

May 07, 2022

BSE Limited Scrip Code: 543401	National Stock Exchange of India Ltd. Trading Symbol: GOCOLORS
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Dear Sir/Madam,


Sub: Investor Presentation for Q4 FY 2022 - Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

With reference to the above captioned subject, please find enclosed Investor Presentation for Q4 FY 22.

The aforesaid Investor Presentation is also being disseminated on company's website at <https://www.gocolors.com/investor-relations>

This is for your information and record.

Thanking You,
For **Go Fashion (India) Limited**



Gayathri Venkatesan
Company Secretary & Compliance Officer

Encl: As above



GO COLORS!

Go Fashion (India) Limited



Investor Presentation
May 2022



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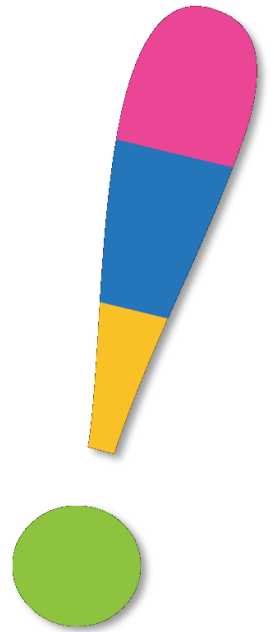
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Q4 & FY22 Highlights



Revenue from Operations

Rs. 116 crores

+29%

Gross Profit

Rs. 72 crores

+30%

EBITDA

Rs. 38 crores

+53%

Profit Before Tax (PBT)

Rs. 15 crores

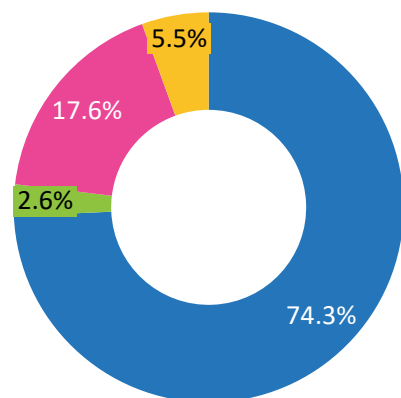
+61%

Profit After Tax

Rs. 12 crores

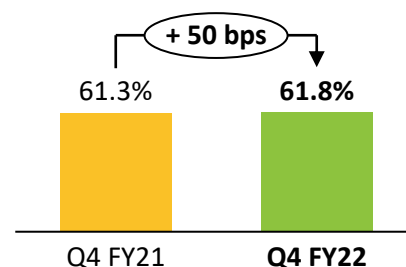
+73%

Sales Mix

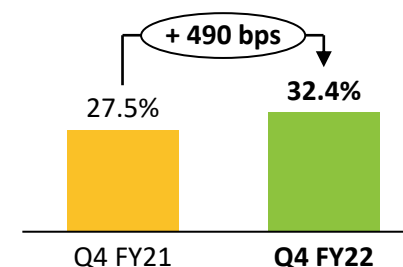


■ EBOs
 ■ LFS
 ■ Online
 ■ MBO & Others

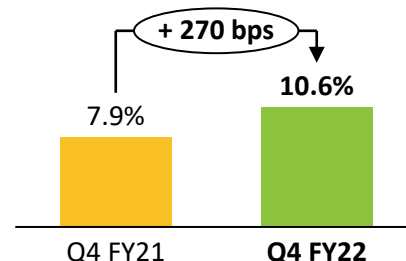
Gross Profit Margins



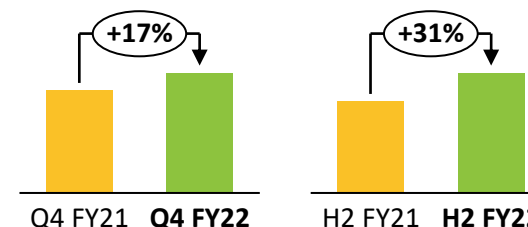
EBITDA Margins



PAT Margins



SSSG



No. of EBO stores added during the quarter^

27

Volume Growth Q4 FY22

11% Y-o-Y

Growth during the quarter was impacted due to CoVID related lockdown in January 2022



Revenue from Operations

Rs. 401 crores

+60%

Gross Profit

Rs. 241 crores

+64%

EBITDA

Rs. 119 crores

+157%

Profit Before Tax (PBT)

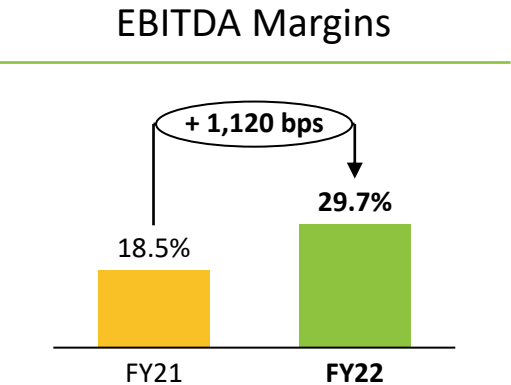
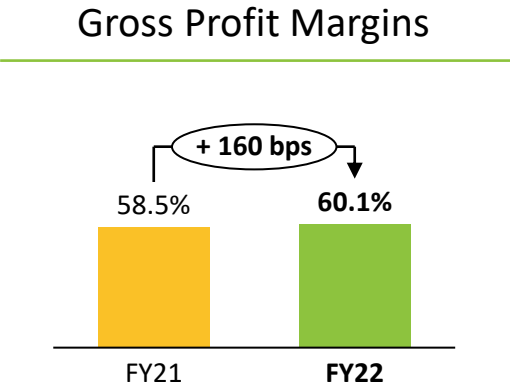
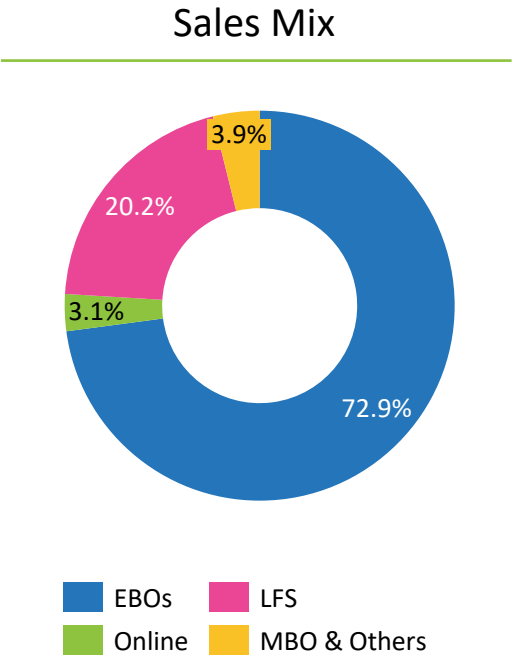
Rs. 48 crores

FY21:
(Rs. 3 crores)

Profit After Tax

Rs. 36 crores

FY21:
(Rs. 4 crores)



No. of EBO stores added during the year^

54

PAT Margins

8.9%

Cash & Cash Equivalents

Rs. 106 crores

Volume Growth FY22

34% Y-o-Y

All comparisons are on Y-o-Y basis
SSSG for FY22 is not comparable due to CoVID related lockdowns

^ Net Addition of EBO Stores

Particulars (in Rs. Crore)	Q4 FY22	Q4 FY21	Y-o-Y	FY22	FY21	Y-o-Y
Total Revenue	116.2	89.8	29%	401.3	250.7	60%
Cost of Materials Consumed	36.3	30.5		135.5	92.2	
Subcontracting Charges	8.1	4.2		24.8	11.8	
Gross Profit	71.9	55.1	30%	241.1	146.7	64%
Gross Margin	61.8%	61.3%		60.1%	58.5%	
Employee Cost	20.3	16.1		73.1	61.5	
Other Expenses	13.9	14.3		49.0	38.9	
EBITDA	37.7	24.7	53%	119.0	46.3	157%
EBITDA Margin	32.4%	27.5%		29.7%	18.5%	
Other Income	3.20	5.86		20.79	31.58	
Depreciation	18.9	15.9		68.6	60.5	
EBIT	21.9	14.7	49%	71.2	17.4	308%
Finance Cost	6.8	5.3		23.3	20.6	
Profit before Tax	15.2	9.4	61%	47.9	-3.1	-
Tax	2.9	2.3		12.3	0.4	
PAT	12.3	7.1	73%	35.6	-3.5	-
PAT Margin	10.6%	7.9%		8.9%	-1.4%	
EPS (in Rs.)	2.28	1.36		6.74	-0.68	



