

August 01, 2025

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

**Sub: Investor Presentation for Q1 FY 2026 - 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 26.

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 Kethar**  
**Company Secretary & Compliance Officer**

# GO COLORS!

Go Fashion (India) Limited



Investor Presentation  
August 2025





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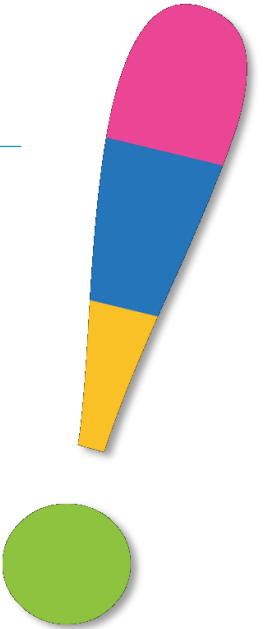
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## Q1 FY26 Highlights

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Revenue from Operations

Rs. 223 crores

Gross Profit

Rs. 140 crores

EBITDA

Rs. 69 crores

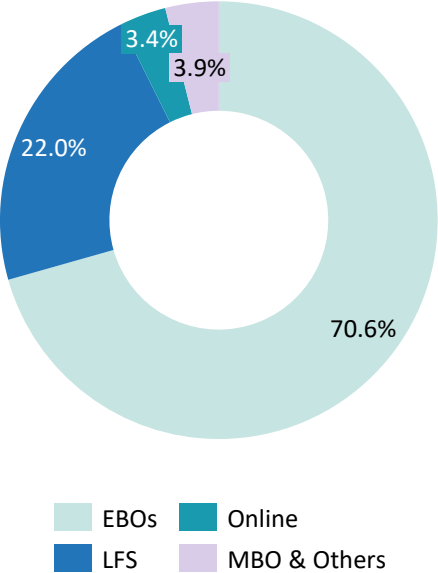
Profit Before Tax

Rs. 30 crores

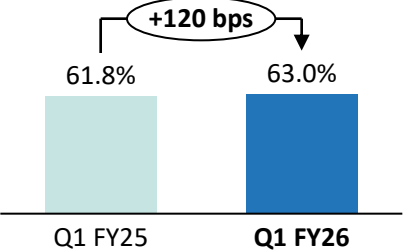
Profit After Tax

Rs. 22 crores

Sales Mix



Gross Profit Margins



EBITDA Margins



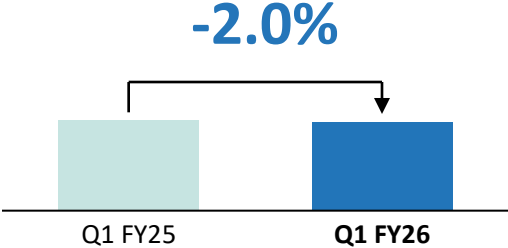
No. of EBO stores added during the quarter^

27

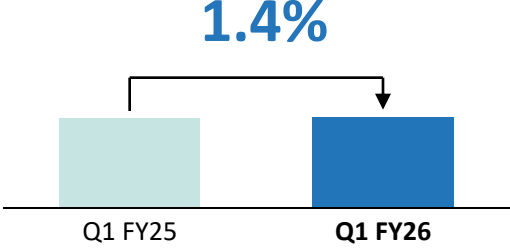
PAT Margins



Same Store Sales Growth (SSSG)\*



Same Cluster Sales Growth (SCSG)\*



^ Net Addition of EBO Stores

All comparisons are on Y-o-Y basis

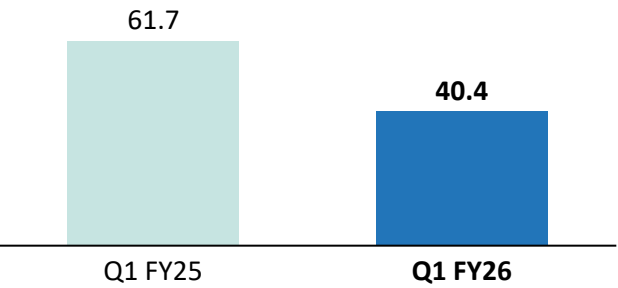
\* SSSG & SCSG for EBOs only



Cash Flow from Operations

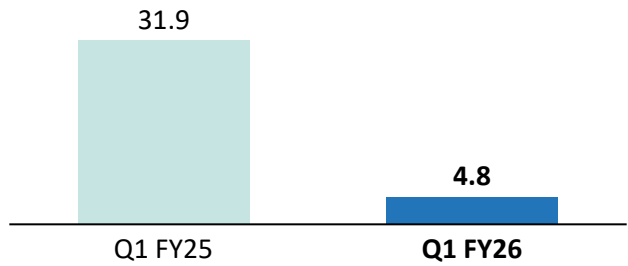
Post IND-AS 116

Rs. Crs.



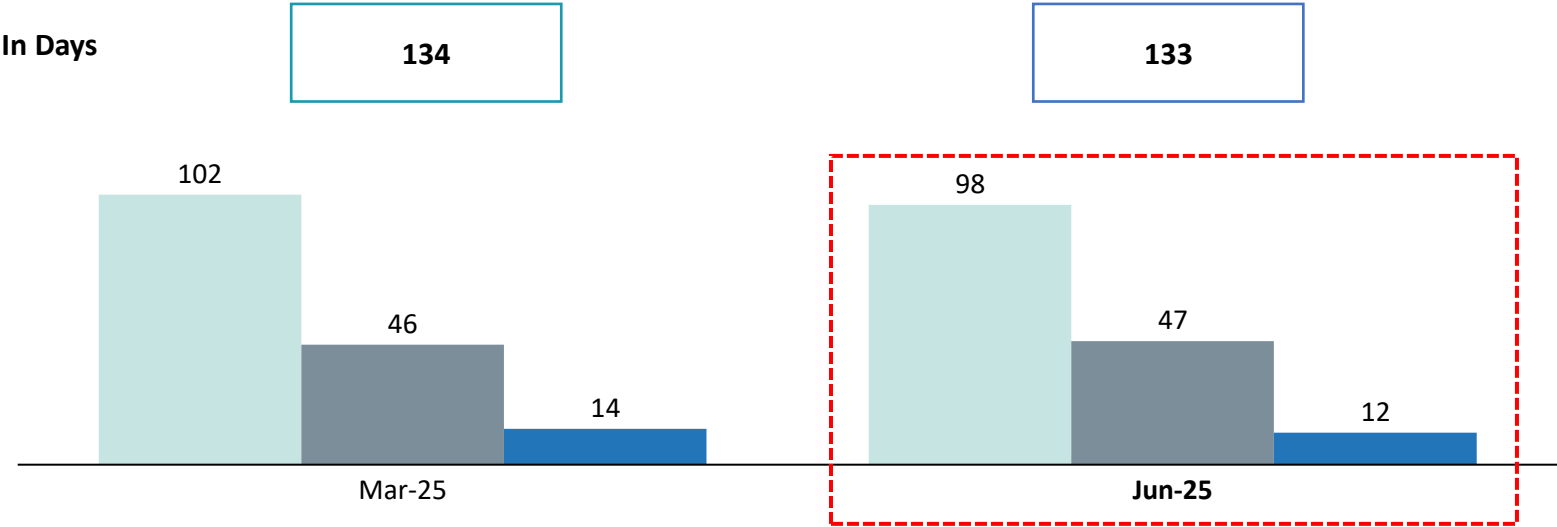
Pre IND-AS 116

Rs. Crs.



