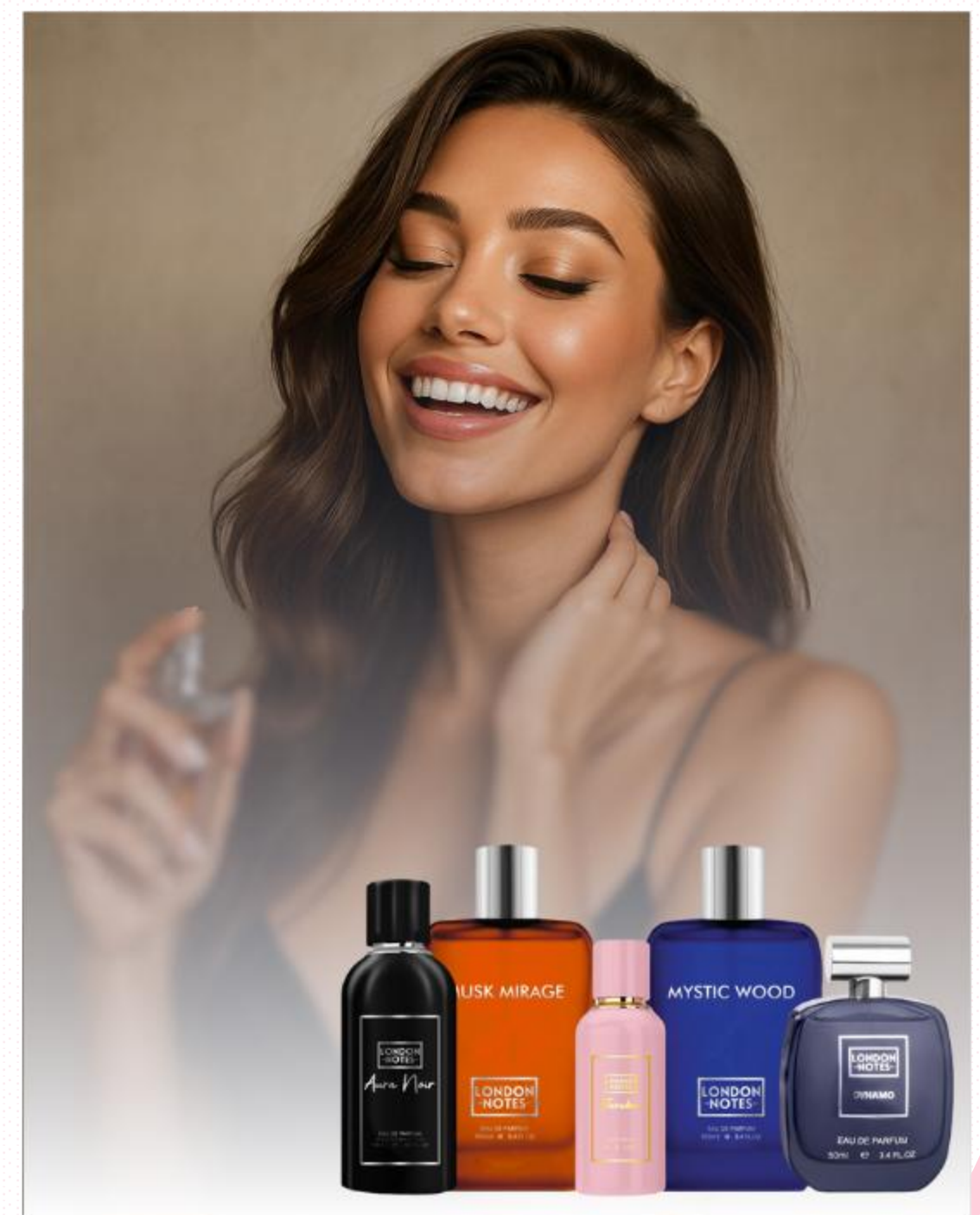
OWN LABEL

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J A Q U L I N E
— USA —

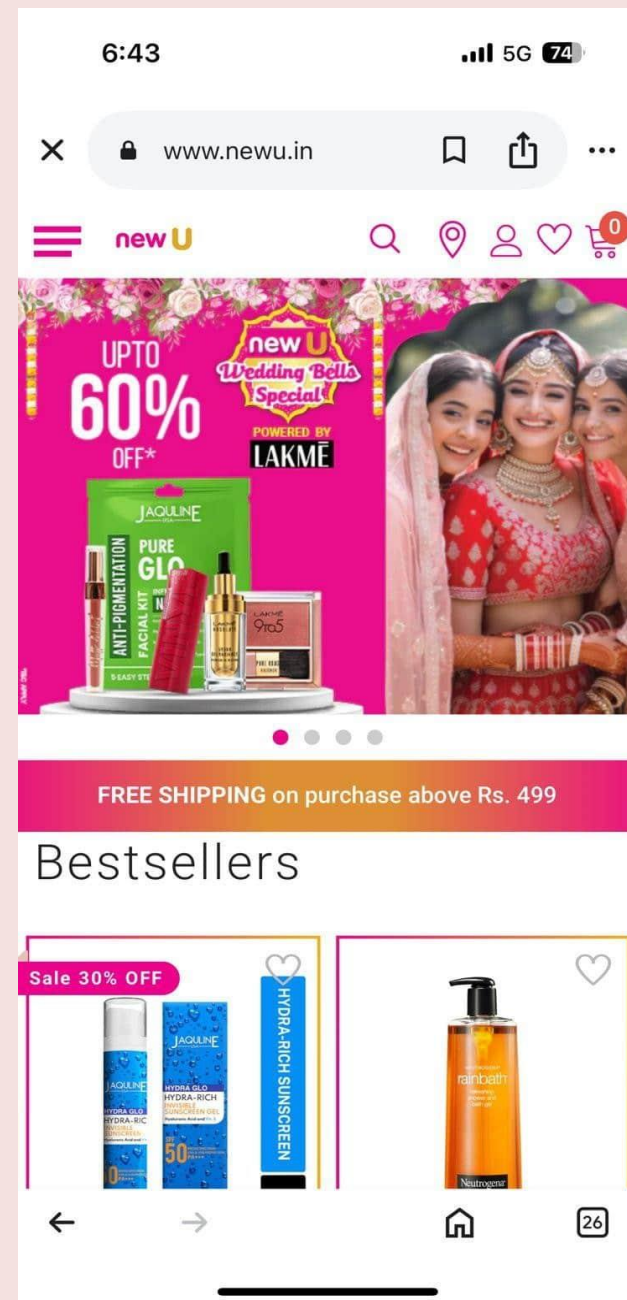
BOTANICA

LONDON
-NOTES-

