



GO FASHION (INDIA) LIMITED

CIN: L17291TN2010PLC077303

February 06, 2024

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 Q3 FY 2024 - Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

With reference to the above captioned subject, please find enclosed Investor Presentation for Q3 FY 24.

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 Fashion (India) Limited

(Formerly Known as Go Fashion (India) Private Limited)

Sathak Center, No.4, 5th Floor, Nungambakkam High Road, Chennai – 600 034 TEL: 4211 1777, E MAIL : mail1@gocolors.com
www.gocolors.co.in

GO COLORS!

Go Fashion (India) Limited



Investor Presentation

February 2024

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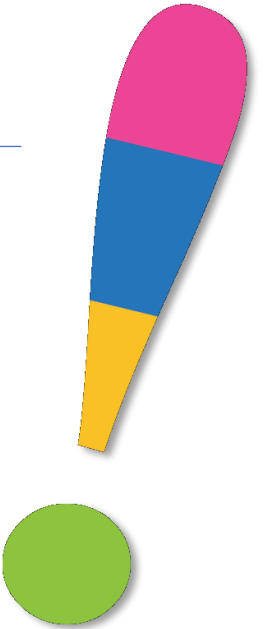
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Q3 & 9M 24 Highlights



Revenue from Operations

Rs. 202.1 crores



Gross Profit

Rs. 124.3 crores



EBITDA

Rs. 67.5 crores



Profit Before Tax

Rs. 32.3 crores

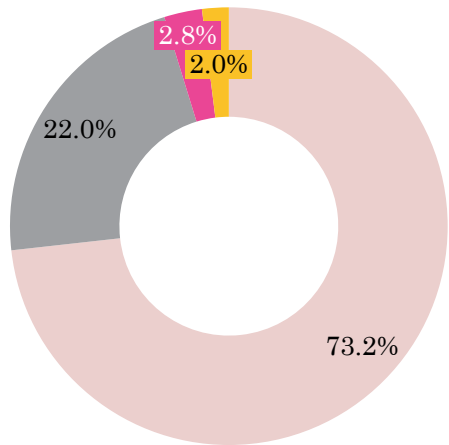


Profit After Tax

Rs. 23.4 crores

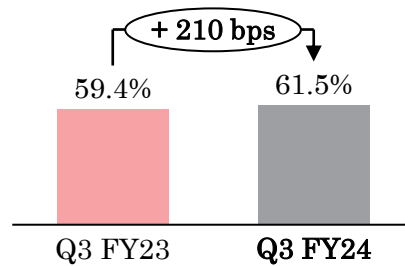


Sales Mix



■ EBOs ■ Online
■ LFS ■ MBO & Others

Gross Profit Margins



PAT Margins

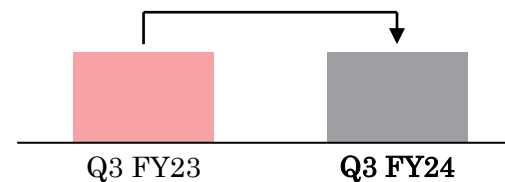
11.6%

EBITDA Margins

33.4%

Same Store Sales Growth (SSSG)*

0%

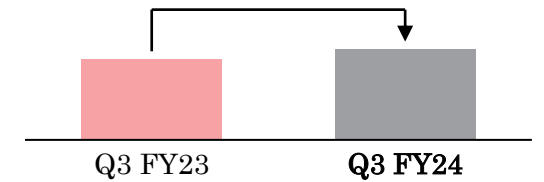


No. of EBO stores added during the quarter[^]

26

Same Cluster Sales Growth (SCSG)

+ 12%



Revenue from Operations

Rs. 581.1 crores



Gross Profit

Rs. 355.4 crores



EBITDA

Rs. 188.5 crores



Profit Before Tax

Rs. 92.9 crores

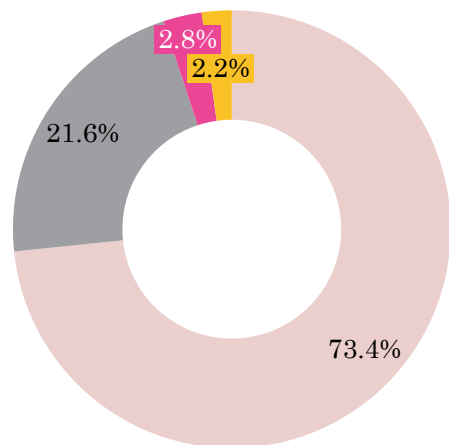


Profit After Tax

Rs. 69.7 crores

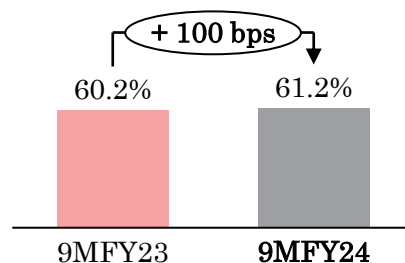


Sales Mix



■ EBOs ■ Online
■ LFS ■ MBO & Others

Gross Profit Margins



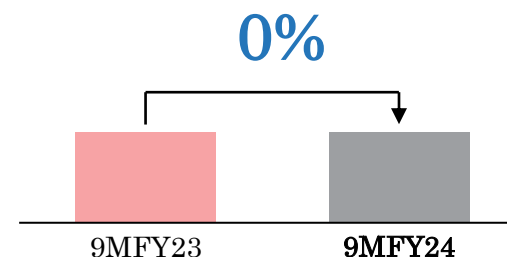
PAT Margins

12.0%

EBITDA Margins

32.4%

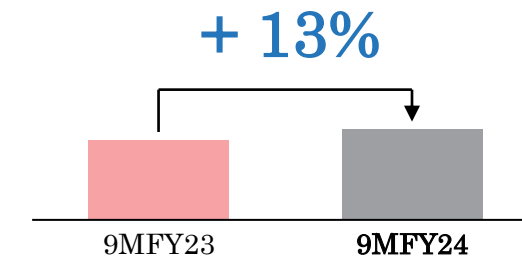
Same Store Sales Growth (SSSG)*



No. of EBO stores added during the nine months[^]

74

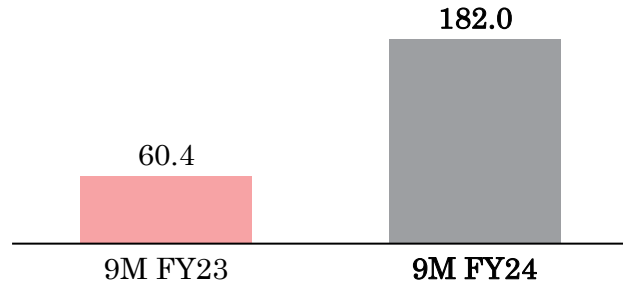
Same Cluster Sales Growth (SCSG)



Cash Flow from Operations

Post IND-AS 116

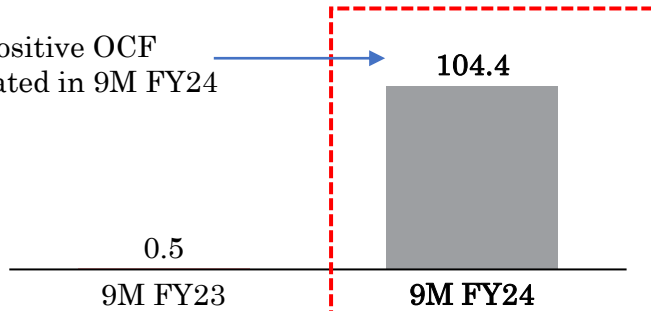
Rs. Crs.