EQUITY AND LIABILITIES (in Rs. Crore)	31-Mar-22	31-Mar-21
Equity		
Share Capital	54.0	79.0
Other Equity	384.4	203.9
Total Equity	438.4	282.9
Liabilities		
Non Current Liabilities		
Lease liabilities	177.7	217.3
Provision	2.9	2.1
Total Non Current Liabilities	180.6	219.4
Current Liabilities		
Borrowings	0.0	10.4
Lease liabilities	72.1	4.6
Trade payables	17.7	10.7
Other financial liabilities	3.2	3.4
Current tax liabilities (net)	4.7	1.8
Other current liabilities	30.6	11.6
Provisions	3.9	3.4
Total Current Liabilities	132.2	46.0
TOTAL EQUITY & LIABILITIES	751.2	548.4

ASSETS (in Rs. Crore)	31-Mar-22	31-Mar-21
Non Current Assets		
Property, plant and equipment	64.1	58.4
Capital work-in-progress	8.7	8.6
Intangible assets	0.4	0.5
Right-of-use assets	219.7	200.6
Financial Assets		
Other financial asset	24.0	23.7
Deferred tax assets (net)	11.4	7.6
Other non-current assets	6.1	4.3
Total Non-Current Assets	334.4	303.7
Current Assets		
Inventories	165.9	80.9
Financial Assets		
Investments	45.9	46.4
Trade receivables	60.2	47.1
Cash and cash equivalents	42.4	13.2
Bank balances other than cash and cash equivalents	63.4	26.5
Other financial asset	11.2	7.1
Current tax assets (net)	0.0	0.0
Other current assets	27.9	23.3
Total Current Assets	416.9	244.6
TOTAL ASSETS	751.2	548.4

Cash Flow Statement (Rs. Crore)	FY22	FY21
Net Profit Before Tax	47.9	-3.1
Adjustments for: Non - Cash Items / Other Investment or Financial Items	77.6	30.2
Operating profit before working capital changes	125.5	27.1
Changes in working capital	-81.5	63.0
Cash generated from Operations	44.0	90.1
Direct taxes paid (net of refund)	-11.0	-0.0
Net Cash from Operating Activities	33.0	90.1
Net Cash from Investing Activities	-58.4	-47.5
Net Cash from Financing Activities	64.2	-37.1
Net Decrease in Cash and Cash equivalents	38.8	5.5
Add: Cash & Cash equivalents at the beginning of the period	2.8	-2.7
Cash & Cash equivalents at the end of the period	41.6	2.8



Commenting on the Result, Mr. Gautam Saraogi, CEO, Go Fashion (India) Limited said,

"Our Company has shown great resilience in FY22, and we have come out stronger than ever before. Even during the last quarter, despite facing CoVID related lockdowns in January, our revenues grew by 29% Y-o-Y led by high volume growth. For the quarter gone by, our volumes have increased by 11%. We have strengthened our portfolio by continually adding new products across all bottom wear categories.

With increased cost efficiencies, EBITDA and Profit after Tax have increased by 53% & 73% respectively to Rs. 38 crores and Rs. 12 crores for the quarter. Our SSSG is 17% for the quarter and 31% for the second half of the year.

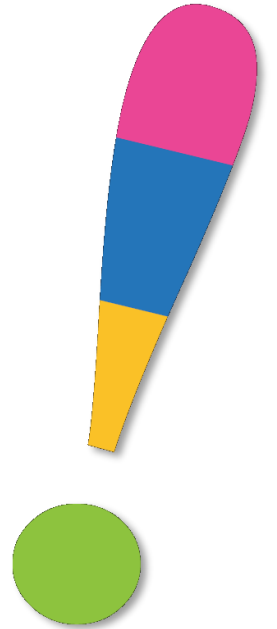
During FY22, the Company has added 54 EBO stores and we crossed the 500th store milestone during the last quarter. Keeping in line with our growth strategy to open more doors closer to the consumer, the company is pushing ahead with expansion. We continue to invest expanding our store foot-print across geographies by adding around 120-130 new stores every year. We are also looking at omnichannel engagements for a seamless consumer experience, building on a technology-driven growth strategy to reach consumers across all cities.

We continue to invest in brand-building initiatives which will help us to gain visibility and also to focus and grow our online sales channels to benefit from evolving customer trends in our market. We propose to make investments in digital channels for our customers and have a dedicated team for our e-commerce operations.

We look forward to continuing our innovative and creative approach and launch more designs while providing more brand destinations for our consumers which will help us grow and gain market share in the coming years."



Company Overview





We are a one stop destination for ladies' bottom wear, a daily essential wear category with no seasonality



Among the largest Women Bottom Wear (WBW) brands in India with ~8% market share in branded WBW



Offers Products in >50 styles in >120 colours



Extensive sourcing and manufacturing network of 81 suppliers and 49 job-workers spread across 11 states and UTs



Customers catered primarily through 503 EBOs spread across 23 states and UTs and 1,473 LFSS across 31 states and UTs



Premium quality products at affordable prices, 83.3% of products retailed at < Rs. 1,049



Entire supply chain for all channels managed from 99K sq. ft. warehouse in Tirupur, Tamil Nadu. End-to-end automation in inventory operations resulting in optimal inventory management

We are a Direct to Consumer Brand





Ethnic Wear



- Churidar
- Salwar
- Patiala
- Silk-Pants
- Kurti-Pants
- Dhoti

From ₹ 599 to ₹ 1,399 ⁽¹⁾

Western Wear



- Leggings
- Ponte Pants
- Cropped Jegging
- Track Pants
- Jeans
- Culottes
- Cargo Pants
- Treggings
- Trousers
- Shorts

From ₹ 499 to ₹ 1,399 ⁽¹⁾

Fusion Wear



- Jeggings
- Palazzos
- Pants
- Harem-Pants

From ₹ 599 to ₹ 1,599 ⁽¹⁾

Athleisure



- Leggings
- Track Pants
- Joggers

From ₹ 799 to ₹ 1,199 ⁽¹⁾

Note: (1) Typical Range of Offering: Maximum Retail Price



Denims



- Jeggings
- Pants
- Joggers
- Denim Culottes
- Jeans
- Capris
- Denim Palazzos

From ₹ 799 to ₹ 1,499 ⁽¹⁾

Lounge Wear



- Lounge Pants
- Lounge Knit Pants
- Lounge Capris
- Lounge Shorts

From ₹ 449 to ₹ 949 ⁽¹⁾

Go Plus



- Churidars
- Leggings
- Jeggings
- Pants
- Palazzos

From ₹ 599 to ₹ 1,599 ⁽¹⁾

Girls Wear



- Leggings
- Pants
- Jeggings
- Shorts
- Palazzos
- Harem- Pants

From ₹ 249 to ₹ 999 ⁽¹⁾

Note: (1) Typical Range of Offering: Maximum Retail Price

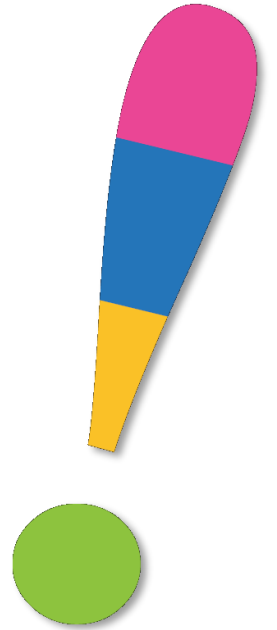


**EBO Stores + Airport Stores +
LFS Stores**





Key Differentiators





Among the Largest Women’s Bottom-Wear Brand in India with Well-Diversified & Differentiated Product Portfolio and First Mover Advantage



Multi-Channel, Pan-India Distribution Network with a Focus on EBOs, Enhancing Brand Visibility