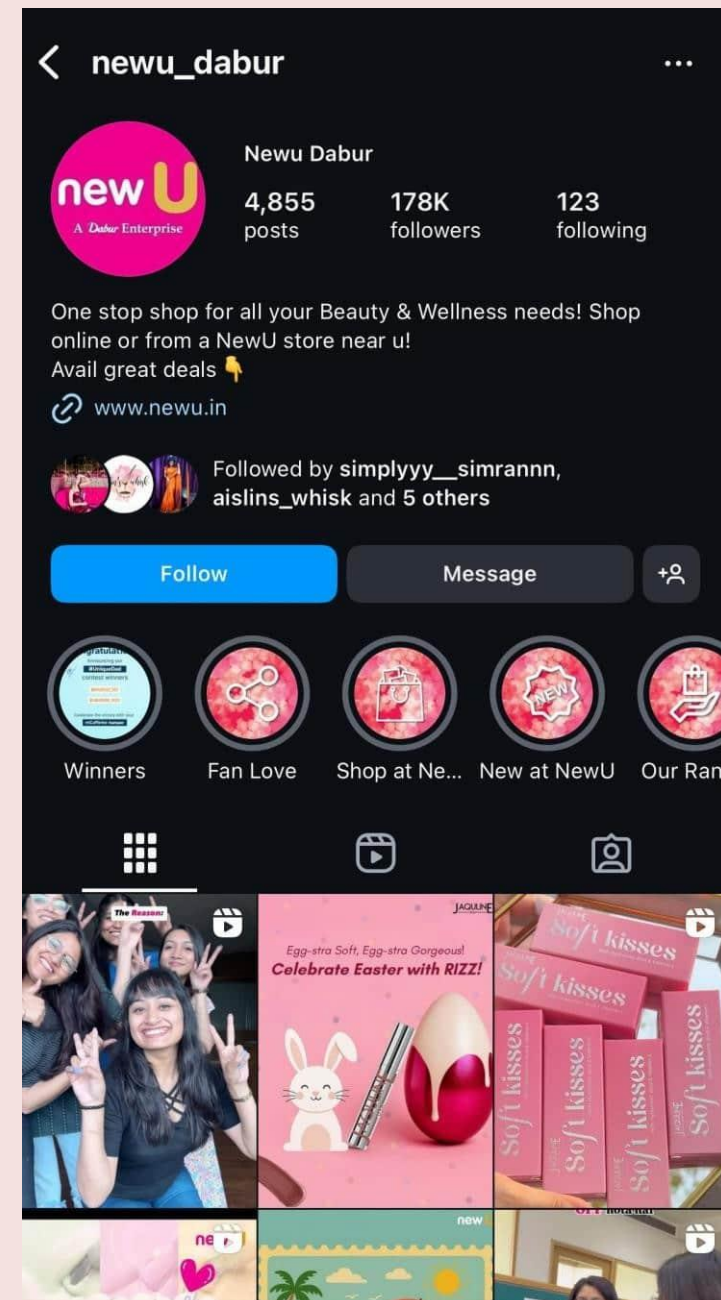


Digital Presence

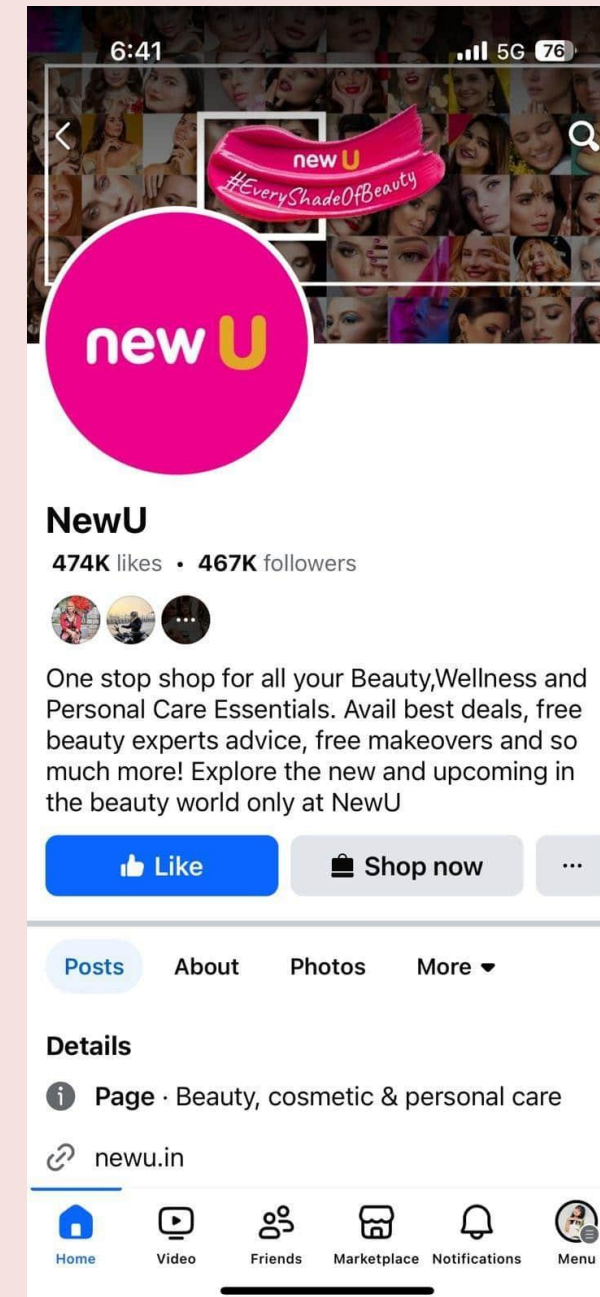
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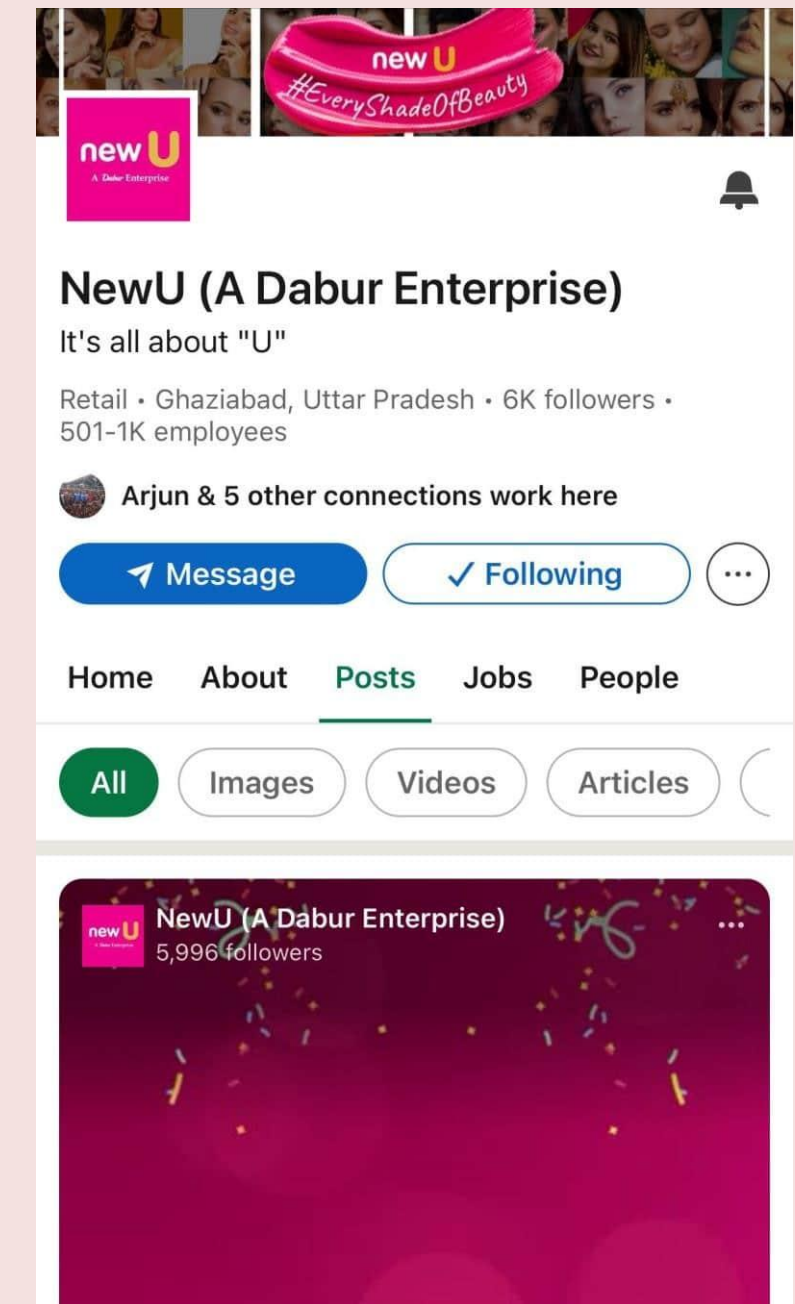
<https://www.newu.in>



https://www.instagram.com/newu_dabur/



<https://www.facebook.com/DaburNewU/>



<https://www.linkedin.com/company/h&b-stores-limited/>

new U

**OUR SOCIAL
MEDIA
LANDSCAPE**

30 lacs+
Loyal
Customers

6.5 Lacs
Followers on Facebook

185K
Followers on Instagram



4500+
Blogger and
Influencer network



Thank You!

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