Pre IND-AS 116

Rs. Crs.

Positive OCF generated in 9M FY24



Significant Improvement in Working Capital

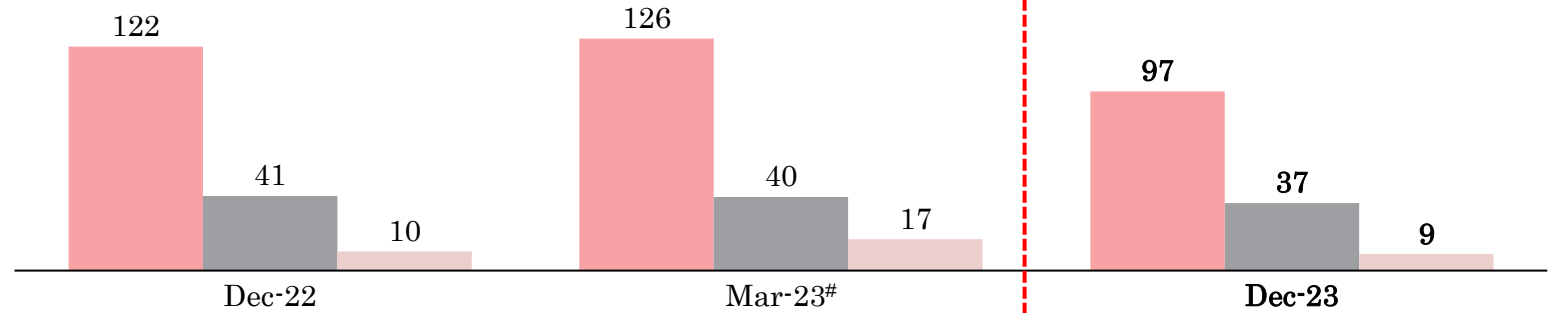
Inventory Debtors Creditors

In Days

152

149

125



RoCE*

15.5%

RoE*

16.7%

Cash & Cash Equivalents[^]

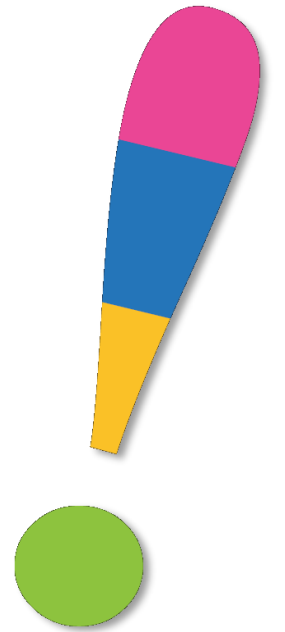
Rs. 197.2 Crs.

[^] Includes Mutual Funds & FD's

Profit & Loss (in Rs. Crore)	Q3 FY24	Q3 FY23*	YoY	9M FY24	9M FY23*	YoY
Total Revenue	202.1	175.5	15%	581.1	503.7	15%
Cost of Goods Sold	77.9	71.3		225.7	200.6	
Gross Profit	124.3	104.2	19%	355.4	303.1	17%
Gross Margin	61.5%	59.4%		61.2%	60.2%	
Employee Cost	32.4	25.6		95.2	74.2	
Other Expenses	24.3	18.9		71.7	66.3	
EBITDA	67.5	59.7	13%	188.5	162.6	16%
EBITDA Margin	33.4%	34.0%		32.4%	32.3%	
Other Income	4.2	2.7		11.6	9.3	
Depreciation	28.9	22.6		79.6	62.5	
EBIT	42.8	39.8	7%	120.5	109.5	10%
Finance Cost	10.5	7.1		27.6	20.0	
Profit before Tax	32.3	32.7	-1%	92.9	89.4	4%
Tax	8.9	8.4		23.2	21.4	
PAT	23.4	24.3	-4%	69.7	68.0	3%
PAT Margin	11.6%	13.9%		12.0%	13.5%	
EPS (in Rs.)	4.33	4.50		12.91	12.59	



Company Overview





One-stop destination for all women's bottom wear

- ✓ Among the largest Women Bottom Wear (WBW) brands in India with ~8% market share in branded WBW
- ✓ Customers catered primarily through **704 EBOs** spread across 23 states and UTs and **2,024 LFSs** across 31 states and UTs
- ✓ Premium quality products at affordable prices, **82.5% of products** retailed at < Rs. 1,049

- ✓ Extensive sourcing and manufacturing network of **125 suppliers** and **63 job-workers** spread across 12 states and UTs
- ✓ Supply chain for all channels managed from **99K sq. ft. warehouse** in Tirupur, Tamil Nadu and **12K sq. ft. warehouse** in Bhiwandi, Maharashtra. End-to-end automation in inventory operations resulting in optimal inventory management

50+ styles of bottom wear in **120+** colours.

‘If it is anything to do with bottomwear, don’t look beyond Go Colors.’

Ethnic Wear



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

From ₹ 599 to ₹ 1,399 ⁽¹⁾

Western Wear



- Leggings
- Ponte Pants
- Cropped Joggings
- 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