Working Capital Days

Inventory Debtors Creditors



RoCE\*

17.3%

RoE\*

13.5%

Cash & Cash Equivalents^

Rs. 247 Crs.

^ Includes Mutual Funds & FD's

\* ROCE and ROE are calculated without taking the Impact of IND-AS 116

# Q1 FY26 PROFIT & LOSS STATEMENT

Profit & Loss (in Rs. Crore)	*Q1 FY26			*Q1 FY25			YoY (Reported)
	Reported	Ind-AS 116 Impact	Pre Ind-AS 116*	Reported	Ind-AS 116 Impact	Pre Ind-AS 116*	
<b>Total Revenue</b>	<b>222.8</b>		<b>222.8</b>	<b>220.1</b>		<b>220.1</b>	<b>1%</b>
Cost of Goods Sold	82.5		82.5	84.1		84.1	
<b>Gross Profit</b>	<b>140.3</b>		<b>140.3</b>	<b>136.0</b>		<b>136.0</b>	<b>3%</b>
<b>Gross Margin</b>	<b>63.0%</b>		<b>63.0%</b>	<b>61.8%</b>		<b>61.8%</b>	<b>+120 bps</b>
Employee Cost	44.2		44.2	37.3		37.3	
Rent Expense	3.2	33.7	37.0	3.7	29.8	33.5	
Other Expenses	24.2		24.2	22.9		22.9	
<b>EBITDA</b>	<b>68.7</b>		<b>35.0</b>	<b>72.1</b>		<b>42.4</b>	<b>-5%</b>
<b>EBITDA Margin</b>	<b>30.8%</b>		<b>15.7%</b>	<b>32.8%</b>		<b>19.2%</b>	
Other Income	5.2	1.1	4.1	5.8	2.1	3.7	
Depreciation	32.3	26.9	5.4	29.5	24.2	5.3	
<b>EBIT</b>	<b>41.7</b>		<b>33.8</b>	<b>48.5</b>		<b>40.8</b>	
Finance Cost	12.0	12.0	0.0	11.0	11.0	0.0	
<b>Profit before Tax</b>	<b>29.7</b>		<b>33.8</b>	<b>37.4</b>		<b>40.8</b>	<b>-21%</b>
Tax	7.4		7.4	8.8		8.8	
<b>PAT</b>	<b>22.3</b>		<b>26.4</b>	<b>28.7</b>		<b>32.0</b>	<b>-22%</b>
<b>PAT Margin</b>	<b>10.0%</b>		<b>11.8%</b>	<b>13.0%</b>		<b>14.5%</b>	
EPS (in Rs.)	4.12		4.88	5.30		5.93	

Gross margins improved to 63% (increase by 120 bps YoY) driven by further easing of raw material costs and a favorable product mix.

In Q1 FY26, ASP stood at Rs. 805 as of June 2025, driven by a continued shift toward value-added products. This transformation of a more premium offering highlights the evolution into a comprehensive bottom-wear brand, with increasing relevance across multiple product categories.

In Q1 FY26, SSSG for the quarter stood at -2.0% with a de-growth in LFS business too. The increase in employee costs—driven by continued store expansion, increased LFS outlets and annual increments—impacted EBITDA and margins in Q1 FY26.

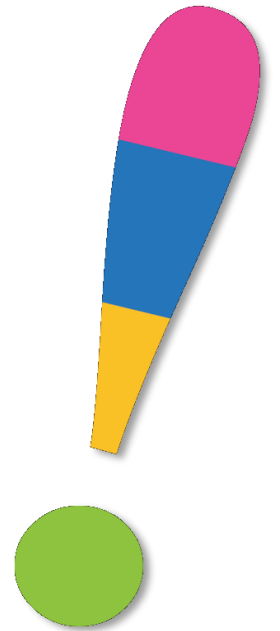
However, the Company remains encouraged by the recovery seen in the latter part of the quarter, especially during EOSS. This uptick in consumer traction across the retail network is a positive indicator and is expected to support a rebound in both revenue and profitability in the coming quarters



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# Company Overview

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# 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 803 EBOs spread across 23 states and UTs and 2,604 LFSs across 31 states and UTs



Premium quality products at affordable prices, 81% of products retailed at < Rs. 1,049



Extensive sourcing and manufacturing network of 143 suppliers and 68 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 <sup>(1)</sup>