Strong Unit Economics with an Efficient Operating Model

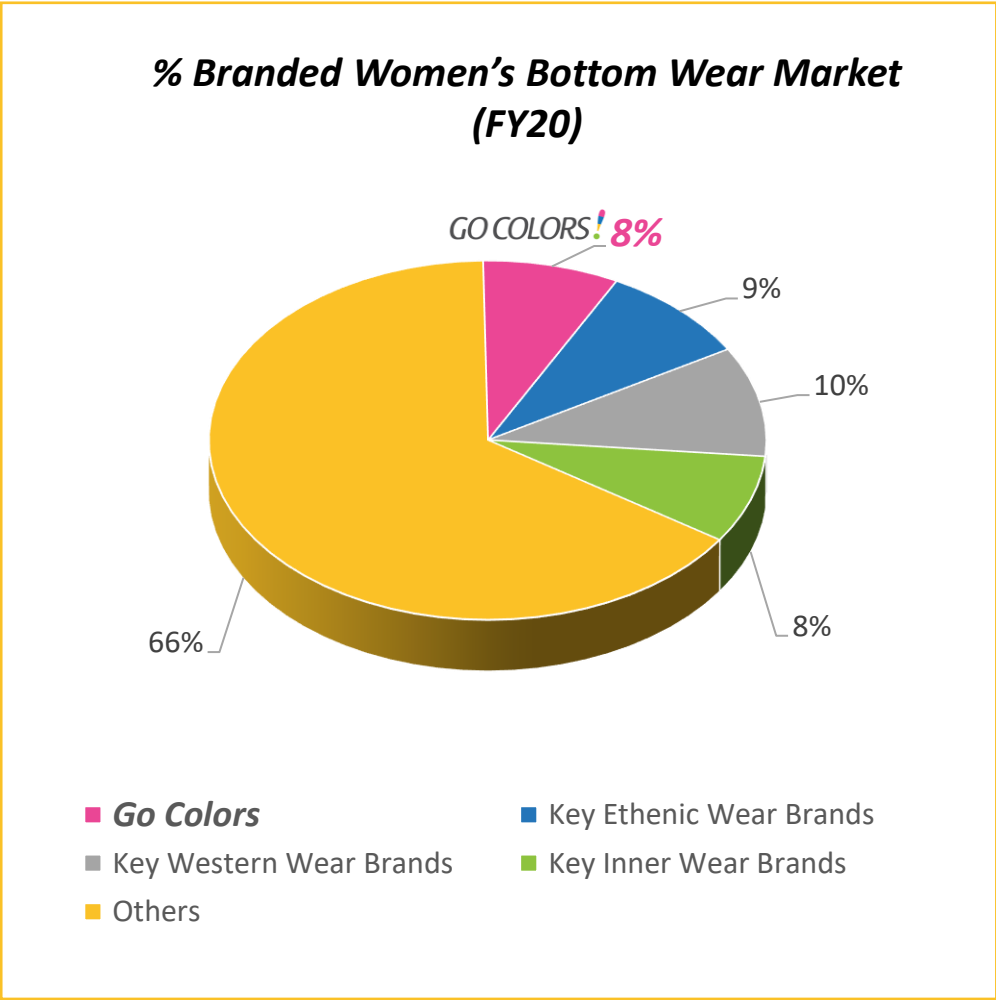


Extensive Procurement Base with Highly Efficient and Technology-Driven Supply Chain Management

Demonstrated Track Record of Strong Financial Performance



In-House Expertise in Developing and Designing Products



Covering the entire spectrum of women’s requirements across age-groups and body-types

Brand	SKUs	Ethnic	Western	Athleisure	Fusion	Denim
GO COLORS	728	✓	✓	✓	✓	✓
Player A	800	✗	✓	✗	✗	✓
Player B	700	✓	✗	✗	✓	✓
Player C	673	✓	✓	✗	✓	✗
Player D	656	✗	✓	✗	✗	✓
Player E	343	✓	✗	✓	✓	✓

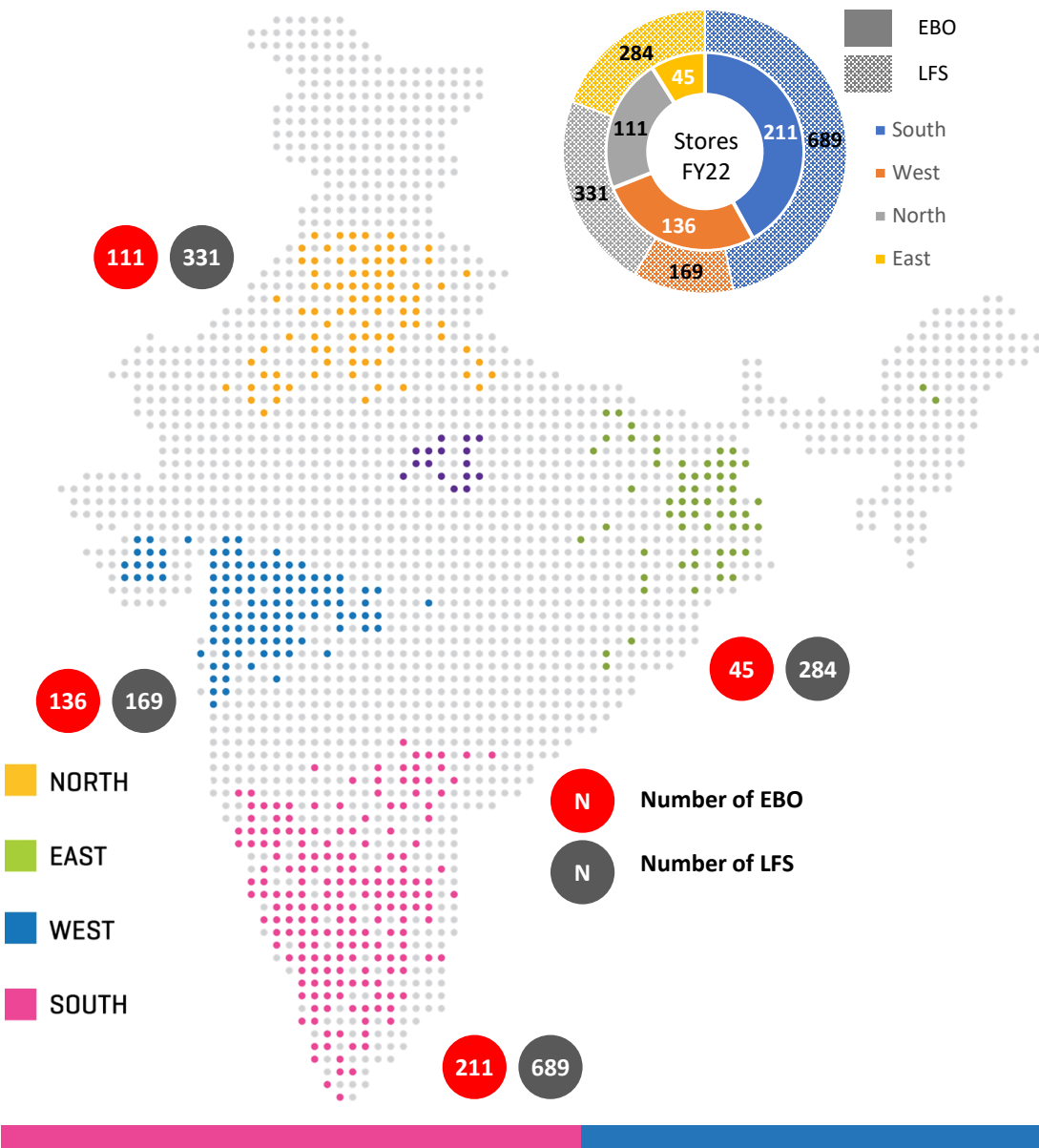
Leadership position in women’s bottom-wear Category

Ethnic Wear Western Wear Fusion Wear Athleisure

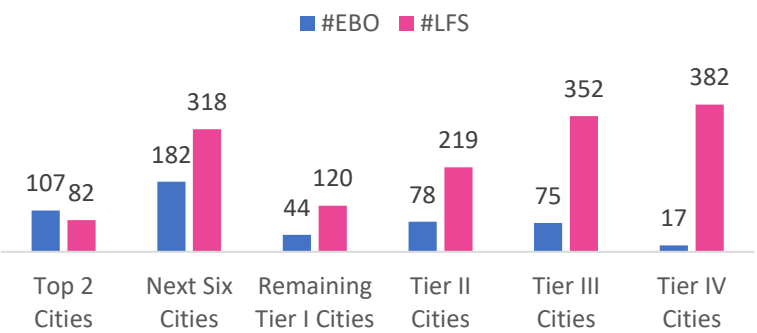
Denims Lounge Wear Go Plus Girls Wear

Offers 50 bottom-wear styles in a range of >120 colours

Go Colors offers products across multiple categories making its portfolio ‘universal’ & round-the-year for every occasion that is not subject to seasonal trends



