



August 10, 2022

BSE Limited	National Stock Exchange of India Ltd.
Scrip Code: 543401	Trading Symbol: GOCOLORS

Dear Sir/Madam,

Sub: Investor Presentation for Q1 FY 2023 - Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

With reference to the above captioned subject, please find enclosed Investor Presentation for Q1 FY 23.

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



Safe Harbor



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Q1 FY23 Highlights







Revenue from Operations

Rs. 165 crores

Q1 FY22: Rs 31 Crs.

Gross Profit

Rs. 100 crores

Q1 FY22: Rs 17 Crs.

EBITDA

Rs. 53 crores

Q1 FY22: -Rs 6 Crs.

Profit Before Tax (PBT)

Rs. 32 crores

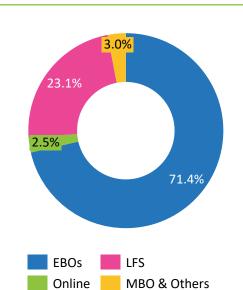
Q1 FY22: -Rs 18 Crs.

Profit After Tax

Rs. 24 crores

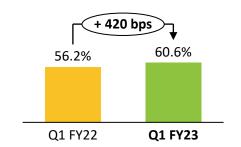
O1 FY22: -Rs 19 Crs.





Note: Q1 FY22 was impacted due to CoVID related lockdowns

Gross Profit Margins



PAT Margins

14.8% Q1 FY22: -61.3%

EBITDA Margins

32.1%

Q1 FY22: -19.1%

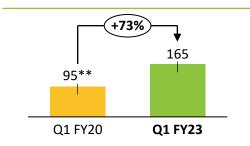
SSSG* (Compared to Pre CoVID levels)



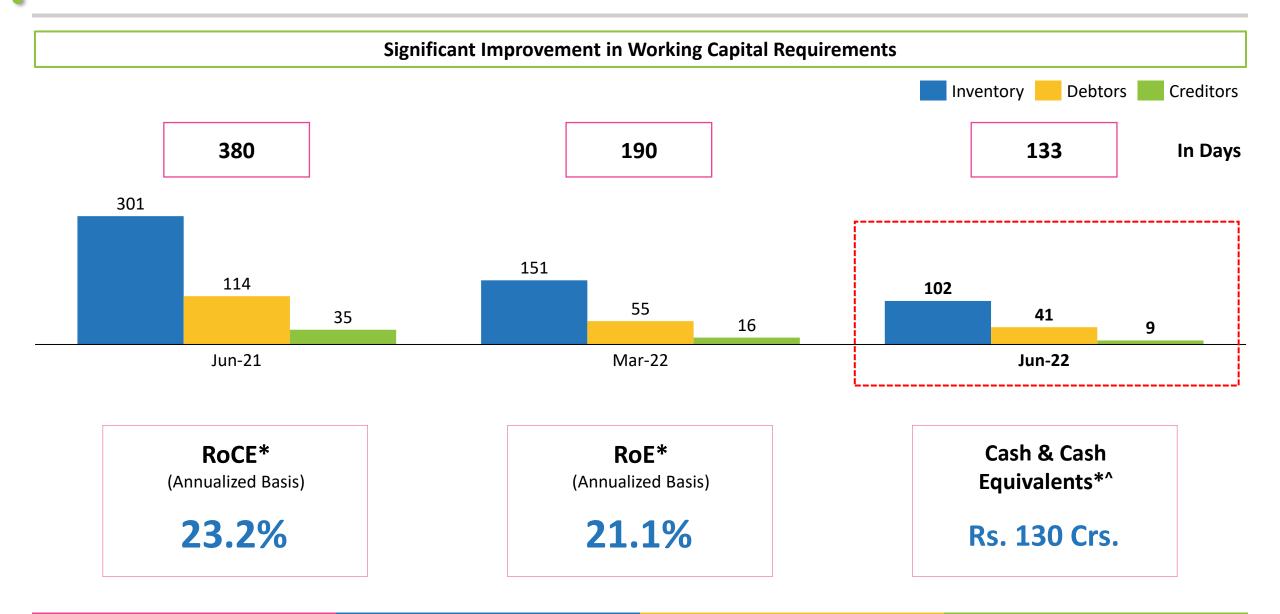
No. of EBO stores added during the quarter^

30

Revenue from Operations (Compared to Pre CoVID levels) Rs. Crs.











