

INDIA) LIMITED CIN: L17291TN2010PLC077303

May 03, 2024

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

Dear Sir/Madam,

Sub: Investor Presentation for Q4 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 Q4 FY 24.

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

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



Investor Presentation
May 2024

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# Q4 & FY24 Highlights

# STRONG Q4 FY24 FINANCIALS

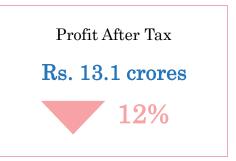


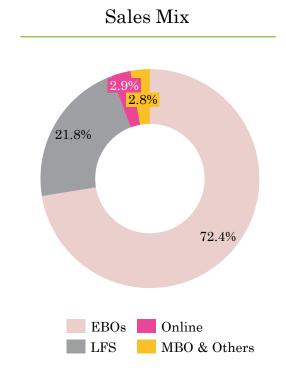


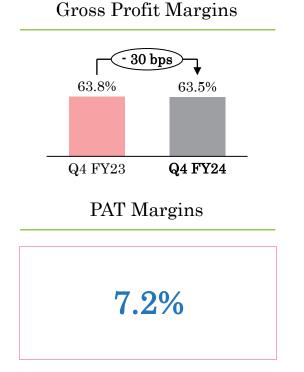


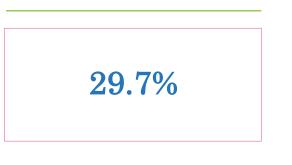












**EBITDA Margins** 



Q4 FY23

No. of EBO stores added

during the quarter^

**Q4 FY24** 

### STRONG FY24 FINANCIALS



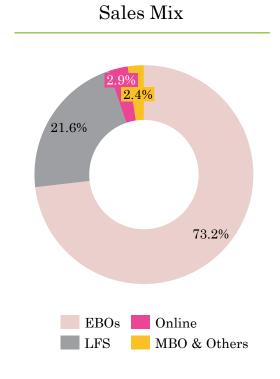
Revenue from Operations Rs. 762.8 crores 15%