Western Wear



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

From ₹ 499 to ₹ 1,399 <sup>(1)</sup>

Fusion Wear



- Jeggings
- Palazzos
- Pants
- Harem-Pants

From ₹ 599 to ₹ 1,599 <sup>(1)</sup>

Athleisure



- Leggings
- Track Pants
- Joggers

From ₹ 799 to ₹ 1,199 <sup>(1)</sup>

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



Denims



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

From ₹ 799 to ₹ 1,499 <sup>(1)</sup>

Lounge Wear



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

From ₹ 449 to ₹ 949 <sup>(1)</sup>

Go Plus



- Churidars
- Leggings
- Jeggings
- Pants
- Palazzos

From ₹ 599 to ₹ 1,599 <sup>(1)</sup>

Girls Wear



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

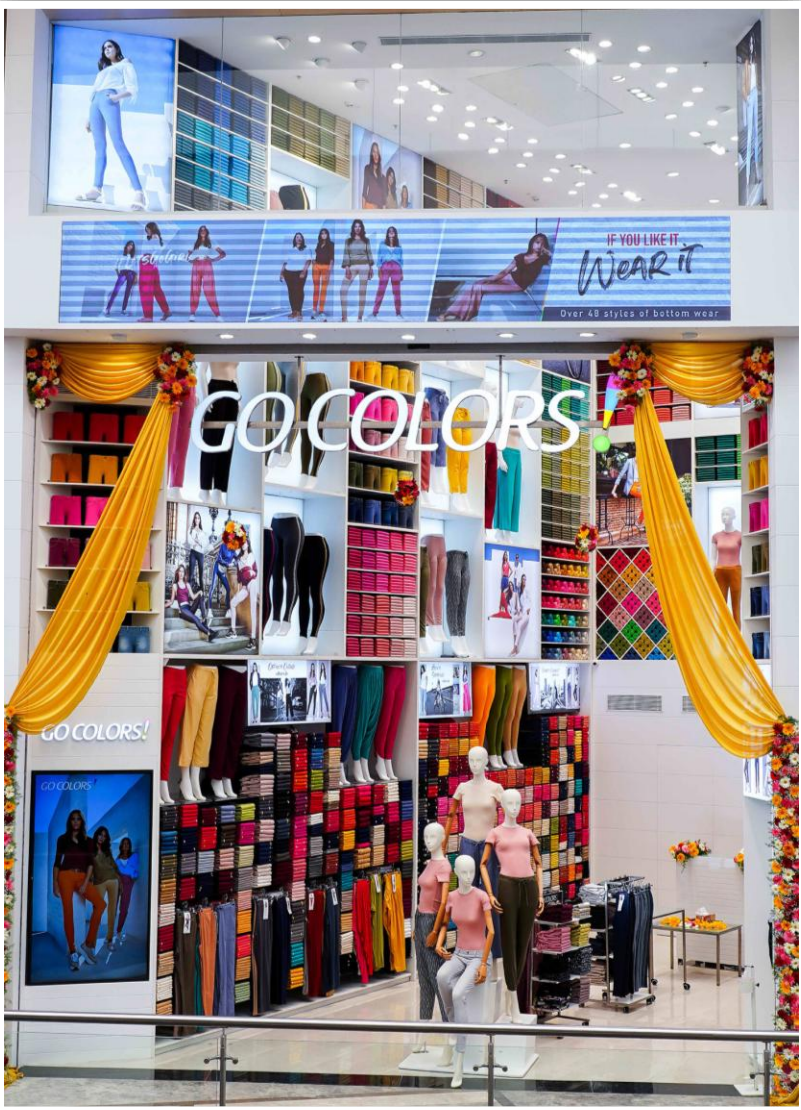
From ₹ 249 to ₹ 999 <sup>(1)</sup>

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





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



EBO Stores + Airport Stores +  
LFS Stores



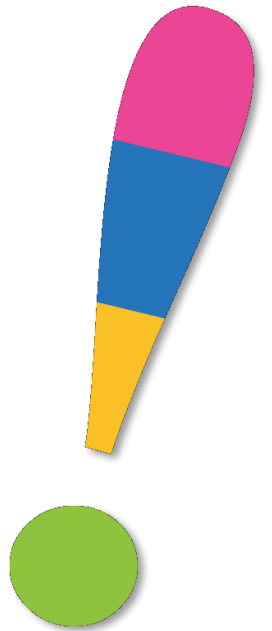




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# Key Differentiators

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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



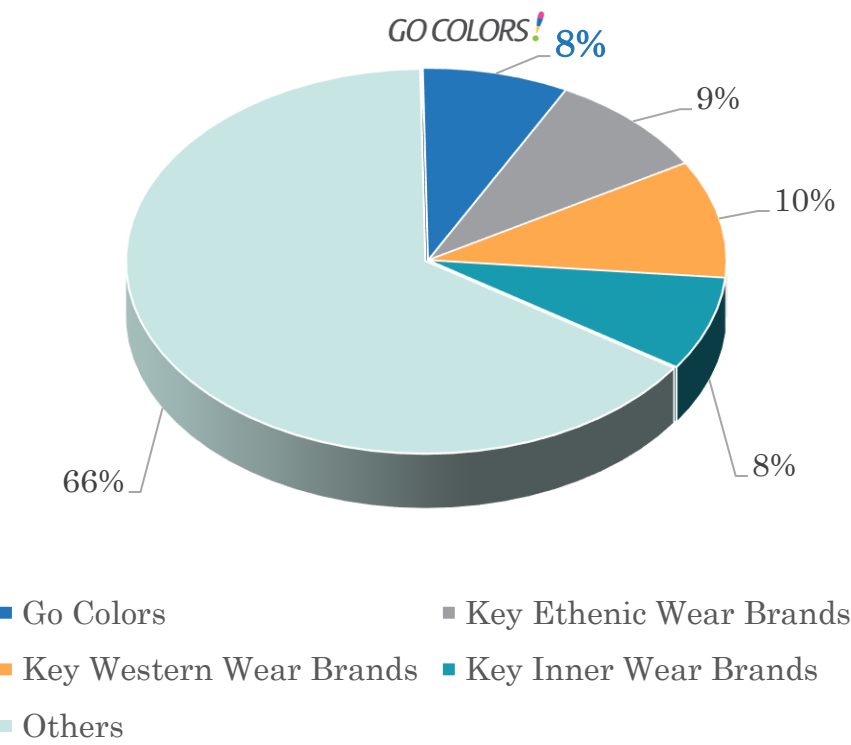
Extensive Procurement Base with Highly Efficient and Technology-Driven Supply Chain Management



In-House Expertise in Developing and Designing Products



% 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	✓	✗	✓	✓	✓

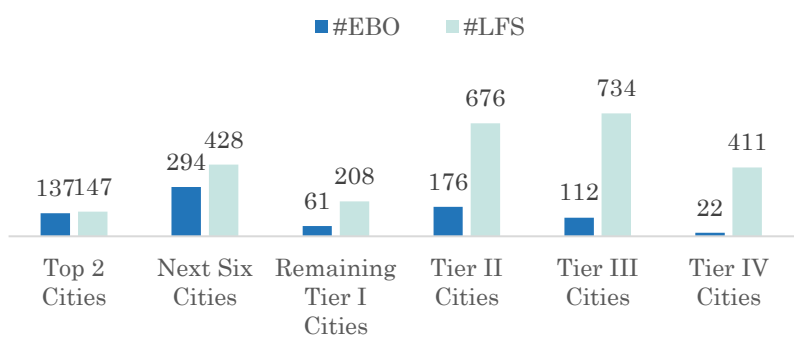
Go Colors offers products across multiple categories making its portfolio ‘universal’ & round-the-year for every occasion that is not subject to seasonal trends



