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GO COLORS! GO FASHION (INDIA) LIMITED

Our Company was incorporated on September 9, 2010 as a private limited company under the Companies Act, 1956, and was granted a certificate of incorporation by Registrar of Companies, Tamil Nadu at Chennai ("RoC"). The name of our Company was subsequently changed to Go Fashion (India) Limited upon conversion to a public limited company pursuant to the special resolution dated July 1, 2021 passed by the shareholders of our Company and a fresh certificate of incorporation was issued by the RoC on July 12, 2021. For details in relation to the changes in the name and registered office address of our Company, see "History and Certain Corporate Matters" on page 188 of the Red Herring Prospectus dated November 9, 2021 ("RHP").

Registered Office: Sathak Center, 5th Floor, New No. 4, Old No. 144/2, Nungambakkam High Road, Chennai, Tamil Nadu - 600 034; Contact Person: Gayathri Venkatesan, Company Secretary and Compliance Officer; Tel.: +91 44 4211 1777; E-mail: companysecretary@gocolors.com; Website: www.gocolors.com; Corporate Identity Number: U17291TN2010PLC077303

PROMOTERS OF OUR COMPANY: PRAKASH KUMAR SARAOGI, GAUTAM SARAOGI, RAHUL SARAOGI, PKS FAMILY TRUST AND VKS FAMILY TRUST

INITIAL PUBLIC OFFERING OF UP TO 10 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF GO FASHION (INDIA) LIMITED (OUR "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE INCLUDING A SECURITIES PREMIUM OF ₹ [●] PER EQUITY SHARE (THE "OFFER PRICE") AGGREGATING UP TO ₹ [●] MILLION (THE "OFFER"). THE OFFER COMPRISES OF A FRESH ISSUE OF UP TO [●] EQUITY SHARES BY OUR COMPANY AGGREGATING UP TO ₹ 1,250 MILLION (THE "FRESH ISSUE") AND AN OFFER FOR SALE BY PKS FAMILY TRUST OF UP TO 745,676 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION, VKS FAMILY TRUST OF UP TO 745,676 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION (COLLECTIVELY REFERRED TO AS TO THE "PROMOTER SELLING SHAREHOLDERS") AND BY SEQUOIA CAPITAL INVESTMENTS IV OF UP TO 7,498,875 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION, BY INDIA ADVANTAGE FUND S4 I OF UP TO 3,311,478 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION AND BY DYNAMIC INDIA FUND S4 US I OF UP TO 576,684 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION (COLLECTIVELY REFERRED TO AS "INVESTOR SELLING SHAREHOLDERS" AND TOGETHER WITH THE PROMOTER SELLING SHAREHOLDERS, THE "SELLING SHAREHOLDERS") (THE "OFFER FOR SALE"). THE OFFER SHALL CONSTITUTE UP TO [●] % OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

QIB Portion: Not Less than 75% of the Net Offer

Retail Portion: Not More than 10% of the Net Offer

Non-Institutional Portion: Not More than 15% of the Net Offer

Price Band: ₹ 655 to ₹ 690 per Equity Share of face value of ₹ 10 each.

The Floor Price is 65.5 times the face value of the Equity Shares and the Cap Price is 69.0 times the face value of the Equity Shares.

Bids can be made for a minimum of 21 Equity Shares and in multiples of 21 Equity Shares thereafter.

ASBA # Simple, Safe, Smart way of Application!!! # Applications supported by blocked amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For further details, check section on ASBA below. **Mandatory in public issues. No cheque will be accepted.**



UPI-Now available in ASBA for Retail Individual Investors ("RIIs") applying through Registered Brokers, DPs and RTAs. RIIs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account. Investors are required to ensure that the bank account used for bidding is linked to their PAN. Bidders must ensure that their PAN is linked with Aadhaar and are in compliance with CBDT notification dated February 13, 2020 and press release dated June 25, 2021

ASBA has to be availed by all the investors except anchor investors. UPI may be availed by Retail Individual Bidders. For details on the ASBA and UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Offer Procedure" on page 371 of the RHP. The process is also available on the website of Association of Investment Bankers of India ("AIBI") and Stock Exchanges and in the General Information Document. ASBA bid-cum-application forms can be downloaded from the websites of BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE"), and together with BSE, the "Stock Exchanges" and can be obtained from the list of banks that is displayed on the website of Securities and Exchange Board of India ("SEBI") at www.sebi.gov.in. For the list of UPI apps and banks line on IPO, please refer to the link: www.sebi.gov.in. RIIs Bidding using the UPI mechanism may apply through the SCSBs and mobile applications whose names appear on the website of SEBI, as updated from time to time. ICICI Bank Limited has been appointed as Sponsor Bank for the Offer, in accordance with the requirements of the SEBI Circular dated November 1, 2018 as amended. For offer related queries, please contact the Book Running Lead Managers ("BRLMs") on their respective email IDs as mentioned below. For UPI related queries, investors can contact NPCI at the toll free number: 18001201740 and mail id: ipo.upi@npci.org.in.