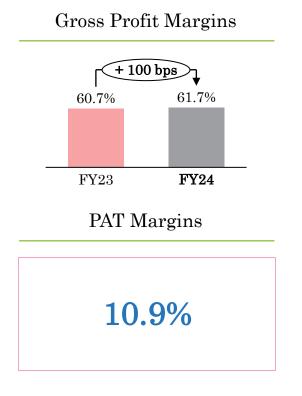
**Gross Profit** Rs. 470.9 crores 17%

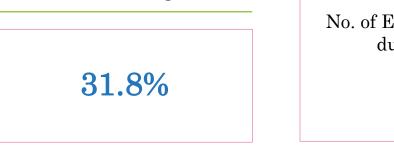
**EBITDA** Rs. 242.4 crores 14%

Profit Before Tax Rs. 110.2 crores

Profit After Tax Rs. 82.8 crores





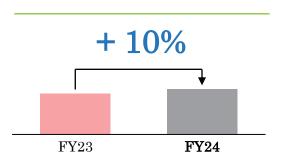


**EBITDA Margins** 



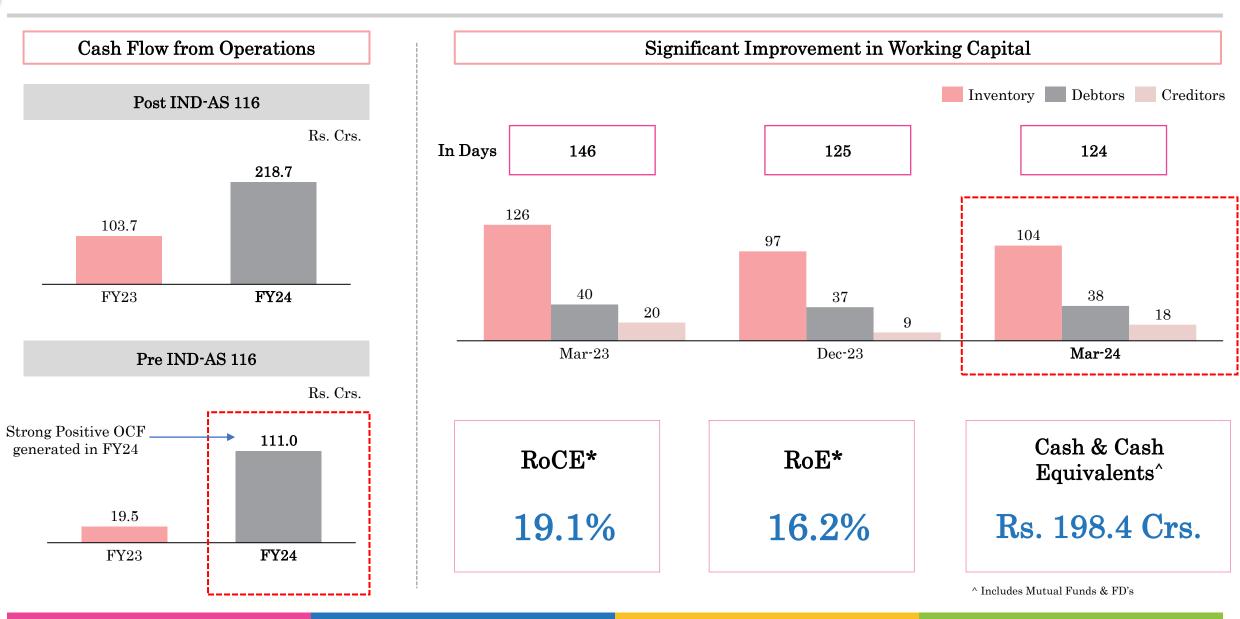
FY24





**FY23** 







# Q4 FY24 PROFIT & LOSS STATEMENT



Profit & Loss (in Rs. Crore)		Q4 FY24				YoY	
	Reported	Ind-AS 116 Impact	Pre Ind-AS 116*	Reported	Ind-AS 116 Impact	Pre Ind-AS 116*	(Reported)
Total Revenue	181.7		181.7	157.6		157.6	15%
Cost of Goods Sold	66.3		66.3	57.1		57.1	
Gross Profit	115.4		115.4	100.5		100.5	15%
Gross Margin	63.5%		63.5%	63.8%		63.8%	
Employee Cost	35.0		35.0	28.1		28.1	
Rent Expense	3.4	30.5	34.0	0.2	24.5	24.6	
Other Expenses	23.2		23.2	22.6		22.6	
EBITDA	53.9		23.4	49.7		25.2	9%
EBITDA Margin	29.7%		12.9%	31.5%		16.0%	
Other Income	5.5	-1.8	3.7	2.6	-0.7	1.9	
Depreciation	30.7	-25.0	5.7	24.6	-20.9	3.7	
EBIT	28.7		21.4	27.7		23.4	
Finance Cost	11.5	-11.4	0.1	8.4	-8.1	0.4	
Profit before Tax	17.2		21.3	19.3		23.0	-11%
Tax	4.2		4.2	4.5		4.5	
РАТ	13.1		17.1	14.8		18.5	-12%
PAT Margin	7.2%		9.4%	9.4%		11.8%	
EPS (in Rs.)	2.42		3.17	2.74		3.43	