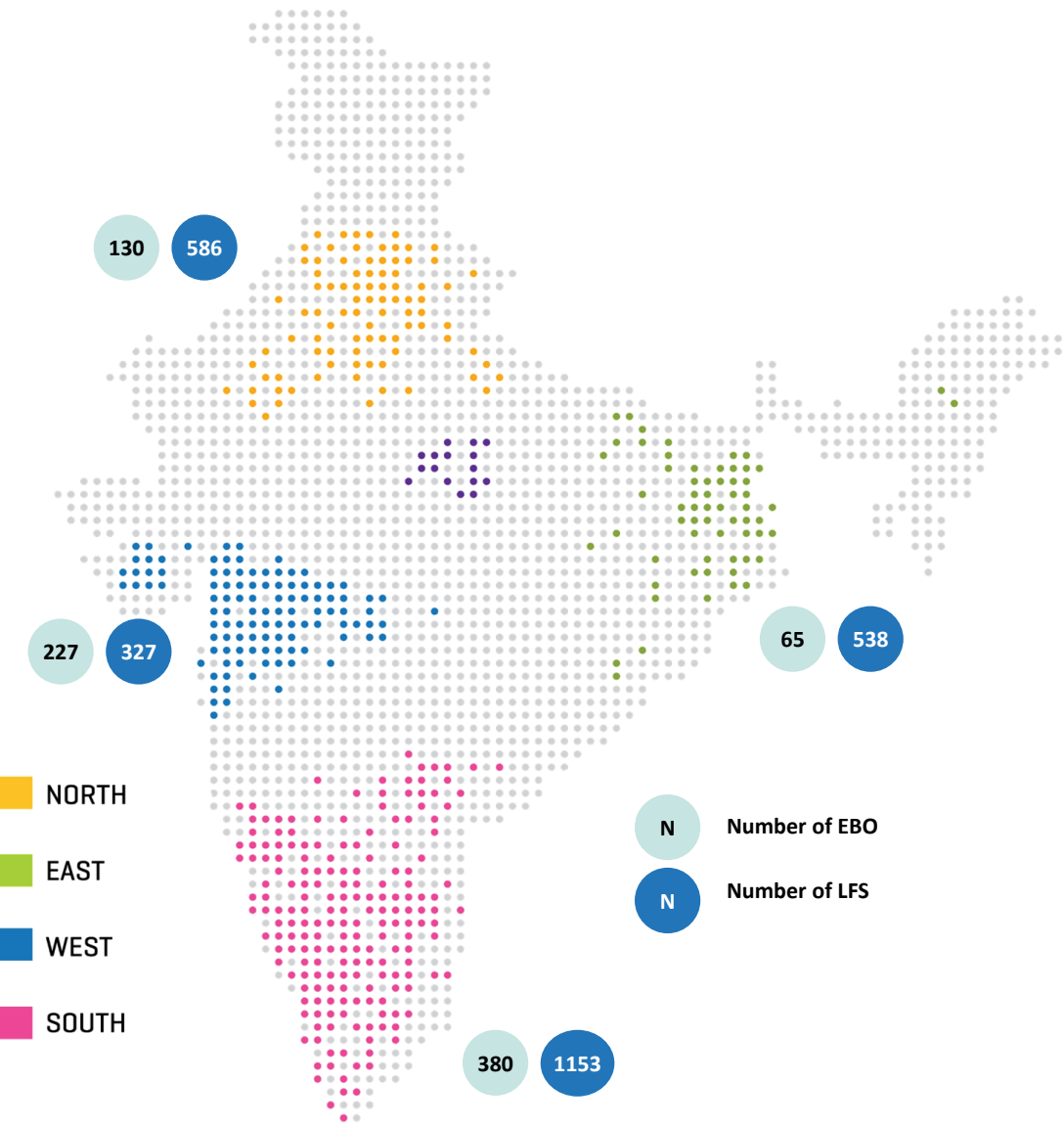
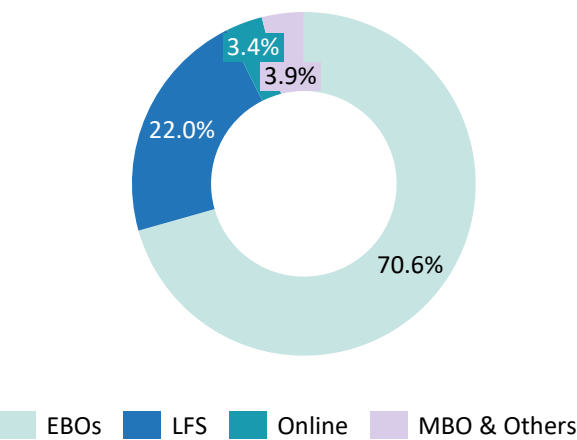
# DIRECT TO CONSUMER BRAND WITH AN EXTENSIVE DISTRIBUTION NETWORK ACROSS INDIA



## Diversified presence across geographies



## Sales Mix



EBO Stores  
**803**

Malls & Airports (201)  
High Streets (601)  
International (1)

Cities Present  
**187**

Cluster-based model  
**53.7%**

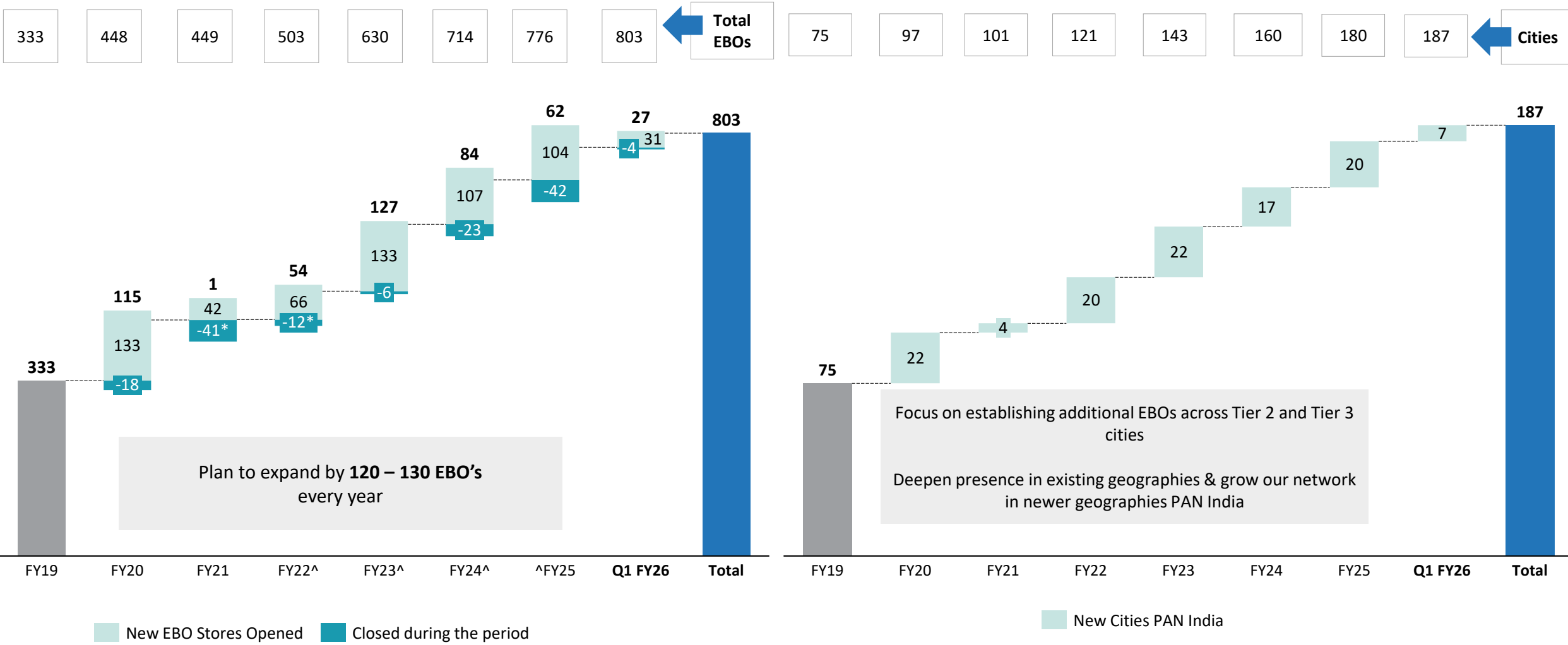
EBOs across top 8 cities

Large Format Stores  
**2,604**





# CONTINUOUS INCREASE OF EBO PRESENCE PAN INDIA



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

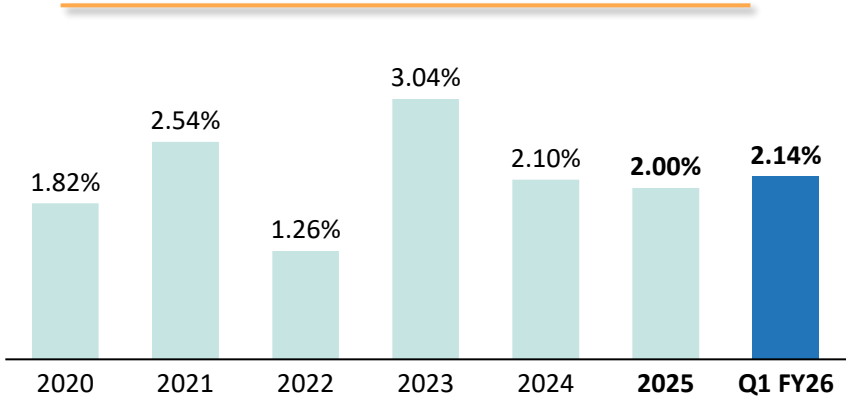
^ FY22, FY23, FY24 & FY25 stores are net of replacements