CAPRI

CULOTTES

JEGGINGS

Jeggings

Pants

Joggers

Denim Culottes

Jeans

Capris

Denim Palazzos

From ₹ 799 to ₹ 1,499 ⁽¹⁾

Lounge Wear



LOUNGE VISCOSE CAPRIS

LOUNGE VISCOSE PANTS

Lounge Pants

Lounge Knit Pants

Lounge Capris

Lounge Shorts

From ₹ 449 to ₹ 949 ⁽¹⁾

Go Plus



PALAZZOS

PENCIL PANTS

Churidars

Leggings

Jeggings

Pants

Palazzos

From ₹ 599 to ₹ 1,599 ⁽¹⁾

Girls Wear



JEGGINGS

LEGGINGS

TRACK PANT

Leggings

Pants

Jeggings

Shorts

Palazzos

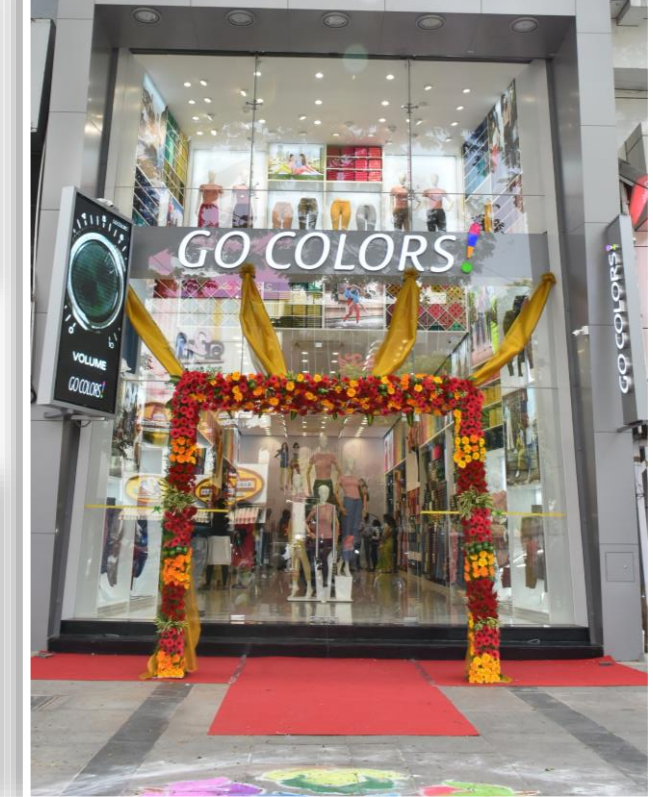
Harem- Pants

From ₹ 249 to ₹ 999 ⁽¹⁾

STANDARDIZED STORE DESIGNS AND LAYOUTS TO MAKE BRAND "GO COLORS" READILY IDENTIFIABLE

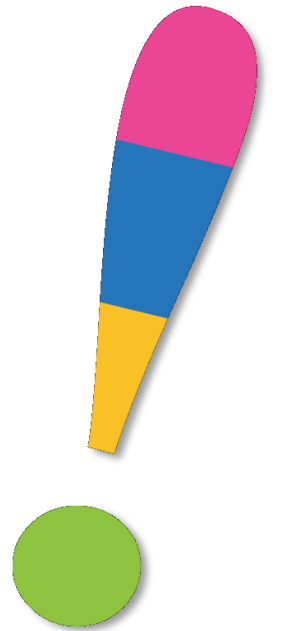


EBO Stores + Airport Stores + LFS Stores





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



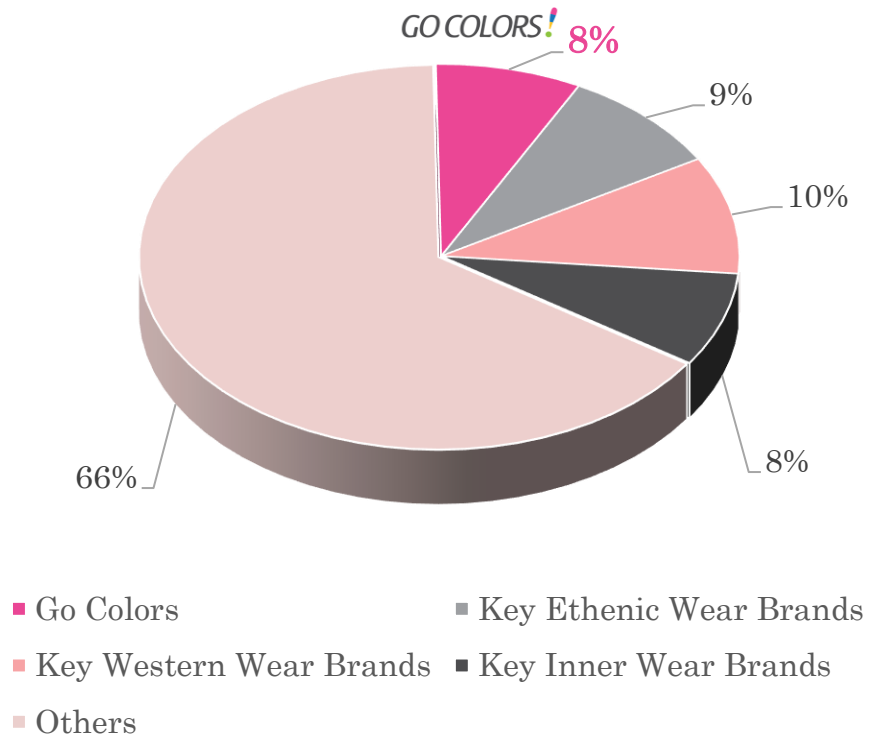
Extensive Procurement Base with Highly Efficient and Technology-Driven Supply Chain Management

Demonstrated Track Record of Strong Financial Performance



In-House Expertise in Developing and Designing Products

% Branded Women's Bottom Wear Market (FY20)



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

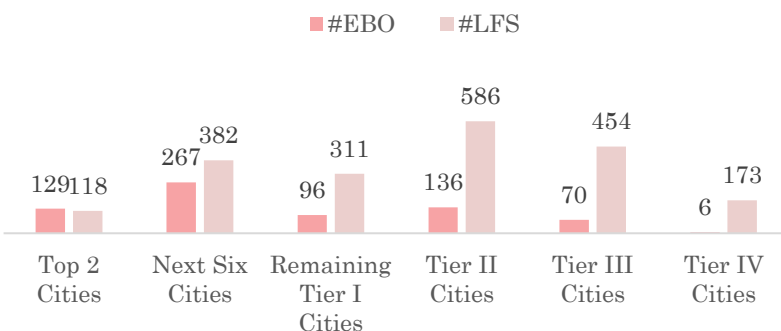
Brand	SKUs	Ethnic	Western	Athleisure	Fusion	Denim
GO COLORS!	728	✓	✓	✓	✓	✓
Player A	800	✗	✓	✗	✗	✓
Player B	700	✓	✗	✗	✓	✓
Player C	673	✓	✓	✗	✓	✗
Player D	656	✗	✓	✗	✗	✓
Player E	343	✓	✗	✓	✓	✓