Adventure Film



From Moving homes to Exploring Good To Go

https://youtu.be/0gz8q4Yzwzw

Fitness Film



From Home to Gym -Good To Go

https://www.youtube.com/watch?v=og7v36-fRaU

Office Film



From Office to Meet Ups -Good To Go

https://www.youtube.com/watch?v=U0AkEtS6414

As today's consumer takes a step forward to improve & better her life as well as that of who she impacts, we are in it together by making it #GoodToGo for the next step, the next journey!

Duration of the Campaign - PAN India Campaign For 6 Weeks From 19th June to 31st July 2022 Each of our films showcases the individual triumphs & journeys of women





Company has taken a new warehousing facility in Bhiwandi, Maharashtra to cater to the Western regions of the country

12,177 Sq. Feet









Particulars (in Rs. Crore)	Q1 FY23 (Unaudited)	Q1 FY22 (Audited)	Y-o-Y	FY22 (Audited)
Total Revenue	165.2	31.0	433%	401.3
Cost of Materials Consumed	54.7	11.1		135.5
Subcontracting Charges	10.3	2.5		24.8
Gross Profit	100.2	17.4	475%	241.1
Gross Margin	60.6%	56.2%		60.1%
Employee Cost	23.7	15.9		73.1
Other Expenses	23.4	7.4		49.0
EBITDA	53.1	-5.9		119.0
EBITDA Margin	32.1%	-19.1%		29.7%
Other Income	3.7	9.3		20.8
Depreciation	18.8	16.0		68.6
EBIT	38.0	-12.7		71.2
Finance Cost	6.1	5.7		23.3
Profit before Tax	31.9	-18.4		47.9
Tax	7.5	0.6		12.3
PAT	24.4	-19.0		35.6
PAT Margin	14.8%	-61.3%		8.9%
EPS (in Rs.)	4.52	-3.64		6.74







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

"We have started FY23 with a very strong performance in the first quarter. Our Revenues stood at Rs. 165 crores, highest ever quarterly revenues at Go Fashion. EBITDA and PAT stood at Rs. 53 crores and Rs. 24 crores, respectively. Our volumes have also grown exponentially. This has been on the back of improved product portfolio by continually adding new products across all bottom wear categories.

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. During the last quarter, we launched three new films on a PAN India platform for 6 weeks. Each of our films showcases the individual triumphs & journeys of women.

The Company has taken a new warehousing facility in Bhiwandi, Maharashtra of 12,177 sq. feet. This will help to cater faster and better to the western regions of the country.

In Q1 FY23, the Company has added 30 new stores and in line with the growth strategy to open more doors closer to the consumer, the company is pushing ahead with expansion and plans to expand 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 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 jobworkers spread across 11 states and UTs



Customers catered primarily through **533**EBOs spread across 23 states and UTs and **1,597** LFSs across 31 states and UTs



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



Supply chain for all channels managed from 99K sq. ft. warehouse in Tirupur, Tamil Nadu and 12K sq. ft. warehouse in Bhiwandi, Maharashtra. Endto-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)





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

Jeggings Shorts

Palazzos Harem- Pants

From ₹ 249 to ₹ 999 (1)

Pants



















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

Strong Unit Economics with an Efficient Operating Model

Demonstrated Track Record of Strong Financial Performance



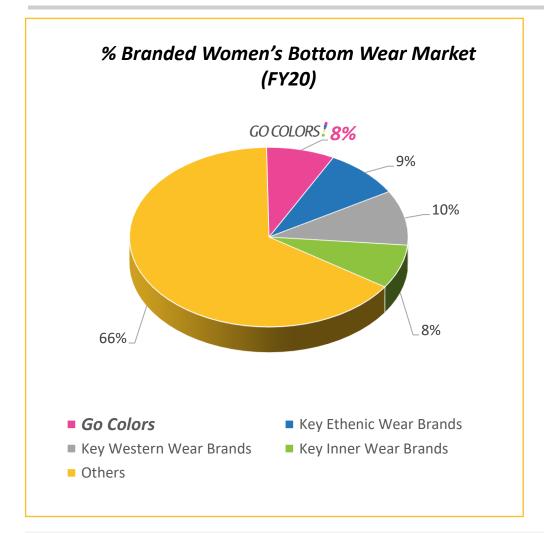
Multi-Channel, Pan-India Distribution Network with a Focus on EBOs, Enhancing Brand Visibility

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

In-House Expertise in Developing and Designing Products

Among the Largest Women's Bottom-Wear Brand with a Well-Diversified Product Portfolio





Covering the entire spectrum of women's requirements across agegroups and body-types