# ENHANCING BRAND VISIBILITY AND RECALL VALUE OF ‘GO COLORS’ BRAND



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



**Rs. 46.8** 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.)

**400 - 600**

Average Selling Price\*

**Rs. 805**

Present across

**187 cities**

Average Investments for 1 EBO store  
(Incl. Inventory)

**Rs. 37 - 38 Lakhs**

Payback Period

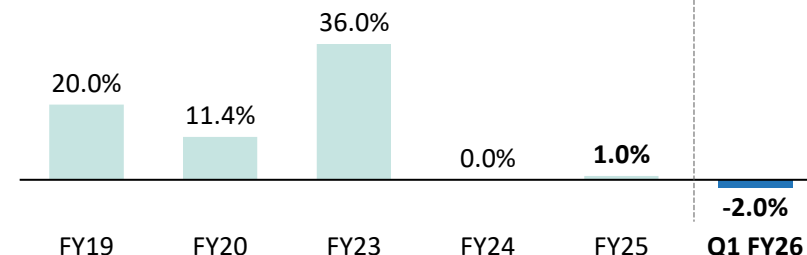
**15 – 18 months**

Average Yearly Revenue Per Store

**Rs. 85-90 Lakhs**

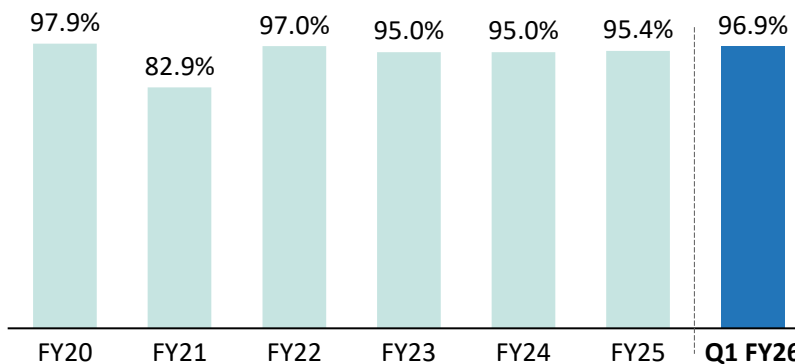
- Store location and size optimized, ensuring the sustainability of store profitability
- Ability to identify the stores at the right location and limited store closures resulted in healthy SSSG
- Product portfolio resistant to redundancy from vagaries of fashion trends and seasonality (round-the-year 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

### Same Store Sales Growth (in %)



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

### Full Price Sale (% of EBO Sales)





# EXTENSIVE PROCUREMENT BASE WITH HIGHLY EFFICIENT AND TECHNOLOGY DRIVEN SUPPLY CHAIN MANAGEMENT



## Outsourced Manufacturing

- Manage an extensive sourcing network to support product development teams
- 143 suppliers and 68 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

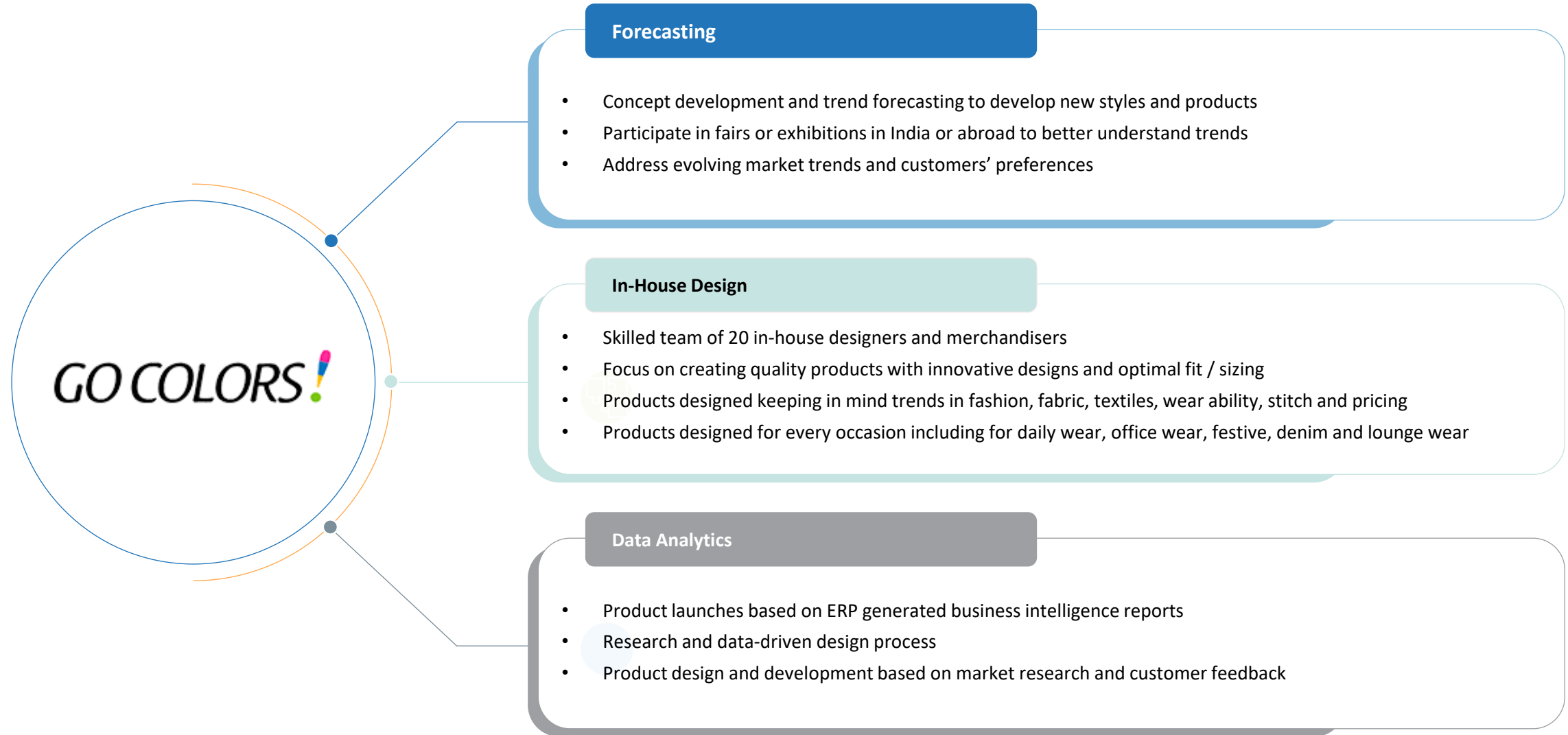
- Inventory, logistics and entire supply chain for all channels managed from warehouse in Tirupur, Tamil Nadu
- Warehouse spread over >99k square feet & 12K sq. ft. warehouse in Bhiwandi, Maharashtra
- Implemented end-to-end automation in inventory operations resulting in seamless and optimal inventory 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