Diversified presence across geographies

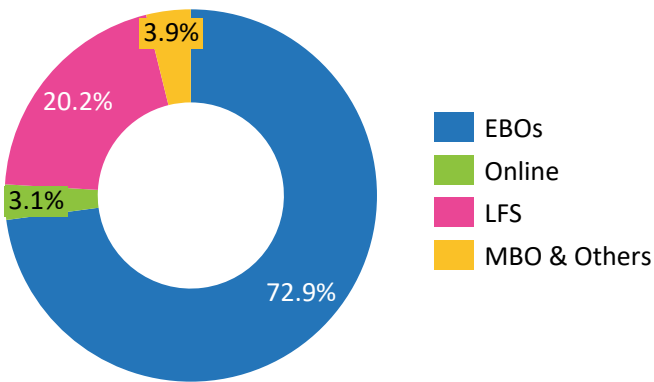


EBO Stores
503

Leading Malls (174)
High Streets (329)

Cities Present
134

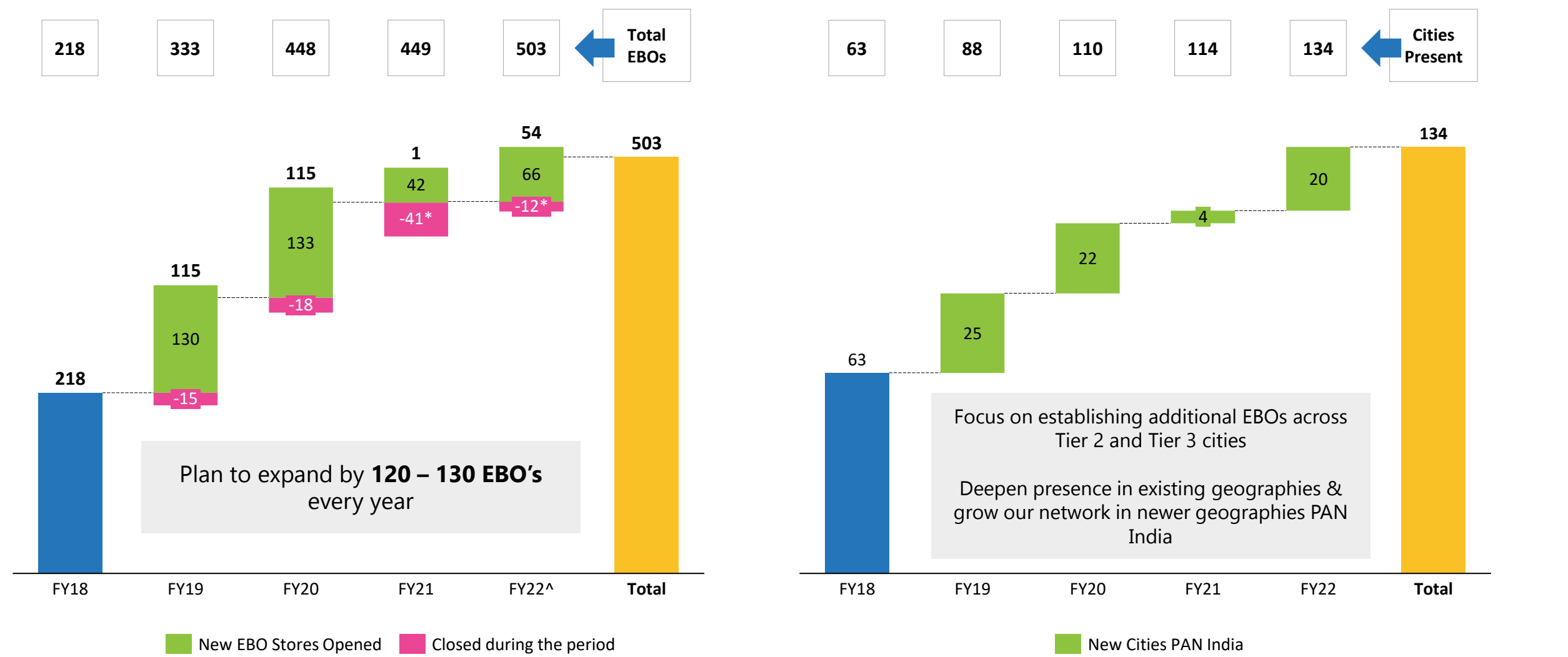
Sales Mix (FY22)



Large Format Stores
1,473

Cluster-based growth
57.46%

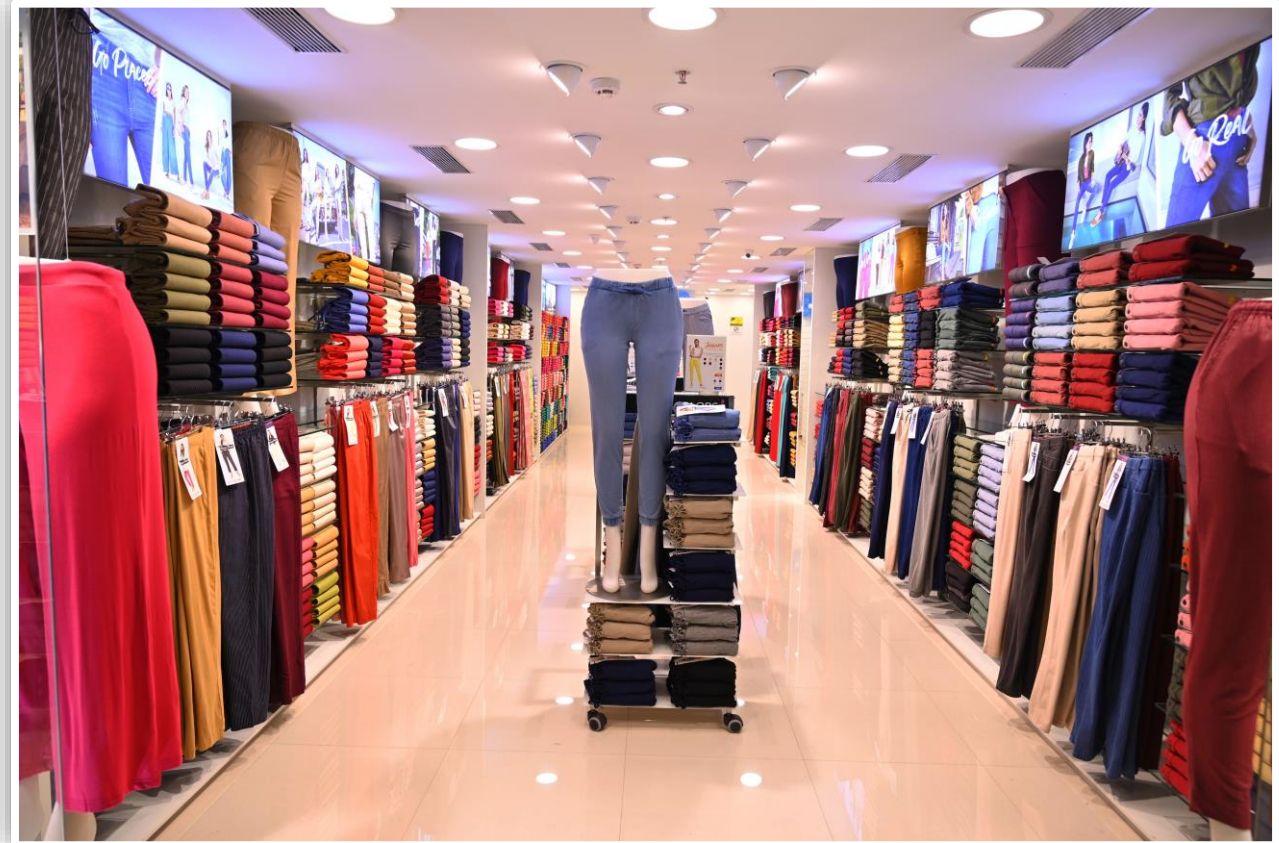
EBOs across 8 cities



* Majority of stores closed down in FY21 and FY22 are due to CoVID impact

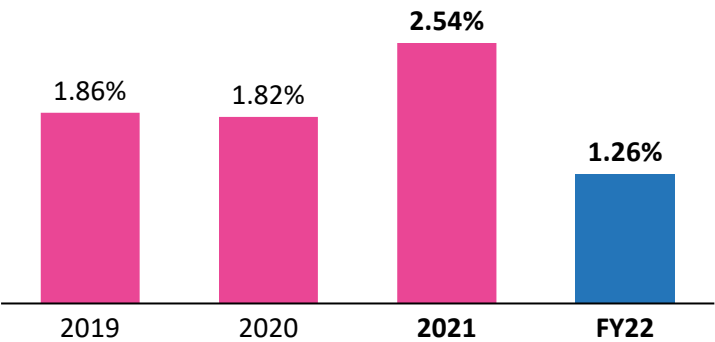
^ FY22 stores are net of replacements

Launch of 500th Exclusive Brand Outlet (EBO) in the city of Pune. The store is located in SGS Mall, Pune.