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

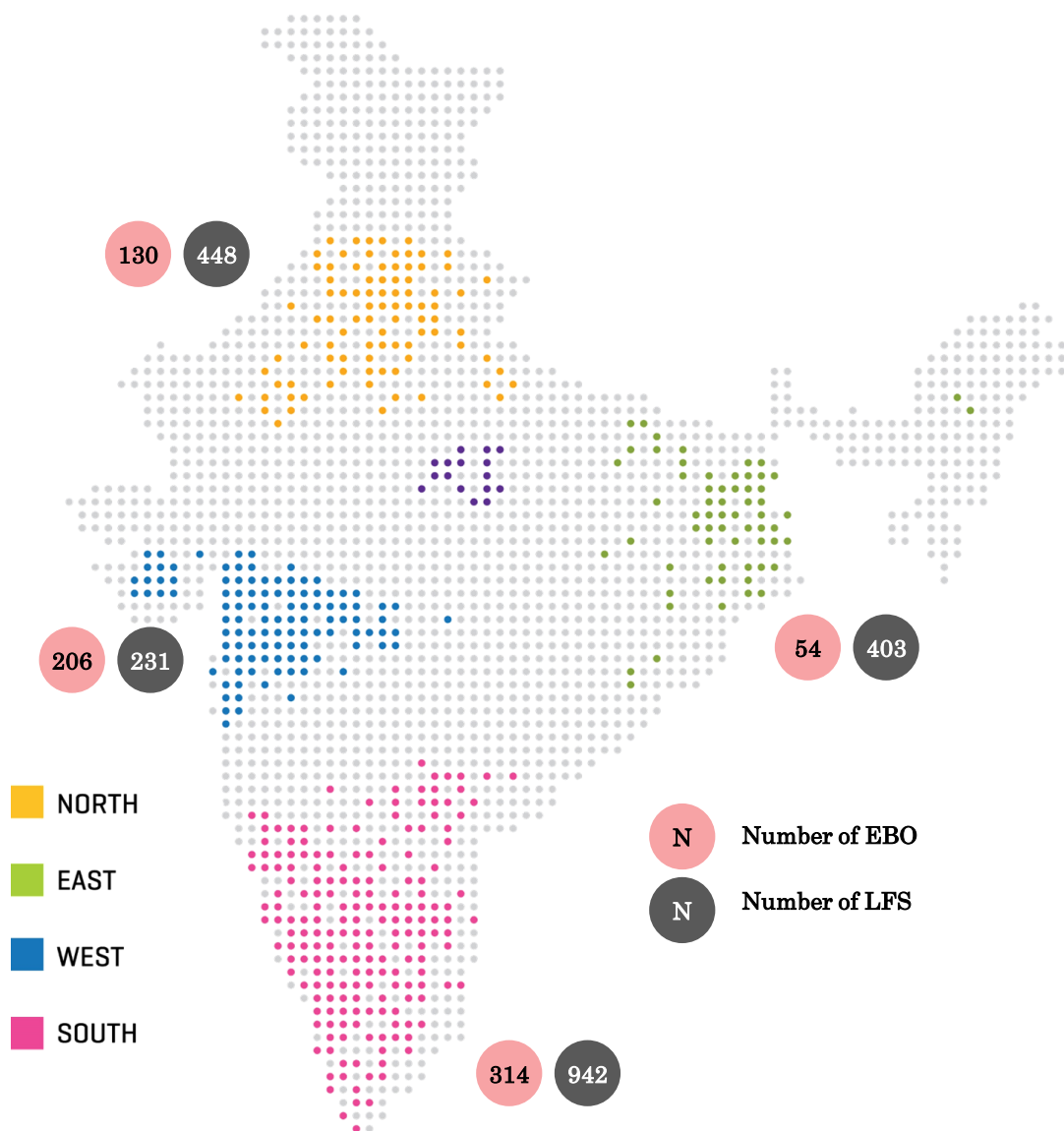
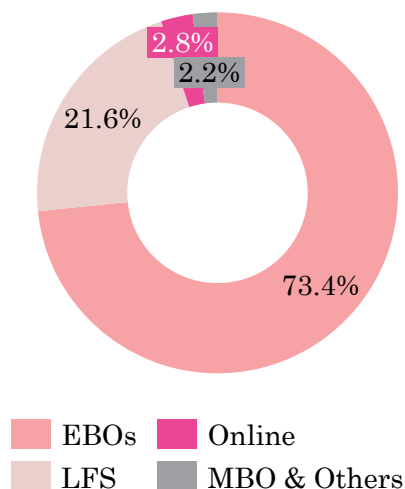


DIRECT TO CONSUMER BRAND WITH AN EXTENSIVE DISTRIBUTION NETWORK ACROSS INDIA

Diversified presence across geographies



Sales Mix



EBO Stores

704

Malls & Airports (199)
High Streets (505)

Cities Present

157

Cluster-based model

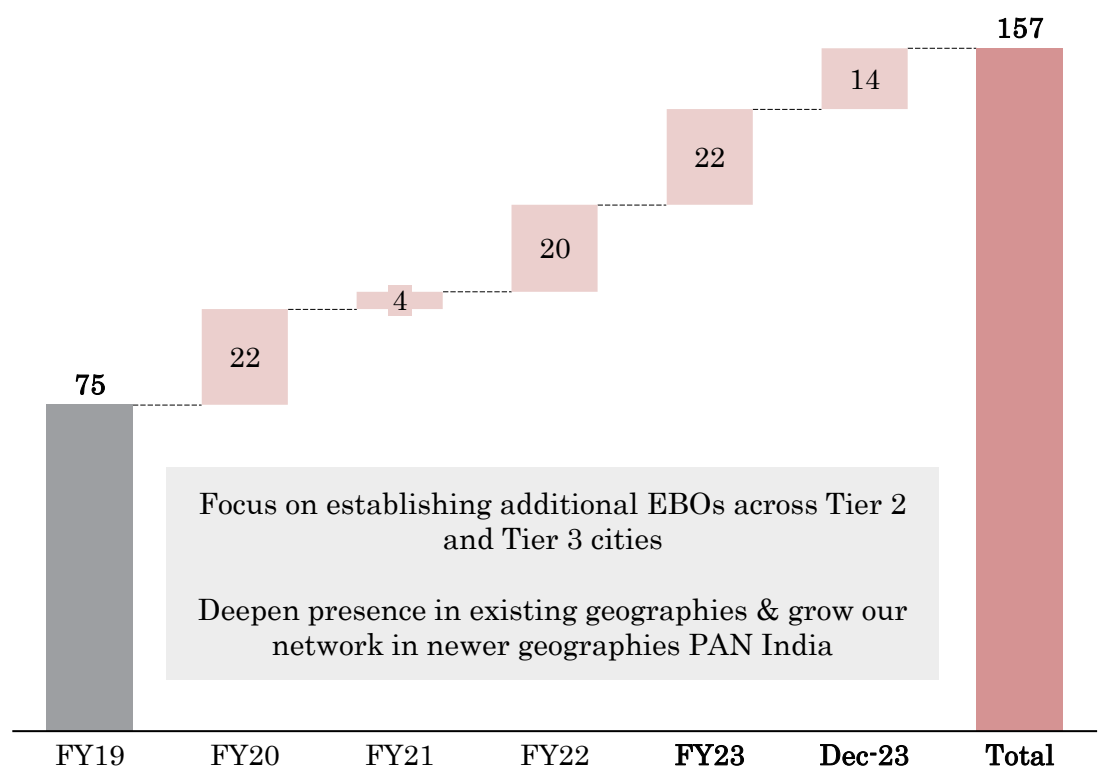
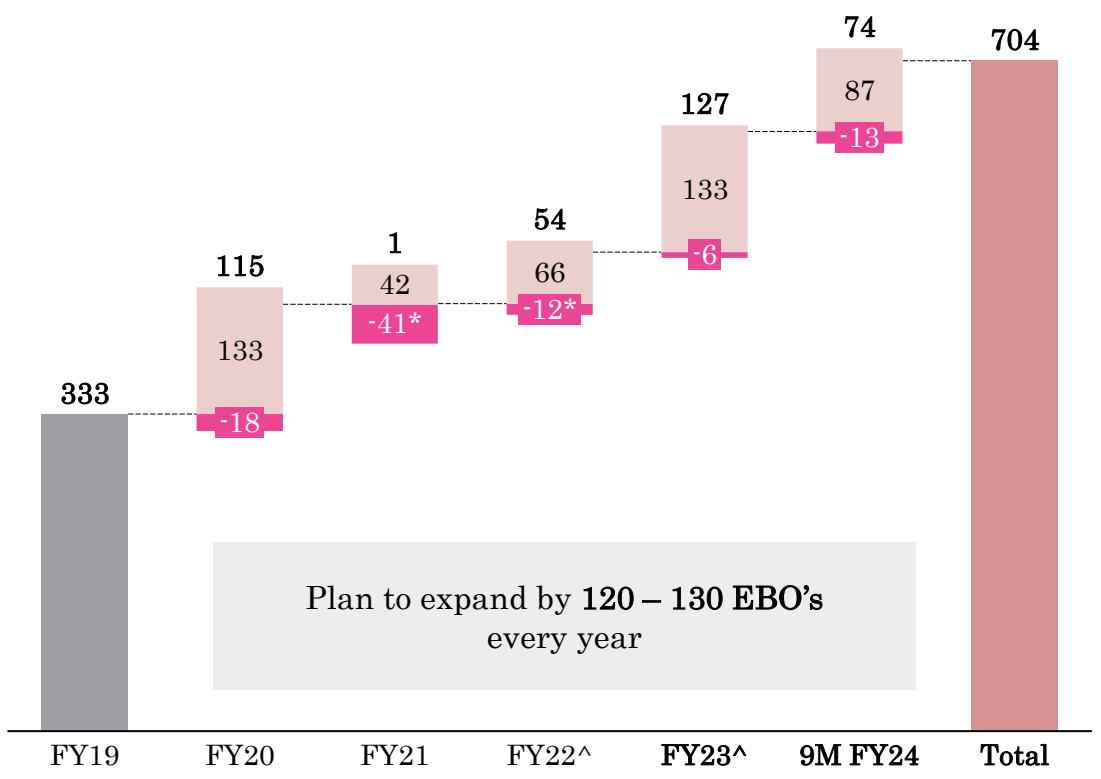
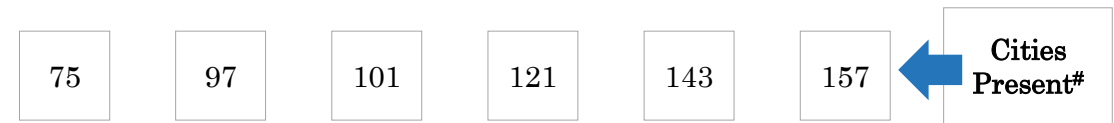
56.3%