# FY24 PROFIT & LOSS STATEMENT



Profit & Loss (in Rs. Crore)		FY24			FY23		YoY (Reported)
	Reported	Ind-AS 116 Impact	Ind-AS 116 Adjusted*	Reported	Ind-AS 116 Impact	Ind-AS 116 Adjusted*	
Total Revenue	762.8		762.8	665.3		665.3	15%
Cost of Goods Sold	291.9		291.9	261.6		261.6	
Gross Profit	470.9		470.9	403.6		403.6	17%
Gross Margin	61.7%		61.7%	60.7%		60.7%	
Employee Cost	130.2		130.2	102.3		102.3	
Rent Expense	15.6	107.8	123.4	10.6	83.4	94.0	
Other Expenses	82.6		82.6	78.5		78.5	
EBITDA	242.4		134.7	212.3		128.9	14%
EBITDA Margin	31.8%		17.7%	31.9%		19.4%	
Other Income	17.3	-5.0	12.3	11.9	-5.5	6.4	
Depreciation	110.4	-89.8	20.6	87.1	-70.9	16.2	
EBIT	149.4		126.4	137.1		119.1	
Finance Cost	39.1	-39.0	0.1	28.5	-28.1	0.4	
Profit before Tax	110.2		126.2	108.7		118.7	1%
Tax	27.4		27.4	25.9		25.9	
РАТ	82.8		98.8	82.8		92.8	0%
PAT Margin	10.9%		13.0%	12.4%		14.0%	
EPS (in Rs.)	15.33		18.29	15.33		17.19	





EQUITY AND LIABILITIES (in Rs. Crore)	31-Mar-24	31-Mar-23
Equity		
Share Capital	54.0	54.0
Other Equity	549.9	466.4
Total Equity	603.9	520.4
Liabilities		
Non-Current Liabilities		
Lease liabilities	393.4	274.6
Provision	5.1	5.1
Total Non-Current Liabilities	398.5	279.7
Current Liabilities		
Lease liabilities	75.7	64.9
Trade payables	36.8	36.2
Other financial liabilities	19.7	17.5
Current tax liabilities (net)	0.5	3.6
Other current liabilities	3.3	2.4
Provisions	1.0	2.3
Total Current Liabilities	137.0	126.8
TOTAL EQUITY & LIABILITIES	1,139.5	927.0

ASSETS (in Rs. Crore)	31-Mar-24	31-Mar-23
Non-Current Assets		
Property, plant and equipment	101.3	85.0
Capital work-in-progress	10.9	7.4
Intangible assets	0.9	0.7
Right-of-use assets	424.5	308.0
Financial Assets		
Other financial asset	36.1	54.9
Deferred tax assets (net)	22.6	16.8
Other non-current assets	0.8	2.6
Total Non-Current Assets	597.0	475.4
Current Assets		
Inventories	216.3	230.3
Financial Assets		
Investments	6.1	21.7
Trade receivables	79.3	72.2
Cash and cash equivalents	71.5	33.7
Bank balances other than cash and cash equivalents	120.6	53.5
Other financial assets	17.3	11.5
Other current assets	31.3	28.7
Total Current Assets	542.5	451.6
TOTAL ASSETS	1,139.5	927.0





Cash Flow Statement (in Rs. Crore)	FY24	FY23
Net Profit Before Tax	110.23	108.69
Adjustments for: Non - Cash Items / Other Investment or Financial Items	136.17	110.67
Operating profit before working capital changes	246.39	219.36
Changes in working capital	8.94	-83.25
Cash generated from Operations	255.33	136.10
Direct taxes paid (net of refund)	-36.64	-32.37
Net Cash from Operating Activities	218.69	103.74
Net Cash from Investing Activities	-73.13	-27.57
Net Cash from Financing Activities	-107.76	-84.09
Net Decrease in Cash and Cash equivalents	37.80	-7.92
Add: Cash & Cash equivalents at the beginning of the period	33.65	41.57
Cash & Cash equivalents at the end of the period	71.45	33.65
Cash & Cash equivalents at the end of the year including Mutual Funds & FDs	198.4	133.9





# 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 714 EBOs spread across
23 states and UTs and 2,189
LFSs across 31 states and UTs

Premium quality products at affordable prices, 85.3% of products retailed at < Rs. 1,049

Extensive sourcing and manufacturing network of 132 suppliers and 64 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 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