Prudent use of resources to undertake brand-building initiatives and gain visibility



One of the highest yield on Marketing Spend Among Peers

Rs. 79.1 of Revenue
on every rupee of Advertisement Spent



Store at high footfall location with large external hoardings

Go Colors utilizes its EBOs as its primary advertising channel

Outdoor marketing initiatives include leveraging advertisements through large hoardings at vantage points, bus shelters and metro pillars

Situated in locations with significant footfalls, increasing brand visibility and enhancing brand equity and recall

Significant importance on digital marketing by creating frequent consumer generated content uploaded across social media platforms



Standardized visual designs and layout of the store



Efficient Space Utilization offers one of the highest sales per square foot in the industry

Average Store Size (Sq. ft.)

300 - 500

Average Selling Price*

Rs. 661

Present across

134 cities

Average Investments for 1 EBO store

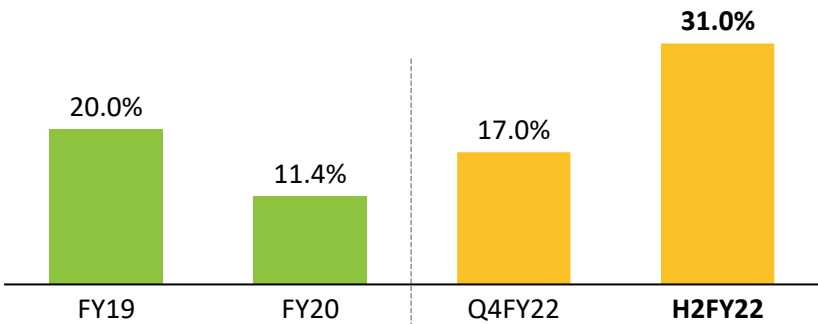
Rs. 35 Lakhs

Payback Period

15 – 18 months

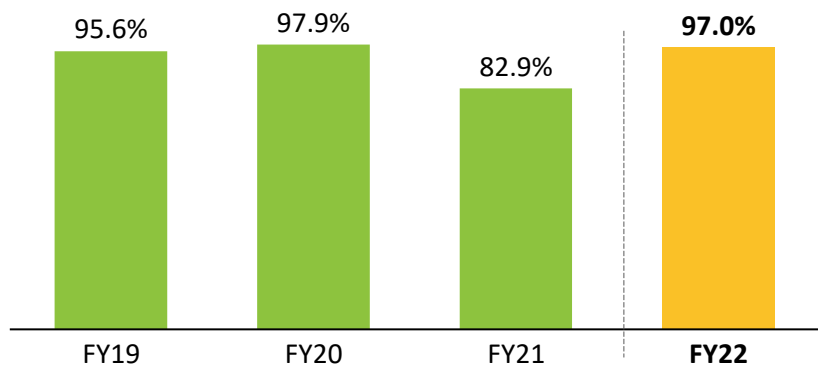
- Store location and size optimized, ensuring the sustainability of store profitability
- Ability to identify the stores at the right location and limited store closures resulted in healthy SSSG
- Product portfolio resistant to redundancy from vagaries of fashion trends and seasonality (round-the-year relevance)
- Given that bottom-wear is a ‘core essential’, demand for our products is consistent which results in limited discounting and higher full-price sales

Healthy Same Store Sales Growth (in %)



SSSG for FY21 & FY22 is not comparable due to CoVID related lockdowns

Full Price Sale (% of EBO Sales)



* ASP is for FY22

Outsourced Manufacturing

- Manage an extensive sourcing network to support product development teams
- 81 suppliers and 49 job-workers spread across 11 states and UTs
- Longstanding relationship with suppliers and job-workers
- Work closely with suppliers, supervising manufacturing and conducting inspections for quality checks

Sourcing Team

- Sourcing team closely monitors suppliers and provides strict quality assurance analysis
- Regular inspections of fabrics sourced from suppliers helps consistently maintain product and service quality
- Stringent norms of quality assurance at various levels through quality control mechanisms
- Track suppliers' capacity and output to ensure production requirements are met and finished products are procured in a timely manner

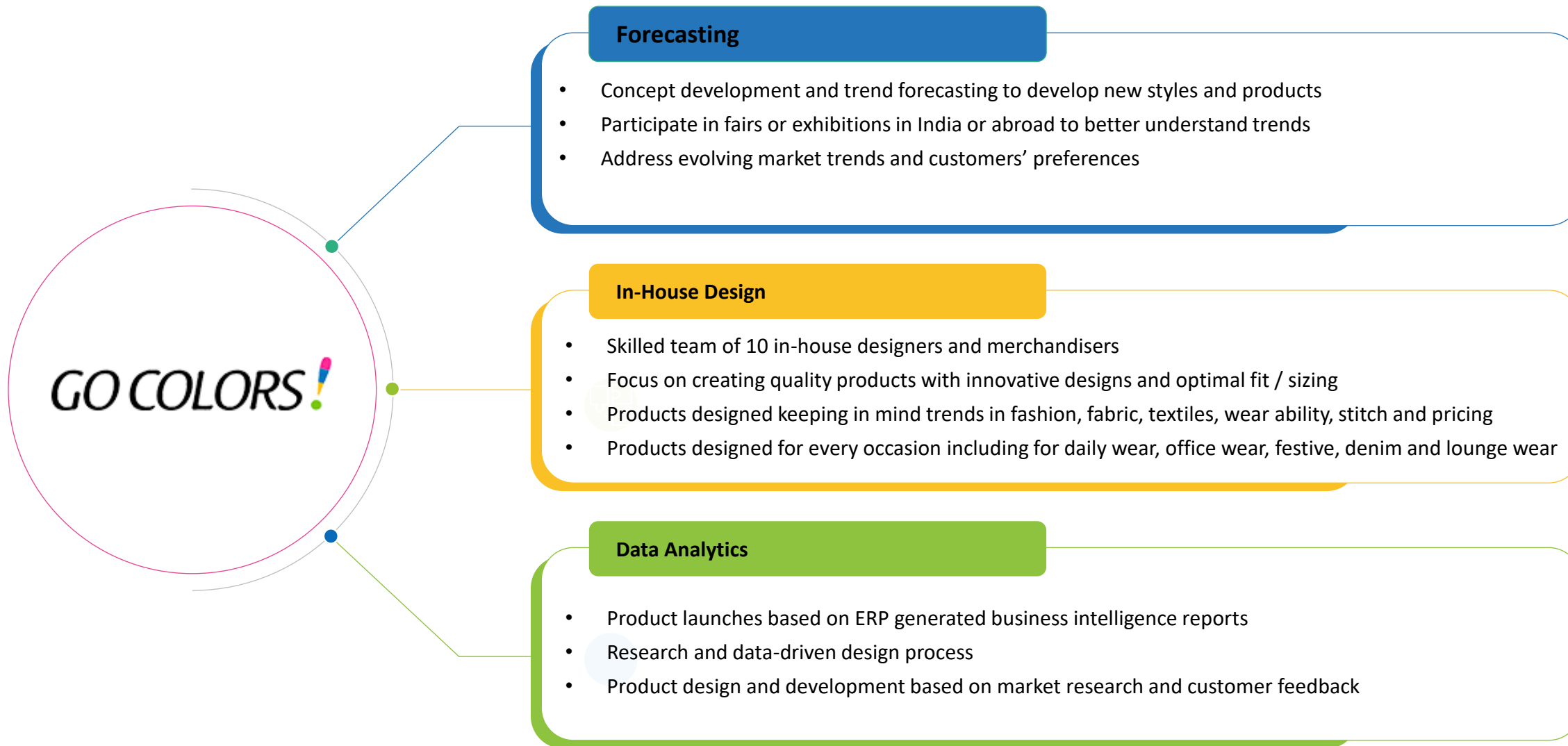
Centralized Warehouse

- Inventory, logistics and entire supply chain for all channels managed from warehouse in Tirupur, Tamil Nadu
- Warehouse spread over >99k square feet
- Implemented end-to-end automation in inventory operations resulting in seamless and optimal inventory management
- Implemented business intelligence tool for inventory optimization, avoiding stock-out and ensuring sufficient supply at stores