Risks to Investors

- The Price/Earnings ratio based on diluted EPS for Fiscal 2021 for the Company is not ascertainable as the EPS is negative. Our Company has incurred losses in Fiscal 2021.
- The 3 BRLMs associated with the Offer have handled 48 public issues in the past 3 years, out of which 16 issues closed below the offer price on the listing date.
- Average cost of acquisition of Equity Shares held by the Selling Shareholders ranges from Nil per Equity Share to ₹ 168.33 per Equity Share and Offer Price at upper end of the Price Band is ₹ 690.
- Weighted Average Return on Net Worth for Fiscals 2021, 2020, 2019 is 7.76%.

BASIS FOR OFFER PRICE

The Offer Price will be determined by our Company and the Selling Shareholders, in consultation with the BRLMs on the basis of assessment of market demand for the Equity Shares offered in the Offer through the Book Building Process and on the basis of the qualitative and quantitative factors as described below. The face value of the Equity Shares is ₹ 10 each and the Offer Price is 65.5 times the face value at the lower end of the Price Band and 69.0 times the face value at the higher end of the Price Band. Investors should also refer to the sections "Risk Factors", "Our Business", "Financial Information" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" on pages 22, 159, 218 and 304 respectively, of the RHP, to have an informed view before making an investment decision.

Qualitative Factors: Some of the qualitative factors and our strengths which form the basis for computing the Offer Price are: women's bottom-wear brand with well-diversified product portfolio; 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; in-house expertise in developing and designing products; and demonstrated track record of strong financial performance. For further details, please see "Our Business - Strengths" on page 171 of the RHP.

Quantitative factors: Some of the information presented in this section relating to our Company is derived from the Restated Financial Information. For details, see "Financial Information" beginning on page 218 of the RHP.

Some of the quantitative factors, which may form the basis for computing the Offer Price, are as follows:

1. Basic and Diluted Earnings Per Equity Share ("EPS")⁽¹⁾, as per Restated Financial Information

Financial Period	Basic EPS (in ₹)	Diluted EPS (in ₹)	Weightage
Financial Year ended March 31, 2021	-0.68	-0.68	3
Financial Year ended March 31, 2020	10.08	10.08	2
Financial Year ended March 31, 2019	5.93	5.93	1
Weighted Average	4.01	4.01	
Three months ended June 30, 2021	-3.64	-3.64	

⁽¹⁾ Basic EPS (₹) = Basic earnings per share are calculated by dividing the net restated profit or loss for the period attributable to equity shareholders by the weighted average number of Equity Shares outstanding during the year/period.

⁽²⁾ Diluted EPS (₹) = Diluted earnings per share are calculated by dividing the net restated profit or loss for the period attributable to equity shareholders by the weighted average number of Equity Shares outstanding during the year/period as adjusted for the effects of all dilutive potential Equity Shares outstanding during the year/period.

Notes: 1. Basic EPS and Diluted EPS calculations are in accordance with Indian Accounting Standard 33 "Earnings per Share". 2. Weighted average number of Equity Shares is the number of Equity Shares outstanding at the beginning of the period adjusted by the number of Equity Shares issued during the period multiplied by the time weighting factor. The time weighting factor is the number of days for which the specific shares are outstanding as a proportion of total number of days during the period. 3. Weighted average = Aggregate of year-wise weighted EPS divided by the aggregate of weights i.e. [(EPS x Weight) for each year] / [Total of weights] 4. The above statement should be read with significant accounting policies and notes on Restated Financial Information as appearing in the section titled "Financial Information" on page 218 of the RHP.

2. Price/Earning ("P/E") ratio in relation to the Price Band of ₹ 655 to ₹ 690 per Equity Share

Particulars	P/E ratio at the lower end of the Price Band (number of times)*	P/E ratio at the higher end of the Price Band (no. of times)
Based on Basic EPS for the financial year ended March 31, 2021	NA*	NA*
Based on Diluted EPS for the financial year ended March 31, 2021	NA*	NA*

*Not Applicable since EPS is negative

Industry Peer Group P/E ratio

Particulars	P/E Ratio
Highest	130.17
Lowest	NA
Industry Composite	130.17

Notes: 1. The highest and lowest industry P/E shown above is based on the peer set provided under "Comparison with listed industry peers". The industry average has been calculated as the arithmetic average P/E of the peer set provided below. 2. P/E figures for the peer are computed based on closing market price as on November 09, 2021 on BSE, divided by Basic EPS (on consolidated basis) for the Financial Year ending March 31, 2021.