**Pants** 

**Jeggings** 

**Shorts** 

**Palazzos** 

**Harem-Pants** 

From ₹ 249 to ₹ 999 (1)



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













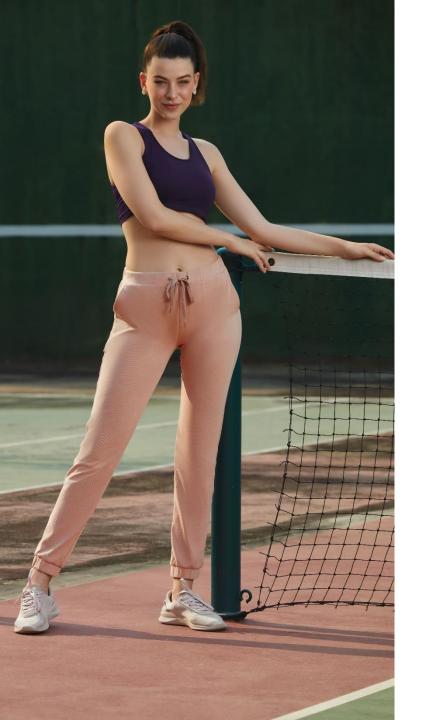














# Key Differentiators



# **OUR KEY STRENGTHS**



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

# GO COLORS HAS A LEADERSHIP POSITION IN WOMEN'S BOTTOMWEAR



### % Branded Women's Bottom Wear Market (FY20)



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

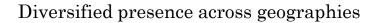
Brand	SKUs	Ethnic	Western	Athleisure	Fusion	Denim
GO COLORS!	728	✓	✓	✓	✓	✓
Player A	800	×	<b>√</b>	×	×	<b>√</b>
Player B	700	<b>√</b>	×	×	<b>√</b>	✓
Player C	673	<b>√</b>	✓	×	<b>√</b>	×
Player D	656	×	✓	×	×	$\checkmark$
Player E	343	<b>√</b>	×	<b>√</b>	<b>√</b>	✓

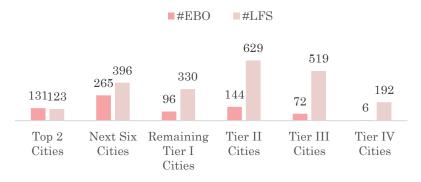
**Go Colors** offers products across multiple categories making its portfolio 'universal' & round-the-year for every occasion that is not subject to seasonal trends



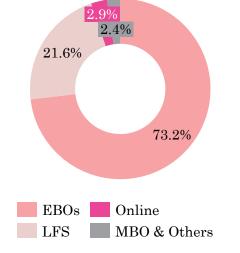
# DIRECT TO CONSUMER BRAND WITH AN EXTENSIVE DISTRIBUTION NETWORK ACROSS INDIA

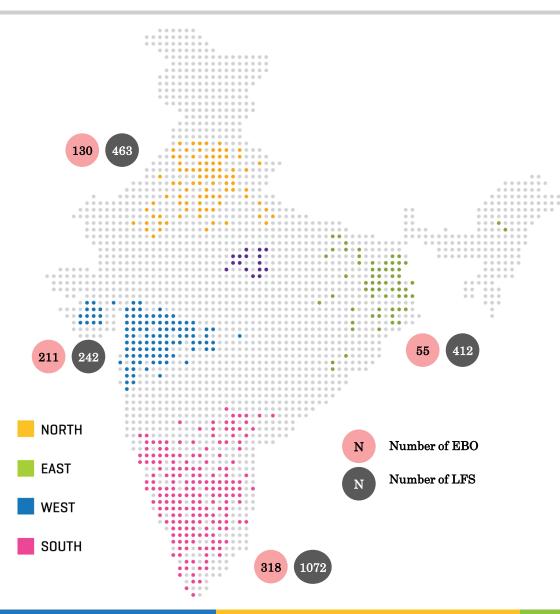






# Sales Mix





### **EBO Stores**

714

Malls & Airports (199) High Streets (515)