Supply Chain Automation

- Entire procurement and supply chain operation automated through ERP system
- Helps maintain flexibility while meeting requirements in an efficient manner without relying on any one vendor, supplier or factory
- Procurement needs streamlined avoiding over or under-stocking
- SCMS & internal controls minimize product shortage and occurrence of out-of-stock events enabling efficient operations and high productivity

GO COLORS!





Mr. Prakash Kumar Saraogi
Managing Director

- Promotor of Go Fashion (India) Limited
- >28 years of experience in garment manufacturing, the fashion industry, and retail industry
- Holds a bachelor's degree in chemical engineering from Anna University, Chennai



Mr. Gautam Saraogi
Executive Director and CEO

- Promotor of Go Fashion (India) Limited
- >10 years of experience in consumer retail, marketing, brand building and garment manufacturing
- Holds a bachelor's degree in commerce from University of Madras and an executive diploma in marketing management from Loyola Institute of Business Administration, Chennai
- Has received a token of appreciation for his contribution to the Chennai Retail Summit 2018



Mr. R Mohan
Chief Financial Officer

- Chartered accountant by profession and has been associated with our Company since 2019
- Holds a bachelor's degree in commerce from Bharathiar University and is a member of the ICAI since 1991
- Served as the chairman of the Coimbatore Branch of Institute of Chartered Accountant India from 2000 to 2001
- Member of economic affairs and taxation panel of Confederation of Indian Industry, Coimbatore from 2016 to 2017

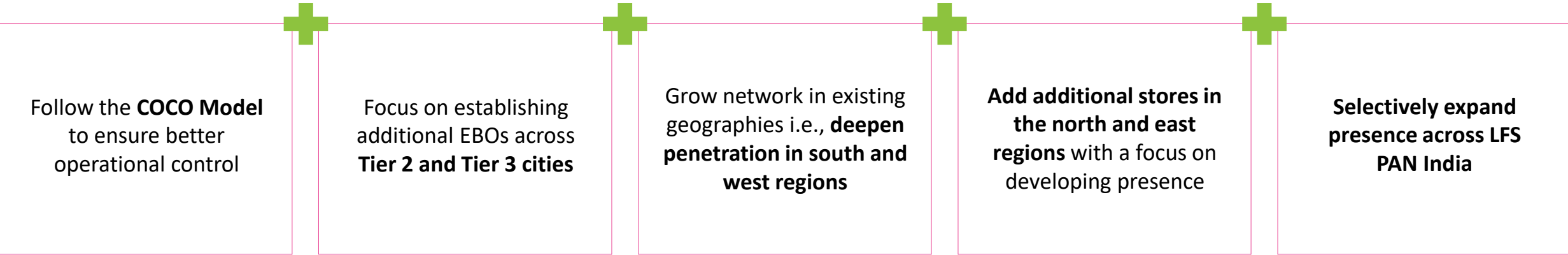


- 1 Continue to Expand Retail Network with a ***Focus on EBOs***
- 2 Grow Sales Through ***Online Channel***
- 3 Leverage Technology to Bring Cost Efficiency and ***Enhance Customer Experience***
- 4 Leverage Leadership Position in ***Women's Bottom-Wear***

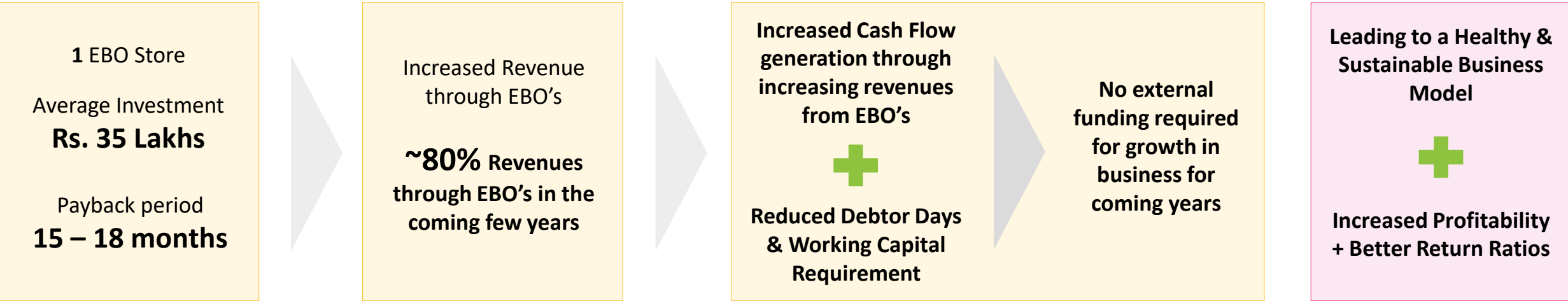


1. Continue to Expand Retail Network with a Focus on EBOs

Growth Strategies



Plan to expand by 120 – 130 EBO’s every year

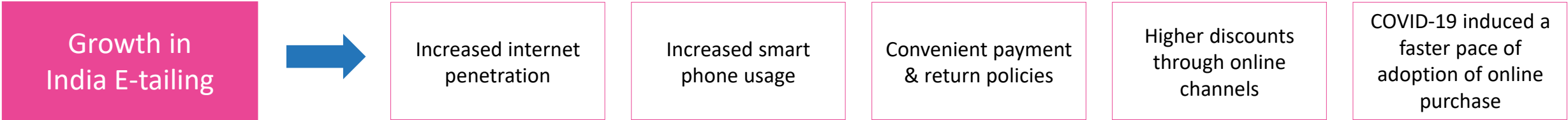




2. Growth through Online Channel

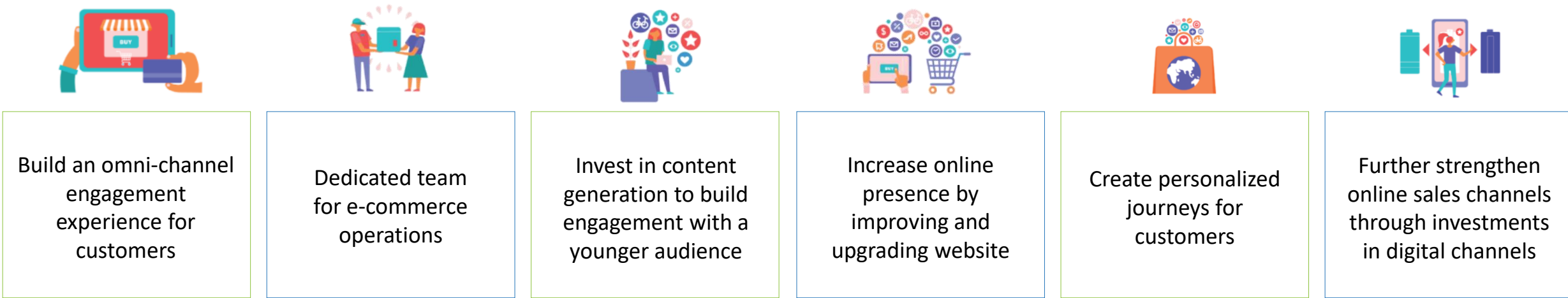


E-retail in India has witnessed rapid growth and is expected to reach ₹ 7.8 trillion by FY25 growing at 23% CAGR ⁽¹⁾