EBOs across top 8 cities

Large Format Stores

2,024

CONTINUOUS INCREASE OF EBO PRESENCE PAN INDIA



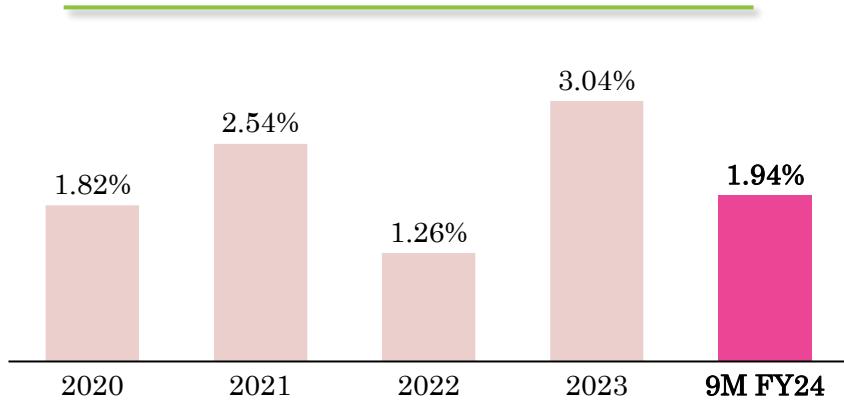
■ New EBO Stores Opened
■ Closed during the period

■ New Cities PAN India

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

^ FY22, FY23 & FY24 stores are net of replacements

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



Rs. 51.53 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

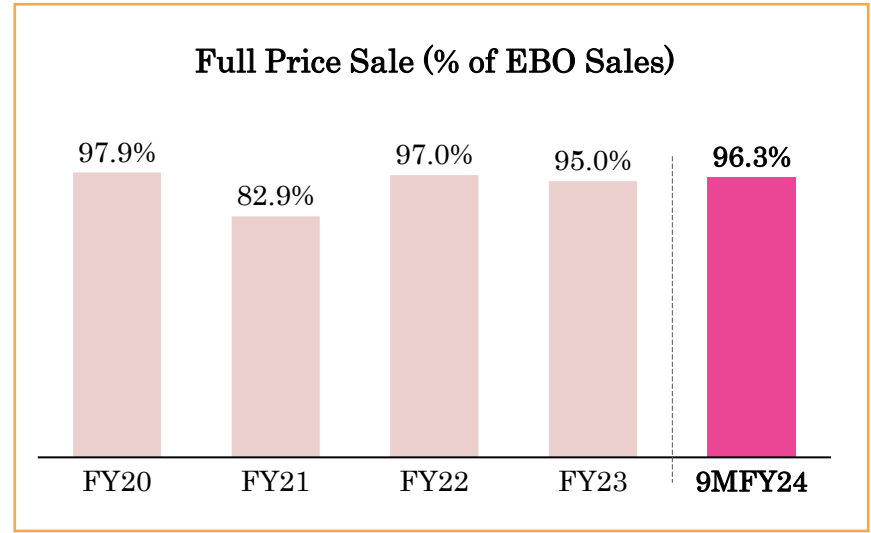
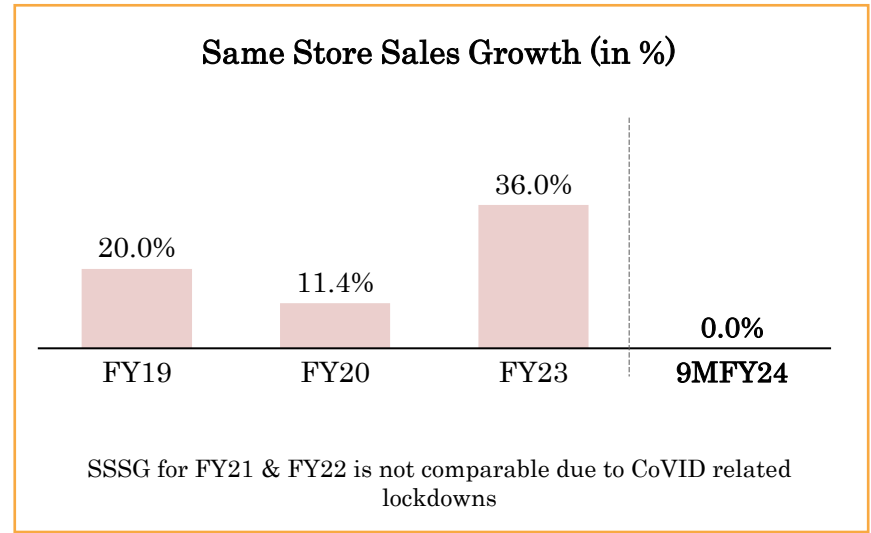