Brand	SKUs	Ethnic	Western	Athleisure	Fusion	Denim
GO COLORS!	728	\checkmark	√	\checkmark	\checkmark	✓
Player A	800	×	√	×	×	√
Player B	700	\checkmark	×	×	\checkmark	√
Player C	673	\checkmark	\checkmark	×	\checkmark	×
Player D	656	×	\checkmark	×	×	\checkmark
Player E	343	√	×	\checkmark	\checkmark	√

Leadership position in women's bottom-wear Category

Ethnic Wear Western Wear Fusion Wear Athleisure

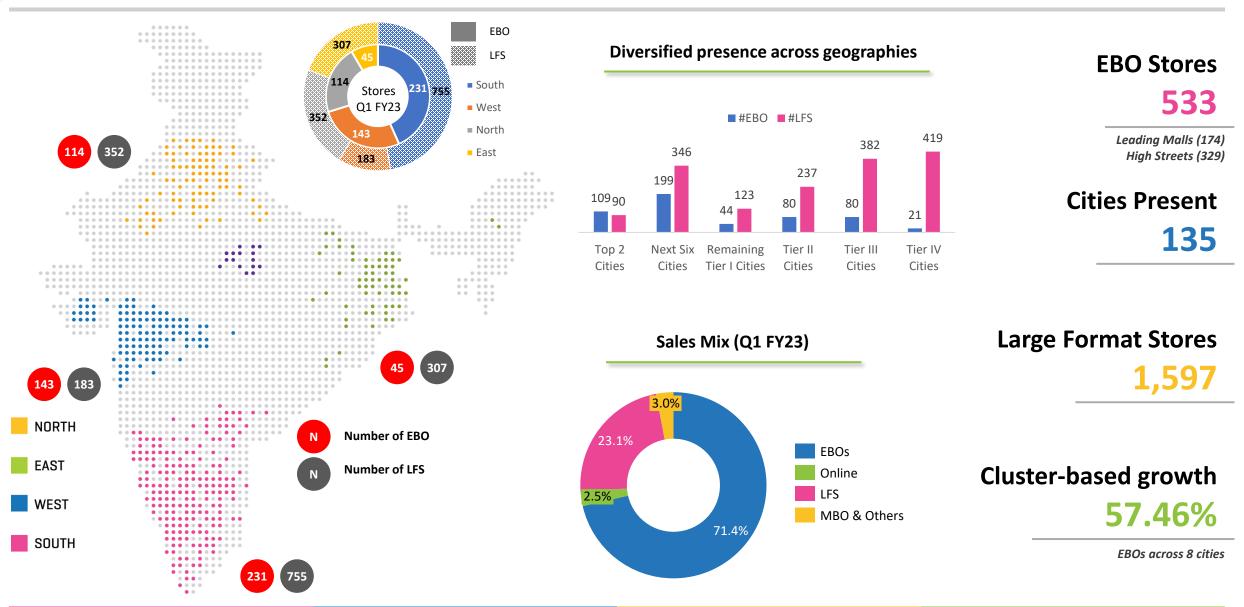
Denims Lounge Wear Go Plus Girls Wear

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

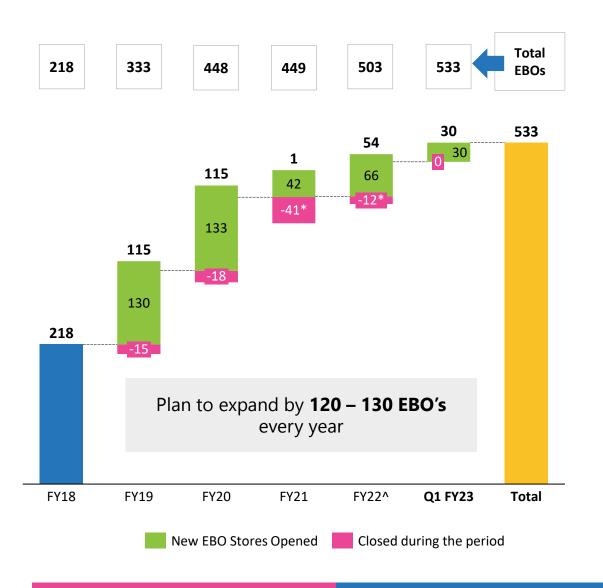
Direct to Consumer Brand with an Extensive Distribution Network across India