Sales from online channels for Go Fashion is Rs. 12.3 crores in FY22 (3.1% of Sales)

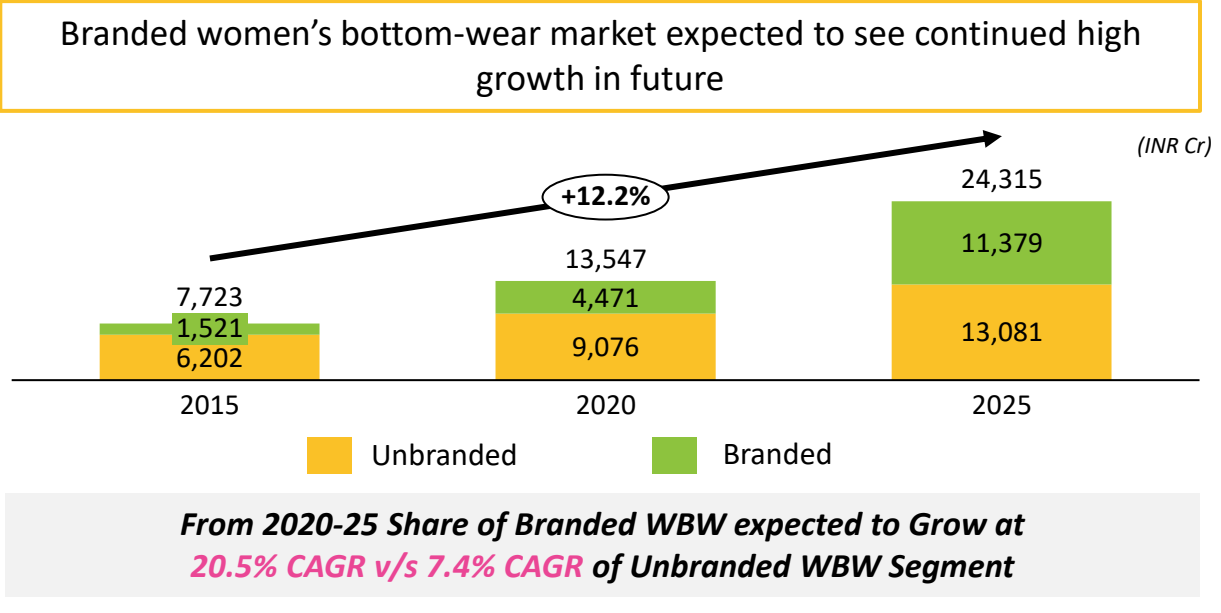
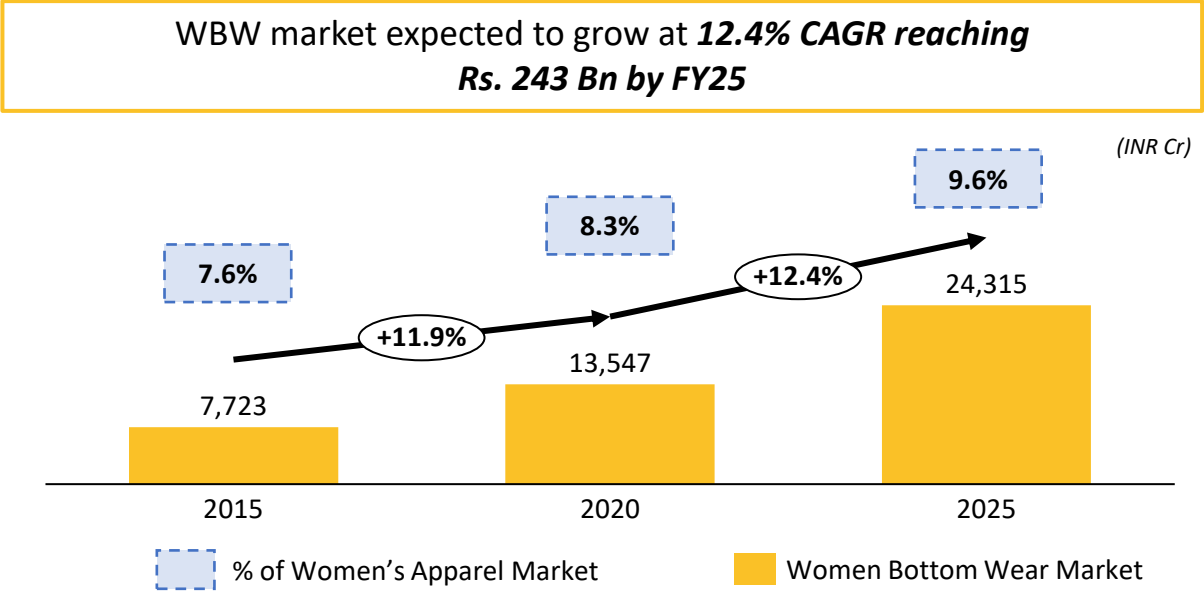
Growth Strategies



Note: (1) FY20-FY25
Source: Technopak Report



3. Leverage Leadership Position



Go Colors has the **early mover advantage** in exclusive bottom-wear category with **8% market share**

With relatively low organized / branded penetration and modern women's growing disposable income, branded WBW market is expected to reach Rs. 114 billion in FY25

Shift from unorganized to organized sector
Positioned to benefit from growth given the fragmented nature of the industry

Scope for Expansion
WBW is a horizontal category enabling multiple extensions and new products
Expand into loungewear, a work-from-home collection, athleisure and other new products in the ethnic, western and fusion wear segments

Leverage Technology to Bring Cost Efficiency and Enhance Customer Experience



2016

‘Images Retail Award’

Most admired retailer of the year – Concept Stores



2019

Transforming India Retail Award



2019

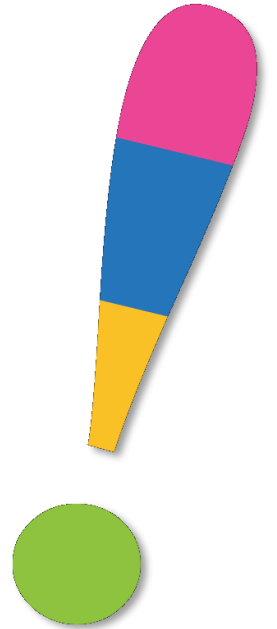
‘Sustaining Enterprise of the Year’

at the TIECON, Chennai





Financials





Historical Profit & Loss Account Statement

Particulars (in Rs. Crore)	31-Mar-22	31-Mar-21	31-Mar-20	31-Mar-19
Total Revenue	401.3	250.7	392.0	285.2
Cost of Materials Consumed	135.5	92.2	130.0	94.5
Subcontracting Charges	24.8	11.8	27.6	20.5
Gross Profit	241.1	146.7	234.5	170.3
Gross Margin	60.1%	58.5%	59.8%	59.7%
Employee Cost	73.1	61.5	62.0	42.0
Other Expenses	49.0	38.9	46.0	48.4
EBITDA	119.0	46.3	126.5	80.0
EBITDA Margin	29.7%	18.5%	32.3%	28.0%
Other Income	20.79	31.6	4.8	5.7
Depreciation	68.6	60.5	46.6	32.1
EBIT	71.2	17.4	84.8	53.6
Finance Cost	23.3	20.6	16.5	11.4
Profit before Tax	47.9	-3.2	68.3	42.2
Tax	12.3	0.4	15.7	11.3
PAT	35.6	-3.6	52.6	30.9
PAT Margin	8.9%	-1.4%	13.4%	10.8%
EPS (in Rs.)	6.74	-0.68	10.08	5.93

Historical Balance Sheet Statement

EQUITY AND LIABILITIES (in Rs. Crore)	31-Mar-22	31-Mar-21	31-Mar-20	31-Mar-19
Equity				
Share Capital	54.0	79.0	79.0	79.0
Other Equity	384.4	203.9	207.3	149.3
Total Equity	438.4	282.9	286.3	228.3
Liabilities				
Non Current Liabilities				
Lease liabilities	177.7	217.3	179.4	144.0
Provision	2.9	2.1	1.4	0.7
Total Non Current Liabilities	180.6	219.4	180.9	144.8
Current Liabilities				
Borrowings	0.0	10.4	2.8	8.3
Lease liabilities	72.1	4.6	27.4	1.5
Trade payables	17.7	10.7	10.5	13.8
Other financial liabilities	3.2	3.4	2.9	1.6
Current tax liabilities (net)	4.7	1.8	0.0	0.0
Other current liabilities	30.6	11.6	5.3	4.9
Provisions	3.9	3.4	3.2	1.0
Total Current Liabilities	132.2	46.0	52.0	31.0
TOTAL EQUITY & LIABILITIES	751.2	548.4	519.2	404.1