Standardized visual designs and layout of the store

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. 752	Present across 157 cities
Average Investments for 1 EBO store (Incl. Inventory) Rs. 37 - 38 Lakhs	Payback Period 15 – 18 months	Average Yearly Revenue Per Store Rs. 85-90 Lakhs

- 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



* EBO ASP is for 9M FY24

Outsourced Manufacturing

- Manage an extensive sourcing network to support product development teams
- 125 suppliers and 63 job-workers spread across 12 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

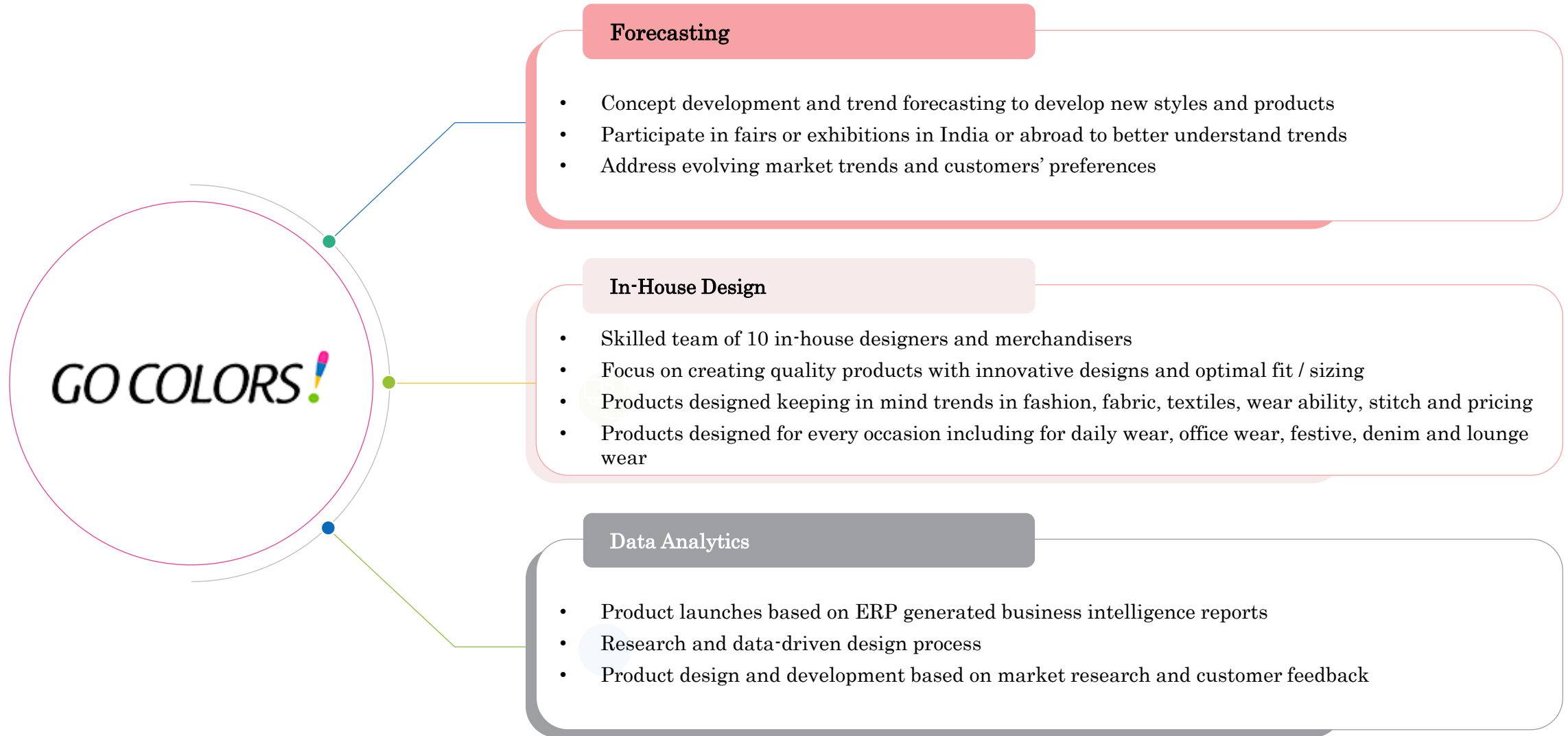
Centralized Warehouse

- Inventory, logistics and entire supply chain for all channels managed from warehouse in Tirupur, Tamil Nadu
- Warehouse spread over >99k square feet & 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

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

- Promoter 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

- Promoter 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**

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. 37 - 38 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 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. 18.1 crores in FY23 (2.7% 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



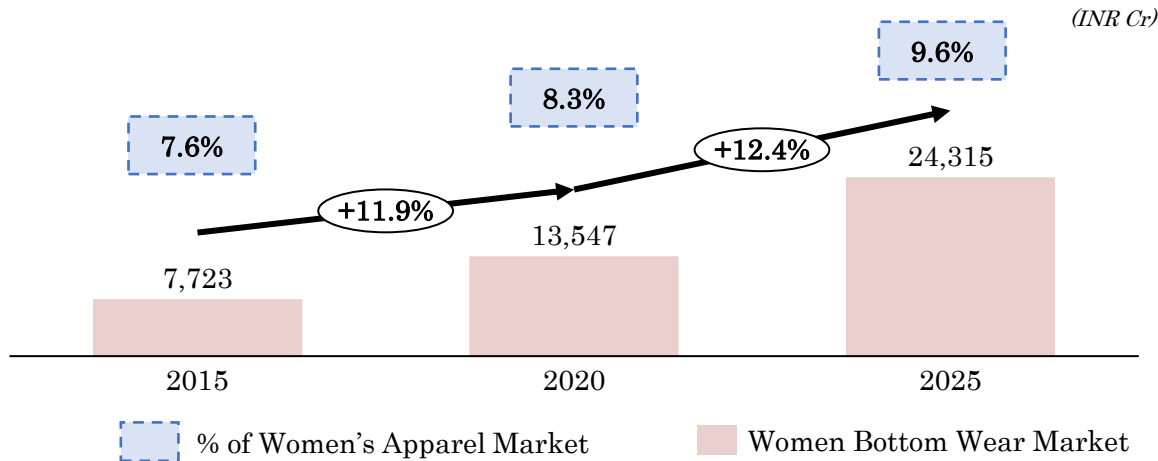
Create personalized journeys for customers