### Cities Present

160

### Cluster-based model

55.5%

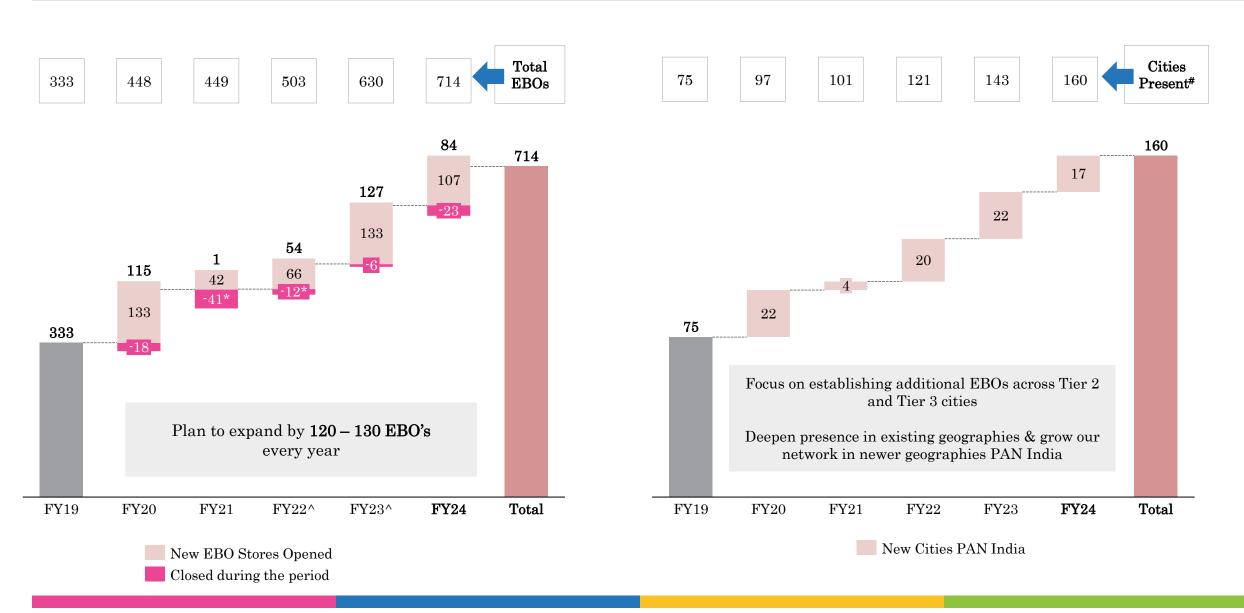
EBOs across top 8 cities

## Large Format Stores

2,189

# CONTINUOUS INCREASE OF EBO PRESENCE PAN INDIA





<sup>\*</sup> Majority of stores closed down in FY21 and FY22 are due to CoVID impact  $^{\wedge}$  FY22, FY23 & FY24 stores are net of replacements



### ENHANCING BRAND VISIBILITY AND RECALL VALUE OF 'GO COLORS' BRAND



Prudent use of resources to undertake brandbuilding initiatives and gain visibility



Rs. 47.31 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



# STRONG UNIT ECONOMICS LEADING TO AN EFFICIENT OPERATING MODEL



# 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

160 cities

Average Investments for 1 EBO store (Incl. Inventory)