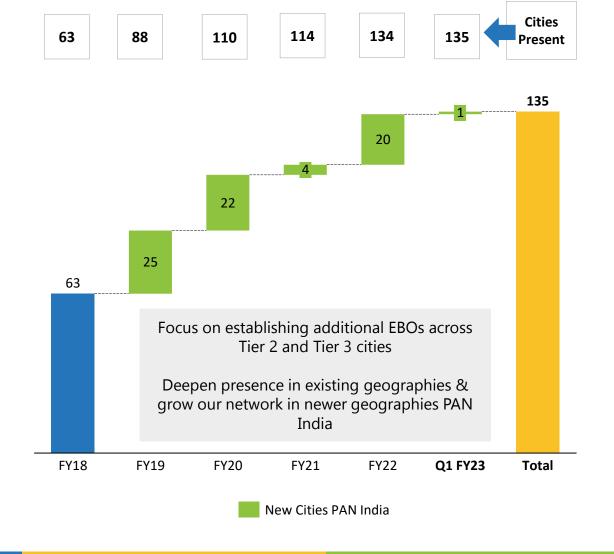










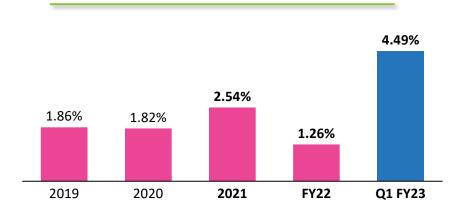








Prudent use of resources to undertake brandbuilding initiatives and gain visibility



One of the highest yield on Marketing Spend Among Peers

RS. 89.1 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. 718

Present across

135 cities

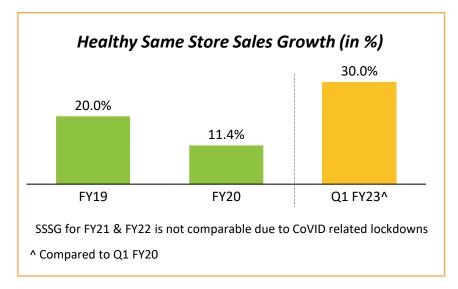
Average Investments for 1 EBO store

Rs. 35 Lakhs

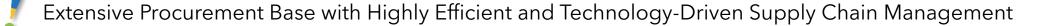
Payback Period

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









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

Centralized Warehouse

- Inventory, logistics and entire supply chain for all channels managed from warehouse in Tirupur, Tamil Nadu
- Warehouse spread over >99k square feet & 12K sq. ft. warehouse in Bhiwandi, Maharashtra
- 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

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

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





Forecasting

- Concept development and trend forecasting to develop new styles and products
- Participate in fairs or exhibitions in India or abroad to better understand trends
- Address evolving market trends and customers' preferences

GO COLORS!

In-House Design

- Skilled team of 10 in-house designers and merchandisers
- Focus on creating quality products with innovative designs and optimal fit / sizing
- Products designed keeping in mind trends in fashion, fabric, textiles, wear ability, stitch and pricing
- Products designed for every occasion including for daily wear, office wear, festive, denim and lounge wear

Data Analytics

- Product launches based on ERP generated business intelligence reports
- Research and data-driven design process
- Product design and development based on market research and customer feedback







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

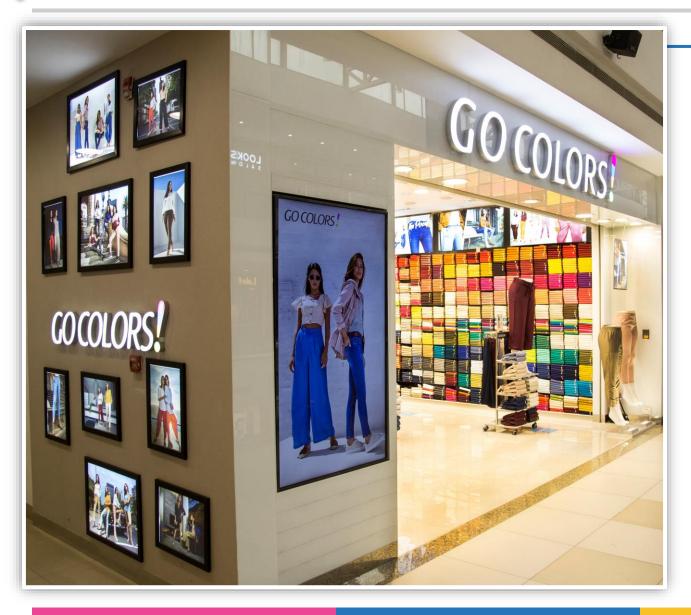
- Promotor of Go Fashion (India) Limited
- >10 years of experience in consumer retail, marketing, brand building and garment manufacturing
- Holds a bachelor's degree in commerce from University of Madras and an executive diploma in marketing management from Loyola Institute of Business Administration, 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