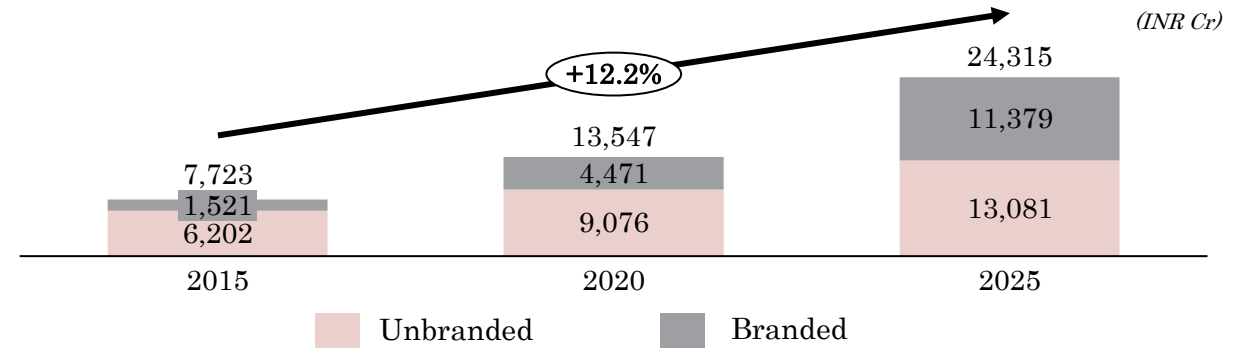
Further strengthen online sales channels through investments in digital channels

3. LEVERAGE LEADERSHIP POSITION

WBW market expected to grow at **12.4% CAGR** reaching **Rs. 243 Bn** by FY25



Branded women's bottom-wear market expected to see continued high growth in future



From 2020-25 Share of Branded WBW expected to Grow at **20.5% CAGR** v/s **7.4% CAGR** of Unbranded WBW Segment

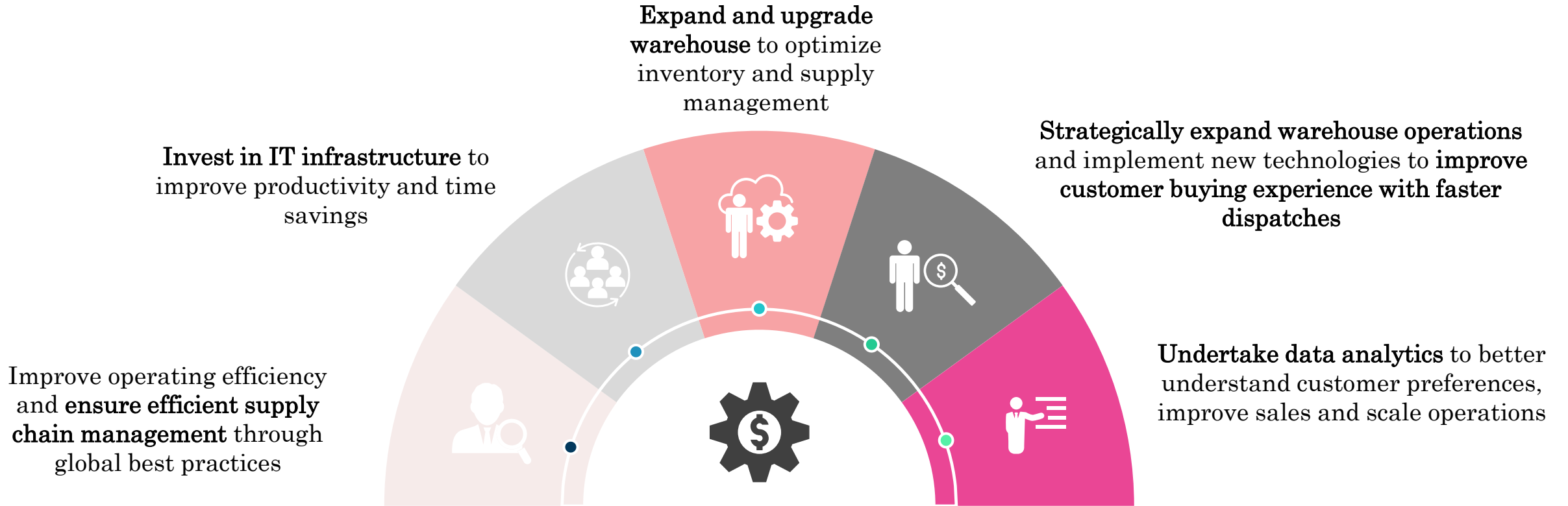
Go Colors has the **early mover advantage** in exclusive bottom-wear category with **8% market share**

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

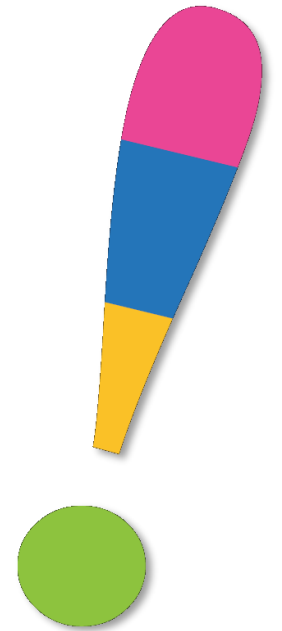


2022





Financials



HISTORICAL PROFIT & LOSS ACCOUNT STATEMENT

Particulars (in Rs. Crore)	31-Mar-23	31-Mar-22*	31-Mar-21	31-Mar-20
Total Revenue	665.3	401.3	250.7	392.0
Cost of Materials Consumed	261.6	160.2	104.0	157.6
Gross Profit	403.6	241.1	146.7	234.5
Gross Margin	60.7%	60.1%	58.5%	59.8%
Employee Cost	102.6	73.1	61.5	62.0
Other Expenses	88.8	45.8	38.9	46.0
EBITDA	212.3	122.2	46.3	126.5
EBITDA Margin	31.9%	30.5%	18.5%	32.3%
Other Income	11.9	20.8	31.6	4.8
Depreciation	87.1	71.8	60.5	46.6
EBIT	137.1	71.2	17.4	84.8
Finance Cost	28.5	23.3	20.6	16.5
Profit before Tax	108.7	47.9	-3.2	68.3
Tax	25.9	12.3	0.4	15.7
PAT	82.8	35.6	-3.6	52.6
PAT Margin	12.4%	8.9%	-1.4%	13.4%
EPS (in Rs.)	15.33	6.74	-0.68	10.08