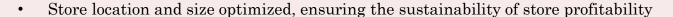
Rs. 37 - 38 Lakhs

Payback Period

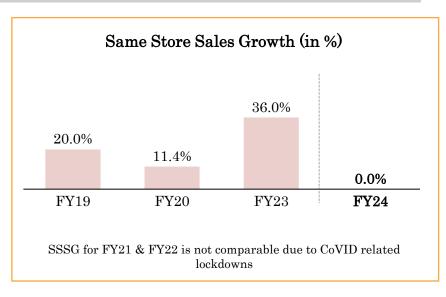
15-18 months

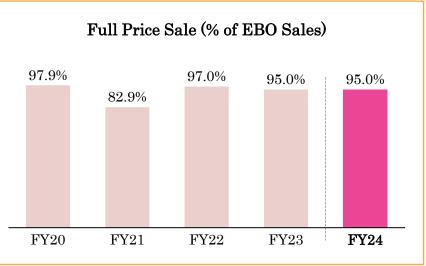
Average Yearly Revenue Per Store

Rs. 85-90 Lakhs



- 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







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



### **Outsourced Manufacturing**

- Manage an extensive sourcing network to support product development teams
- > 83 suppliers and 63 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

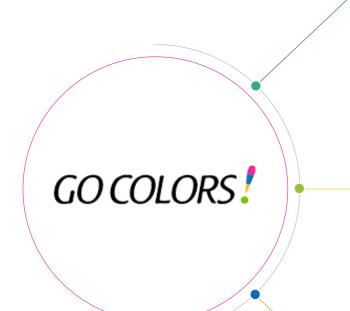
### **Supply Chain Automation**

- > 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



GO COLORS





#### 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

#### 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

- 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







- Continue to Expand Retail Network with a Focus on EBOs
- 2 Grow Sales Through Online Channel
- 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**

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. 21.8 crores in FY24 (2.9% 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

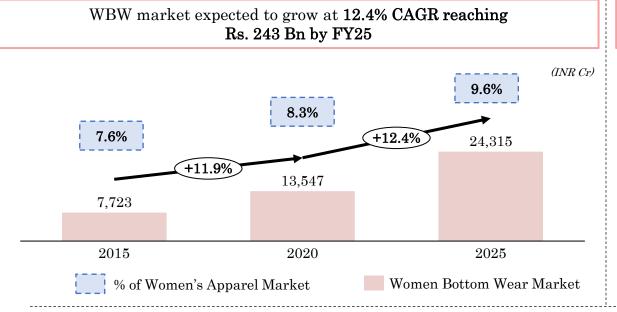
Create personalized journeys for customers

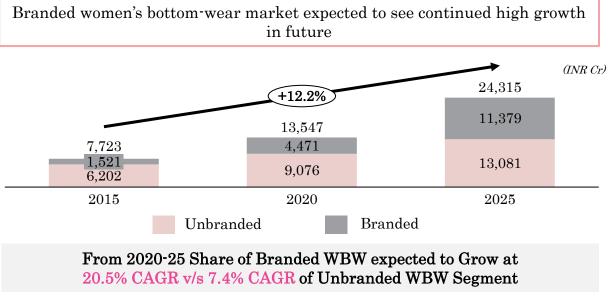
Further strengthen online sales channels through investments in digital channels