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





Growth Strategies

Follow the **COCO Model** to ensure better operational control

Focus on establishing additional EBOs across
Tier 2 and Tier 3 cities

Grow network in existing geographies i.e., deepen penetration in south and west regions

Add additional stores in the north and east regions with a focus on developing presence

Selectively expand presence across LFS PAN India

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

1 EBO Store

Average Investment

Rs. 35 Lakhs

Payback period

15 - 18 months

Increased Revenue through EBO's

~80% Revenues through EBO's in the coming few years

Increased Cash Flow generation through increasing revenues from EBO's



Reduced Debtor Days & Working Capital Requirement No external funding required for growth in business for coming years

Leading to a Healthy & Sustainable Business Model



Increased Profitability + Better Return Ratios





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

Growth in India E-tailing



Increased internet penetration

Increased smart phone usage

Convenient payment & return policies

Higher discounts through online channels

COVID-19 induced a faster pace of adoption of online purchase

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

Growth Strategies



Build an omni-channel

engagement

experience for

customers



Dedicated team

for e-commerce

operations





Invest in content generation to build engagement with a younger audience



Increase online presence by improving and upgrading website



Create personalized journeys for customers

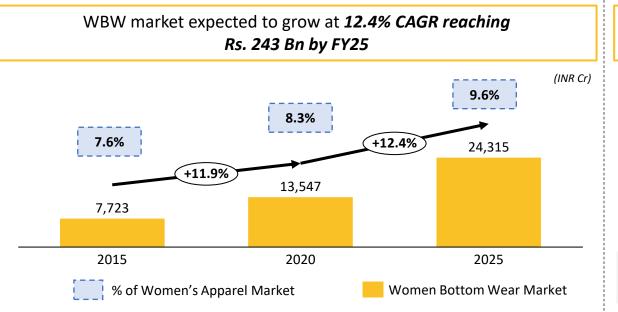


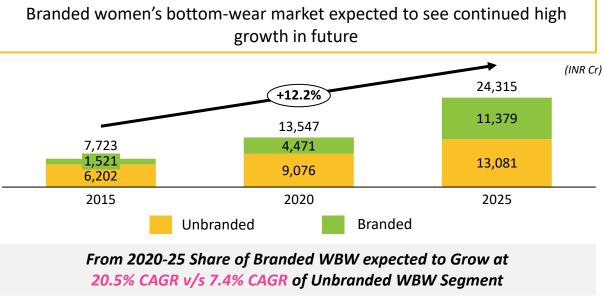
Further strengthen online sales channels through investments in digital channels



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

Expand and upgrade warehouse

to optimize inventory and supply management



Strategically expand warehouse operations and implement new technologies to improve customer buying experience with faster dispatches

Undertake data analytics to better understand customer preferences, improve sales and scale operations



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



31

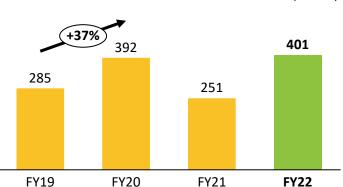
FY19

Demonstrated Track Record of Strong Financial Performance



Robust, organic revenue growth...

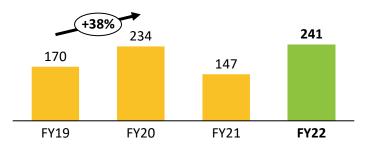
(INR Crs.)



...with exceptional Gross margins

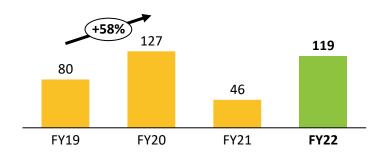
(INR Crs.)





... and tight operational control leading to high EBITDA margin (INR Crs.)





Steady growth in net profits...

13.4%

-1.4%

-4

FY21

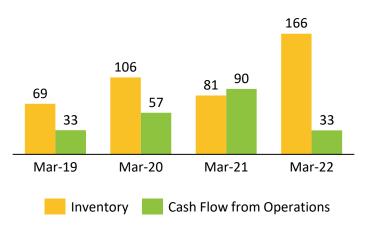
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FY22

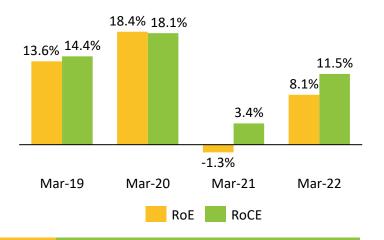
(INR Crs.)



Reasonable cash conversion...



... and best-in-class return metrics



FY20









THANK YOU!

Company: Go Fashion (India) Limited

CIN: L17291TN2010PLC077303

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