**Mr. Prakash Kumar Saraogi**  
Managing Director

- Promoter of Go Fashion (India) Limited
- >29 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
- >11 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

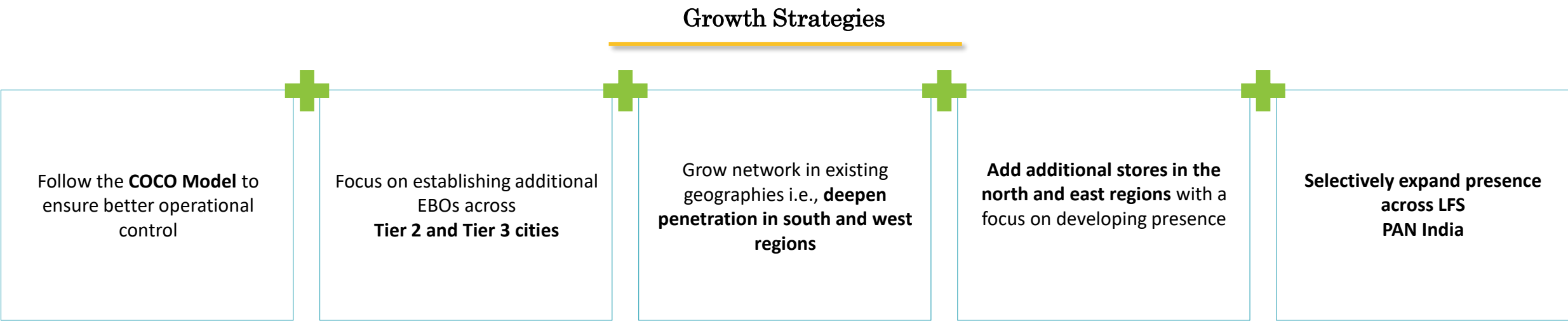
- Chartered Accountant by profession and has been associated with our Company since 2019
- Holds a bachelor's degree in commerce from Bharathiar University and is a member of the ICAI since 1991
- Served as the chairman of the Coimbatore Branch of Institute of Chartered Accountant India from 2000 to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



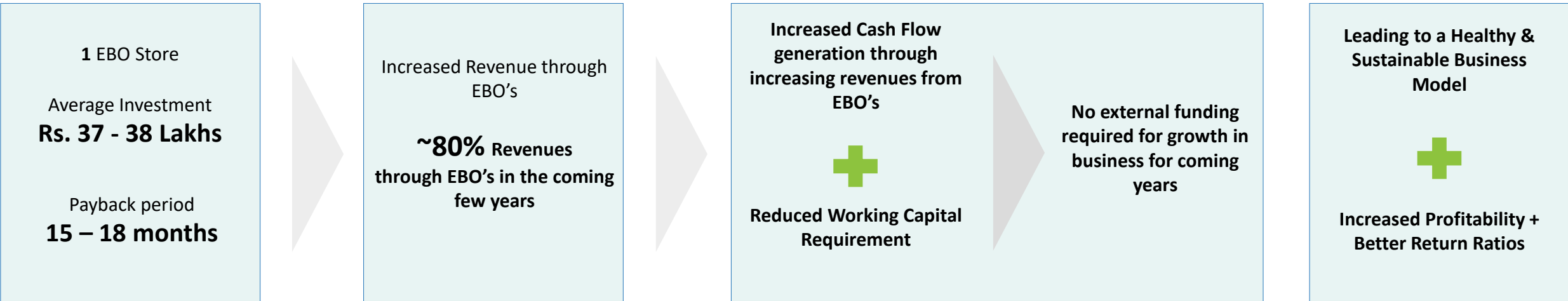
- 1 Continue to Expand Retail Network with a **Focus on EBOs**
- 2 Grow Sales Through **Online Channel**
- 3 Leverage Technology to Bring Cost Efficiency and **Enhance Customer Experience**
- 4 Leverage Leadership Position in **Women's Bottom-Wear**



# 1. CONTINUE TO EXPAND RETAIL NETWORK WITH A FOCUS ON EBOs



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



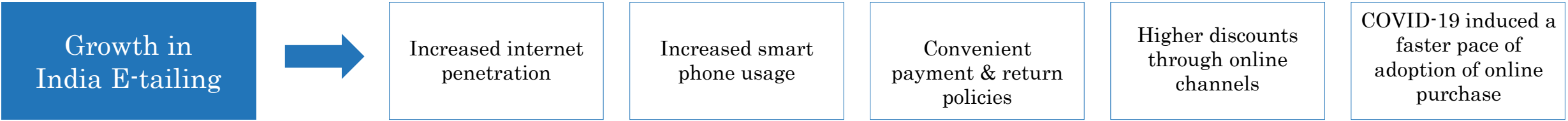




## 2. GROWTH THROUGH ONLINE CHANNEL



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



Sales from online channels for Go Fashion is Rs. 24.0 crores in FY25 (2.8% of Sales)