### 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

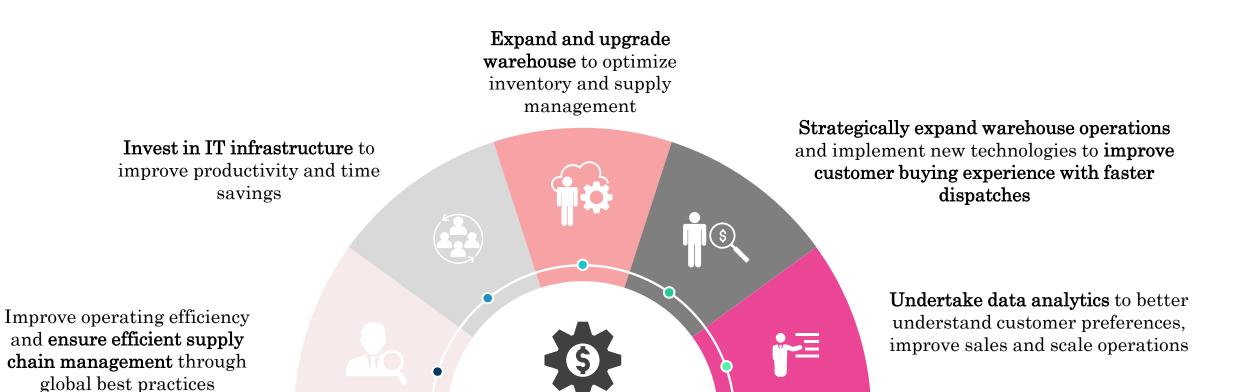
#### Scope for Expansion

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







2016

### 'Images Retail Award'

Most admired retailer of the year – Concept Stores



2019

### Transforming India Retail Award







2019

2022

# 'Sustaining Enterprise of the Year' at the TIECON, Chennai









# Financials





# HISTORICAL PROFIT & LOSS ACCOUNT STATEMENT



Particulars (in Rs. Crore)	31-Mar-24	31-Mar-23	31-Mar-22*	31-Mar-21	31-Mar-20
Total Revenue	762.8	665.3	401.3	250.7	392.0
Cost of Materials Consumed	291.9	261.6	160.2	104.0	157.6
Gross Profit	470.9	403.6	241.1	146.7	234.5
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Other Expenses	98.2	88.8	45.8	38.9	46.0
EBITDA	242.4	212.3	122.2	46.3	126.5
EBITDA Margin	31.8%	31.9%	30.5%	18.5%	32.3%
Other Income	17.3	11.9	20.8	31.6	4.8
Depreciation	110.4	87.1	71.8	60.5	46.6
EBIT	149.4	137.1	71.2	17.4	84.8
Finance Cost	39.1	28.5	23.3	20.6	16.5
Profit before Tax	110.1	108.7	47.9	-3.2	68.3
Tax	27.4	25.9	12.3	0.4	15.7
РАТ	82.8	82.8	35.6	-3.6	52.6
PAT Margin	10.9%	12.4%	8.9%	-1.4%	13.4%
EPS (in Rs.)	15.33	15.33	6.74	-0.68	10.08



# HISTORICAL BALANCE SHEET STATEMENT



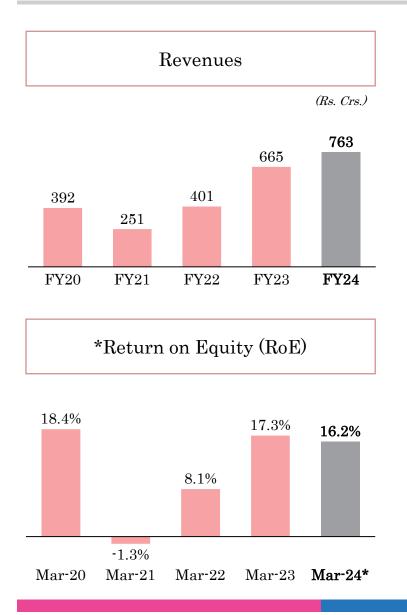
EQUITY AND LIABILITIES (in Rs. Cr)	31-Mar-24	31-Mar-23	31-Mar-22*	31-Mar-21	31-Mar-20
Equity					
Share Capital	54.0	54.0	54.0	79.0	79.0
Other Equity	549.9	466.4	384.4	203.9	207.3
Total Equity	603.9	520.4	438.4	282.9	286.3
Liabilities					
Non Current Liabilities					
Lease liabilities	393.4	274.6	177.7	217.3	179.4
Provision	5.1	5.1	2.9	2.1	1.4
Total Non Current Liabilities	398.5	279.7	180.6	219.4	180.9
Current Liabilities					
Borrowings	0.0	0.0	0.0	10.4	2.8
Lease liabilities	75.7	64.9	72.1	4.6	27.4
Trade payables	36.8	36.2	17.7	10.7	10.5
Other financial liabilities	19.7	17.5	3.2	3.4	2.9
Current tax liabilities (net)	0.5	3.6	4.7	1.8	0.0
Other current liabilities	3.3	2.4	30.6	11.6	5.3
Provisions	1.0	2.3	3.9	3.4	3.2
Total Current Liabilities	137.0	126.8	132.2	46.0	52.0
TOTAL EQUITY & LIABILITIES	1,139.5	927.0	751.2	548.4	519.2