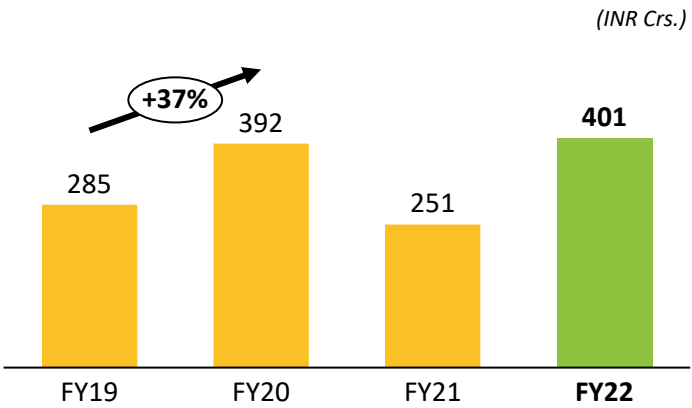
ASSETS (in Rs. Crore)	31-Mar-22	31-Mar-21	31-Mar-20	31-Mar-19
Non Current Assets				
Property, plant and equipment	64.1	58.4	60.3	47.3
Capital work-in-progress	8.7	8.6	8.1	2.0
Intangible assets	0.4	0.5	0.7	0.5
Right-of-use assets	219.7	200.6	194.7	137.7
Financial Assets				
Other financial asset	24.0	23.7	20.3	17.9
Deferred tax assets (net)	11.4	7.6	5.6	3.2
Other non-current assets	6.1	4.3	1.3	0.2
Total Non-Current Assets	334.4	303.7	291.0	208.8
Current Assets				
Inventories	165.9	80.9	105.9	69.5
Financial Assets				
Investments	45.9	46.4	8.9	23.5
Trade receivables	60.2	47.1	55.6	40.1
Cash and cash equivalents	42.4	13.2	0.1	10.6
Bank balances other than cash	63.4	26.5	32.4	33.0
Other financial asset	11.2	7.1	5.5	1.8
Current tax assets (net)	0.0	0.0	1.8	1.5
Other current assets	27.9	23.3	18.0	15.5
Total Current Assets	416.9	244.6	228.2	195.3
TOTAL ASSETS	751.2	548.4	519.2	404.1



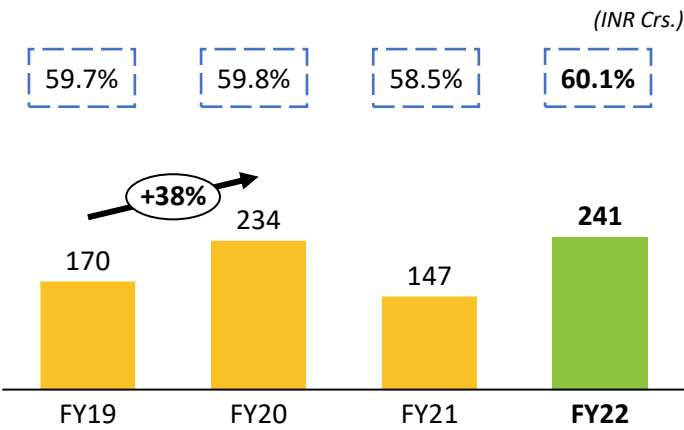
Demonstrated Track Record of Strong Financial Performance



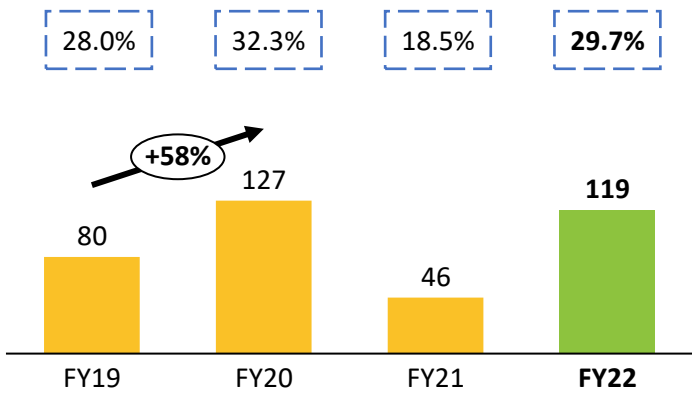
Robust, organic revenue growth...



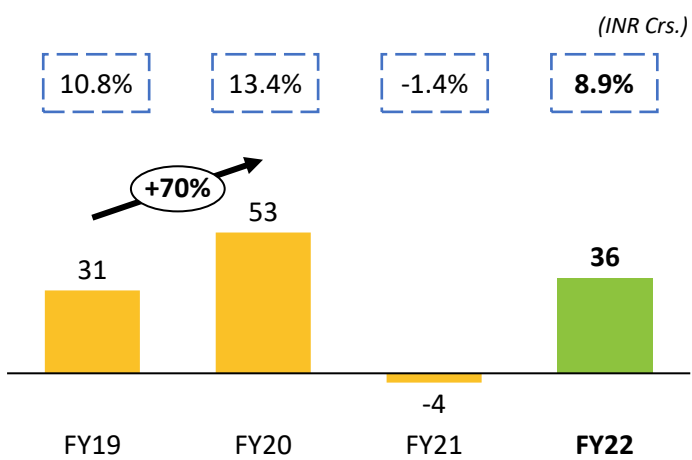
...with exceptional Gross margins



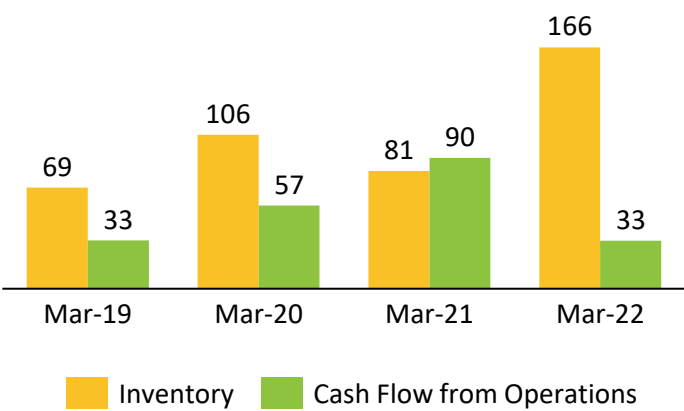
... and tight operational control leading to high EBITDA margin



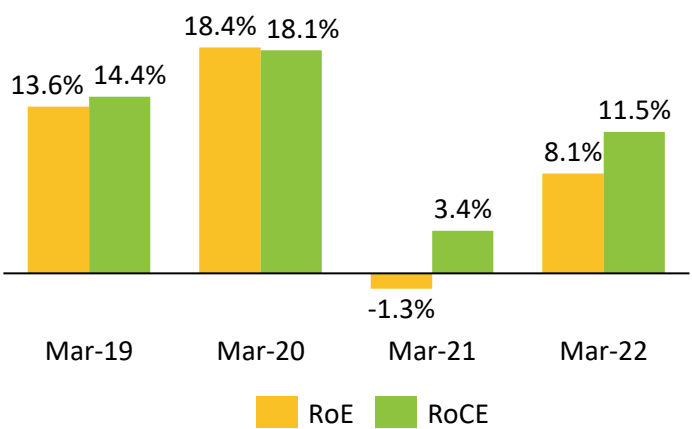
Steady growth in net profits...



Reasonable cash conversion...



... and best-in-class return metrics



Note - FY21 & FY22 Financials Impacted on account of COVID-19 induced lockdowns



THANK YOU!

Company: Go Fashion (India) Limited

CIN: L17291TN2010PLC077303

Mr. R Mohan – CFO

mohan@gocolors.com

Tel: 044 4211 1777

Investor Relations: Strategic Growth Advisors (SGA)

CIN: U74140MH2010PTC204285

Mr. Deven Dhruva

deven.dhruva@sgapl.net

Tel: +91 98333 73300