### Growth Strategies

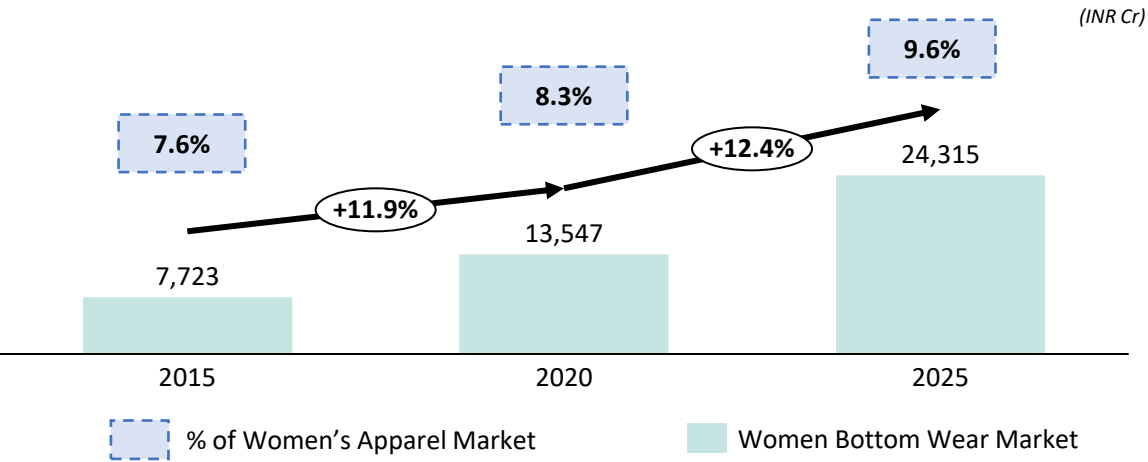


Note: (1) FY20-FY25  
Source: Technopak Report

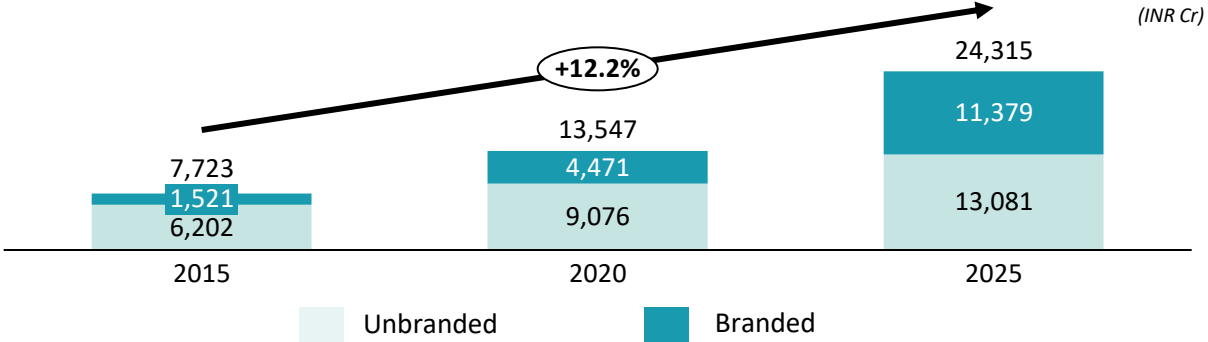


### 3. LEVERAGE LEADERSHIP POSITION

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



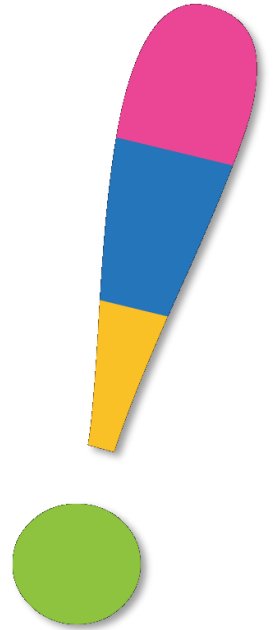




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# Financials

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# HISTORICAL PROFIT & LOSS ACCOUNT STATEMENT

Particulars (in Rs. Crore)	31-Mar-25	31-Mar-24	31-Mar-23	31-Mar-22*	31-Mar-21	31-Mar-20
<b>Total Revenue</b>	<b>848.2</b>	<b>762.8</b>	<b>665.3</b>	<b>401.3</b>	<b>250.7</b>	<b>392.0</b>
Cost of Materials Consumed	311.4	291.9	261.6	160.2	104.0	157.6
<b>Gross Profit</b>	<b>536.8</b>	<b>470.9</b>	<b>403.6</b>	<b>241.1</b>	<b>146.7</b>	<b>234.5</b>
<b>Gross Margin</b>	<b>63.3%</b>	<b>61.7%</b>	<b>60.7%</b>	<b>60.1%</b>	<b>58.5%</b>	<b>59.8%</b>
Employee Cost	160.2	130.2	102.6	73.1	61.5	62.0
Other Expenses	108.6	98.2	88.8	45.8	38.9	46.0
<b>EBITDA</b>	<b>268.0</b>	<b>242.4</b>	<b>212.3</b>	<b>122.2</b>	<b>46.3</b>	<b>126.5</b>
<b>EBITDA Margin</b>	<b>31.6%</b>	<b>31.8%</b>	<b>31.9%</b>	<b>30.5%</b>	<b>18.5%</b>	<b>32.3%</b>
Other Income	25.4	17.3	11.9	20.8	31.6	4.8
Depreciation	123.7	110.4	87.1	71.8	60.5	46.6
<b>EBIT</b>	<b>169.7</b>	<b>149.4</b>	<b>137.1</b>	<b>71.2</b>	<b>17.4</b>	<b>84.8</b>
Finance Cost	46.4	39.1	28.5	23.3	20.6	16.5
<b>Profit before Tax</b>	<b>123.3</b>	<b>110.1</b>	<b>108.7</b>	<b>47.9</b>	<b>-3.2</b>	<b>68.3</b>
Tax	29.8	27.4	25.9	12.3	0.4	15.7
<b>PAT</b>	<b>93.5</b>	<b>82.8</b>	<b>82.8</b>	<b>35.6</b>	<b>-3.6</b>	<b>52.6</b>
<b>PAT Margin</b>	<b>11.0%</b>	<b>10.9%</b>	<b>12.4%</b>	<b>8.9%</b>	<b>-1.4%</b>	<b>13.4%</b>
EPS (in Rs.)	17.3	15.33	15.33	6.74	-0.68	10.08

# HISTORICAL BALANCE SHEET STATEMENT

EQUITY AND LIABILITIES (in Rs. Cr)	31-Mar-25	31-Mar-24	31-Mar-23	31-Mar-22*	31-Mar-21	31-Mar-20
Equity						
Share Capital	54.0	54.0	54.0	54.0	79.0	79.0
Other Equity	643.4	549.9	466.4	384.4	203.9	207.3
<b>Total Equity</b>	<b>697.4</b>	<b>603.9</b>	<b>520.4</b>	<b>438.4</b>	<b>282.9</b>	<b>286.3</b>
Liabilities						
Non Current Liabilities						
Lease liabilities	416.6	393.4	274.6	177.7	217.3	179.4
Provision	6.1	5.1	5.1	2.9	2.1	1.4
<b>Total Non Current Liabilities</b>	<b>422.8</b>	<b>398.5</b>	<b>279.7</b>	<b>180.6</b>	<b>219.4</b>	<b>180.9</b>
Current Liabilities						
Borrowings	0.0	0.0	0.0	0.0	10.4	2.8
Lease liabilities	90.4	75.7	64.9	72.1	4.6	27.4
Trade payables	31.6	36.8	36.2	17.7	10.7	10.5
Other financial liabilities	23.6	21.0	17.5	3.2	3.4	2.9
Current tax liabilities (net)	3.9	1.3	3.6	4.7	1.8	0.0
Other current liabilities	8.2	4.1	2.4	30.6	11.6	5.3
Provisions	2.6	0.6	2.3	3.9	3.4	3.2
<b>Total Current Liabilities</b>	<b>160.2</b>	<b>139.6</b>	<b>126.8</b>	<b>132.2</b>	<b>46.0</b>	<b>52.0</b>
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>1,280.3</b>	<b>1,142.0</b>	<b>927.0</b>	<b>751.2</b>	<b>548.4</b>	<b>519.2</b>