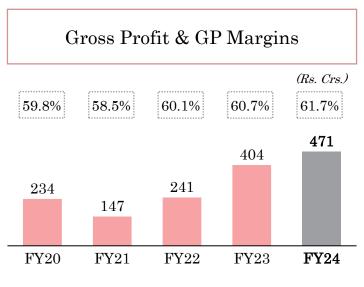
ASSETS (in Rs. Cr)	31-Mar-24	31-Mar-23	31-Mar-22*	31-Mar-21	31-Mar-20
Non Current Assets					
Property, plant and equipment	101.3	85.0	64.1	58.4	60.3
Capital work-in-progress	10.9	7.4	226.7	8.6	8.1
Intangible assets	0.9	0.7	8.7	0.5	0.7
Right-of-use assets	424.5	308.0	0.4	200.6	194.7
Financial Assets					
Other financial asset	36.1	54.9	24.0	23.7	20.3
Deferred tax assets (net)	22.6	16.8	11.4	7.6	5.6
Other non-current assets	0.8	2.6	1.0	4.3	1.3
Total Non-Current Assets	597.0	475.4	336.3	303.7	291.0
Current Assets					1 1 1 1 1
Inventories	216.3	230.3	165.9	80.9	105.9
Financial Assets		C			
Investments	6.1	21.7	45.9	46.4	8.9
Trade receivables	79.3	72.2	60.2	47.1	55.6
Cash and cash equivalents	71.5	33.7	42.4	13.2	0.1
Bank balances other than cash	120.6	53.5	63.4	26.5	32.4
Other financial asset	17.3	11.5	11.2	7.1	5.5
Current tax assets (net)	0.0	0.0	0.0	0.0	1.8
Other current assets	31.3	28.7	26.0	23.3	18.0
Total Current Assets	542.5	451.6	415.0	244.6	228.2
TOTAL ASSETS	1,139.5	927.0	751.2	548.4	519.2

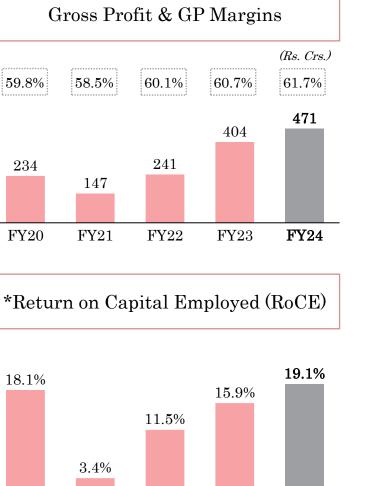


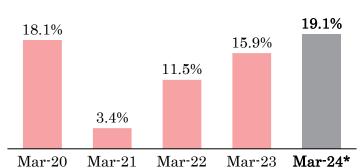
# DEMONSTRATED TRACK RECORD OF STRONG PERFORMANCE

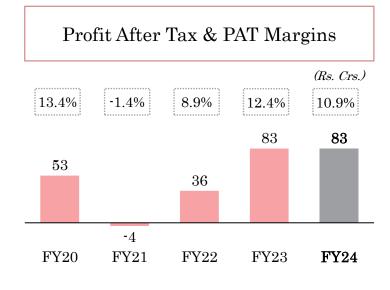


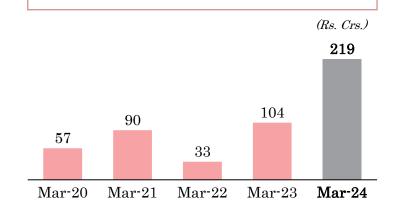












Cash Flow from Operations









# THANK YOU!

**Company: Go Fashion (India) Limited** 

CIN: L17291TN2010PLC077303

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