



Date: 12th Jan 2024

Subject: Recommendation for Ahana Kotibhaskar

I am pleased to recommend Ahana Kotibhaskar for any future endeavors she undertakes, especially around Marketing Consumer Exploration, Product Positioning and Product Design Uniqueness assessment. During her time with Himalaya, Ahana displayed exceptional self-driven attitude and dedication, especially in her work on the Himalaya Do It Yourself and solid cosmetic projects.

In her role, Ahana conducted an in-depth analysis of competitor products with little guidance. She identified key enhancement areas in our DIY kits and performed thorough product testing. Her keen analytical skills were evident, as her communication and presentation skills including to Senior Management. She provided valuable insights, which were very useful for our project plans.

Ahana's ability to understand complex data and extract meaningful insights was particularly impressive. She understood our target demographic well and gave good recommendations on how to further enhance our products. She proved to be an invaluable team member, capable of working both independently and collaboratively.

I am confident that she will bring the same level of excellence and commitment to any future role.

For Himalaya Global Research Centre FZ LLC

Jean Francois Porracchia

Chief R&D Officer