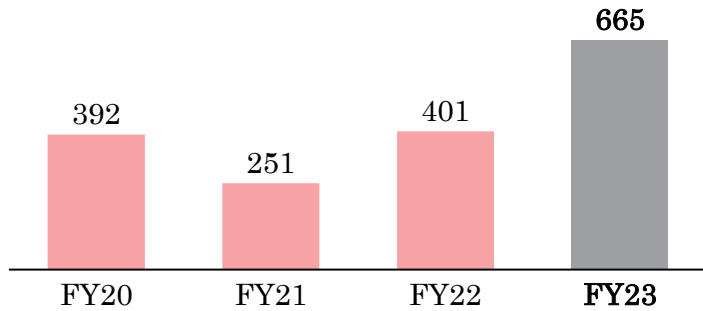
HISTORICAL BALANCE SHEET STATEMENT

EQUITY AND LIABILITIES (in Rs. Cr)	31-Mar-23	31-Mar-22*	31-Mar-21	31-Mar-20
Equity				
Share Capital	54.0	54.0	79.0	79.0
Other Equity	466.4	384.4	203.9	207.3
Total Equity	520.4	438.4	282.9	286.3
Liabilities				
Non Current Liabilities				
Lease liabilities	274.6	177.7	217.3	179.4
Provision	5.1	2.9	2.1	1.4
Total Non Current Liabilities	279.7	180.6	219.4	180.9
Current Liabilities				
Borrowings	0.0	0.0	10.4	2.8
Lease liabilities	64.9	72.1	4.6	27.4
Trade payables	30.3	17.7	10.7	10.5
Other financial liabilities	7.6	3.2	3.4	2.9
Current tax liabilities (net)	3.6	4.7	1.8	0.0
Other current liabilities	17.5	30.6	11.6	5.3
Provisions	2.3	3.9	3.4	3.2
Total Current Liabilities	126.2	132.2	46.0	52.0
TOTAL EQUITY & LIABILITIES	926.3	751.2	548.4	519.2

ASSETS (in Rs. Cr)	31-Mar-23	31-Mar-22*	31-Mar-21	31-Mar-20
Non Current Assets				
Property, plant and equipment	85.0	64.1	58.4	60.3
Capital work-in-progress	308.0	226.7	8.6	8.1
Intangible assets	7.4	8.7	0.5	0.7
Right-of-use assets	0.7	0.4	200.6	194.7
Financial Assets				
Other financial asset	54.9	24.0	23.7	20.3
Deferred tax assets (net)	16.8	11.4	7.6	5.6
Other non-current assets	2.6	1.0	4.3	1.3
Total Non-Current Assets	475.4	336.3	303.7	291.0
Current Assets				
Inventories	230.3	165.9	80.9	105.9
Financial Assets				
Investments	21.7	45.9	46.4	8.9
Trade receivables	72.2	60.2	47.1	55.6
Cash and cash equivalents	33.7	42.4	13.2	0.1
Bank balances other than cash	53.5	63.4	26.5	32.4
Other financial asset	11.5	11.2	7.1	5.5
Current tax assets (net)	0.0	0.0	0.0	1.8
Other current assets	28.1	26.0	23.3	18.0
Total Current Assets	451.0	415.0	244.6	228.2
TOTAL ASSETS	926.3	751.2	548.4	519.2

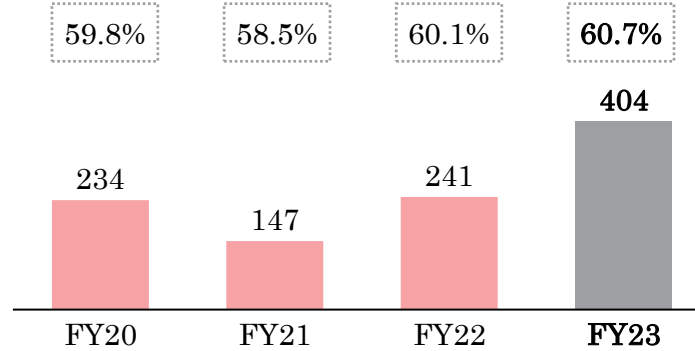
Revenues

(Rs. Crs.)



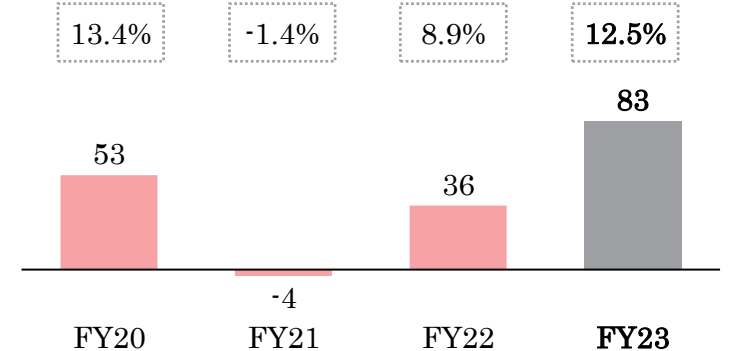
Gross Profit & GP Margins

(Rs. Crs.)

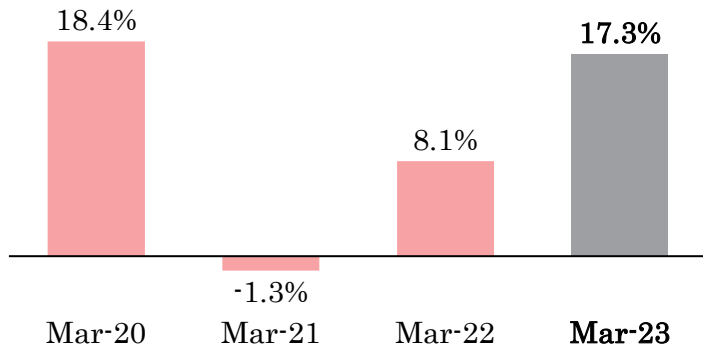


Profit After Tax & PAT Margins

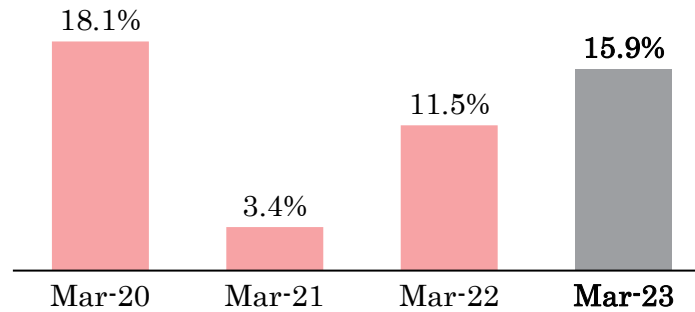
(Rs. Crs.)



Return on Equity (RoE)

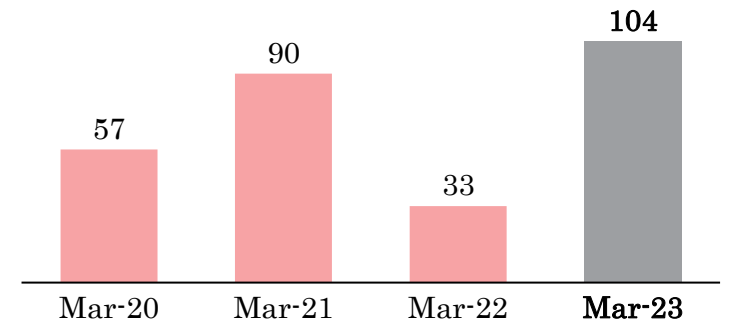


Return on Capital Employed (RoCE)



Cash Flow from Operations

(Rs. Crs.)





THANK YOU!

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