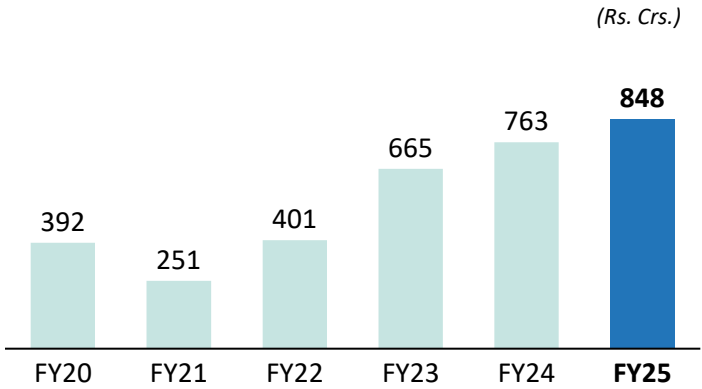
ASSETS (in Rs. Cr)	31-Mar-25	31-Mar-24	31-Mar-23	31-Mar-22*	31-Mar-21	31-Mar-20
Non Current Assets						
Property, plant and equipment	111.7	101.3	85.0	64.1	58.4	60.3
Capital work-in-progress	11.5	10.9	7.4	226.7	8.6	8.1
Intangible assets	0.8	0.9	0.7	8.7	0.5	0.7
Right-of-use assets	447.5	424.5	308.0	0.4	200.6	194.7
Financial Assets						
Other financial asset	40.2	36.1	54.9	24.0	23.7	20.3
Deferred tax assets (net)	31.7	23.4	16.8	11.4	7.6	5.6
Other non-current assets	1.3	2.1	2.6	1.0	4.3	1.3
<b>Total Non-Current Assets</b>	<b>644.5</b>	<b>599.1</b>	<b>475.4</b>	<b>336.3</b>	<b>303.7</b>	<b>291.0</b>
Current Assets						
Inventories	237.6	215.9	230.3	165.9	80.9	105.9
Financial Assets						
Investments	9.7	6.1	21.7	45.9	46.4	8.9
Trade receivables	105.7	79.8	72.2	60.2	47.1	55.6
Cash and cash equivalents	16.1	15.7	33.7	42.4	13.2	0.1
Bank balances other than cash	222.2	176.4	53.5	63.4	26.5	32.4
Other financial asset	13.6	17.3	11.5	11.2	7.1	5.5
Current tax assets (net)	0.0	0.0	0.0	0.0	0.0	1.8
Other current assets	30.7	31.8	28.7	26.0	23.3	18.0
<b>Total Current Assets</b>	<b>635.8</b>	<b>542.9</b>	<b>451.6</b>	<b>415.0</b>	<b>244.6</b>	<b>228.2</b>
<b>TOTAL ASSETS</b>	<b>1,280.3</b>	<b>1,142.0</b>	<b>927.0</b>	<b>751.2</b>	<b>548.4</b>	<b>519.2</b>



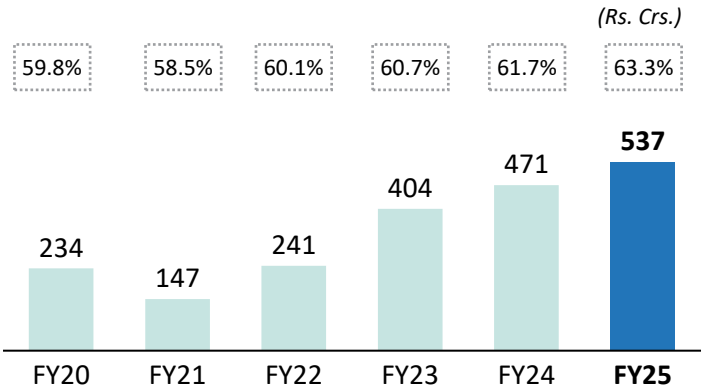
# DEMONSTRATED TRACK RECORD OF STRONG PERFORMANCE



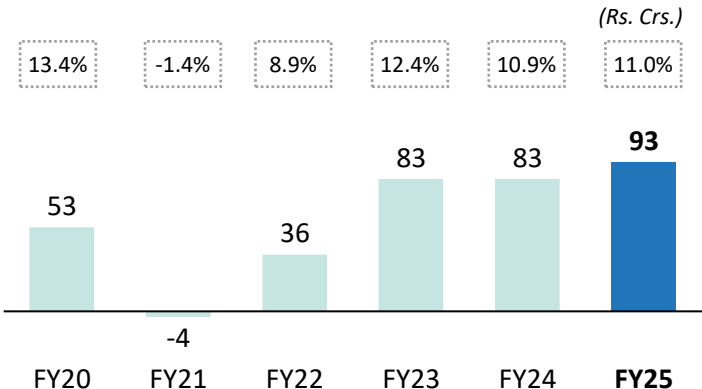
Revenues



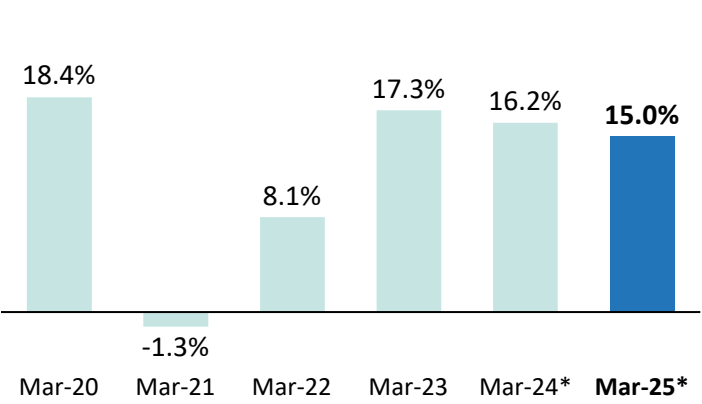
Gross Profit & GP Margins



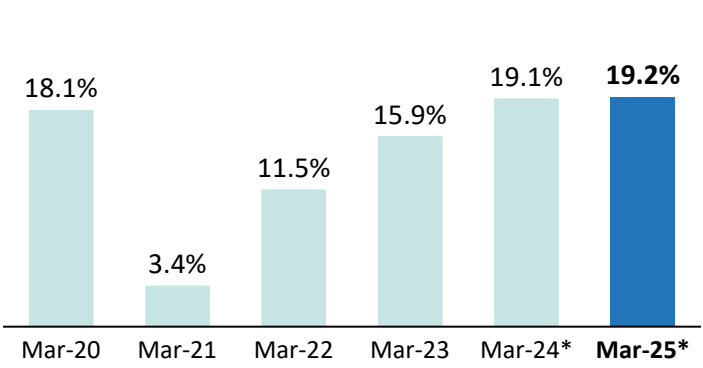
Profit After Tax & PAT Margins



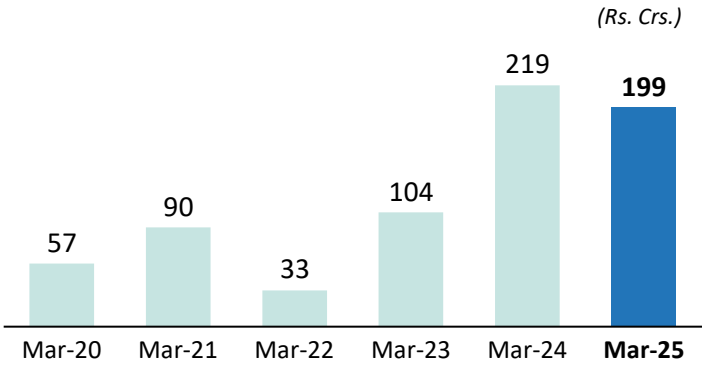
\*Return on Equity (RoE)



\*Return on Capital Employed (RoCE)



Cash Flow from Operations



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

\* ROCE and ROE are calculated without taking the Impact of IND-AS 116





# THANK YOU!

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