3. Return on Net Worth (RoNW)

Fiscal	RoNW, as derived from the Restated Financial Information (%)	Weightage
Financial Year ended March 31, 2021	-1.25	3
Financial Year ended March 31, 2020	18.38	2
Financial Year ended March 31, 2019	13.55	1
Weighted Average	7.76	
Three months ended June 30, 2021*	-7.20	

*Not annualized

(1) Return on Net Worth (%) = Restated profit or loss for the year divided by Total Equity at the end of the year.
(2) Total Equity has been computed as the aggregate of equity share capital and other equity.
(3) Weighted average number of Equity Shares is the number of Equity Shares outstanding at the beginning of the period adjusted by the number of Equity Shares issued during the period multiplied by the time weighting factor. The time weighting factor is the number of days for which the specific shares are outstanding as a proportion of total number of days during the period.
(4) Weighted average = Aggregate of year-wise weighted EPS divided by the aggregate of weights i.e. [(EPS x Weight) for each year] / [Total of weights]

4. Net Asset Value per Equity Share

Fiscal/Period Ended	NAV derived from the Restated Financial Information (₹)
As on June 30, 2021	50.56
After the completion of the Offer	At the Floor Price: 71.88
	At the Cap Price: 72.01
Offer Price	[●]

Notes: (1) Offer Price per Equity Share will be determined on conclusion of the Book Building Process.
(2) Net Asset Value Per Equity Share = Total Equity as per the Restated Financial Information/ number of equity shares outstanding as at the end of year/period.
(3) Total Equity has been computed by aggregating equity share capital and other equity.

5. Comparison of Accounting Ratios with Listed Industry Peers

Name of the Company	Total Income (₹ in million)	Face Value (₹)	P/E	EPS (Basic) (₹)	EPS (Diluted) (₹)	RoNW (%)	NAV per equity share (₹)
Go Fashion (India) Limited*	2,822.52	10	NA	-0.68	-0.68	-1.25%	54.21
Listed Peers							
Page Industries Limited	28,524.34	10	130.17	305.35	305.35	38.5%	793.34
Trent Limited	27,946.60	1	NA*	-4.11	-4.11	-7.7%	66.32
Bata India Limited	18,025.65	5	NA*	-6.95	-6.95	-5.1%	136.74
Aditya Birla Fashion & Retail Limited	53,223.20	10	NA*	-8.23	-8.23	-27.5%	29.24
TCNS Clothing Company Limited	6,845.25	2	NA*	-8.85	-8.85	-9.2%	99.47

*Financial information for Go Fashion (India) Limited is derived from the Restated Financial Information for the financial year ended March 31, 2021

*For the purpose of the NAV calculation for Aditya Birla Fashion and Retail Limited, the number of shares as of March 31, 2021 have been calculated as the number of fully paid up equity shares (84,76,21,159) plus 75% (basis the calls made as of March 31, 2021) of the number of partly paid up shares outstanding (9,02,77,042).

1. All the financial information for listed industry peers mentioned above is on a consolidated basis and is sourced from the annual reports as available of the respective company for the year ended March 31, 2021. 2. P/E ratio is calculated as closing share price (as of November 09, 2021 - BSE) divided by Diluted EPS for year ended March 31, 2021. 3. Basic and Diluted EPS as reported in the annual report of the company for the year ended March 31, 2021. 4. Return on net worth (%) = Net profit/loss after tax attributable to equity shareholders divided total equity net of minority interest. 5. Net asset value per share (in ₹) = Total equity net of minority interest divided by Total number of equity shares outstanding at the end of the year. 6. Total Equity has been computed as sum of paid-up share capital and other equity.
* Not applicable since EPS is negative

The Offer Price is [●] times of the face value of the Equity Shares.

The Offer Price of ₹ [●] has been determined by our Company and the Selling Shareholders in consultation with the BRLMs, on the basis of assessment of demand from investors for Equity Shares through the Book Building Process and, is justified in view of the above qualitative and quantitative parameters. Investors should read the above-mentioned information along with "Risk Factors", "Our Business", "Financial Information" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" on pages 22, 159, 218 and 304, respectively, of the RHP, to have a more informed view. The trading price of the Equity Shares should decline due to the factors mentioned in the "Risk Factors" beginning on page 22 of the RHP and you may lose all or part of your investments.

FOR FURTHER DETAILS, SEE "BASIS FOR OFFER PRICE" BEGINNING ON PAGE 106 OF THE RHP.

BID/OFFER PROGRAMME

BID/OFFER OPENS ON : WEDNESDAY, NOVEMBER 17, 2021* **BID/OFFER CLOSING ON : MONDAY, NOVEMBER 22, 2021[#]**

*Our Company and the Selling Shareholders may, in consultation with the BRLMs, consider participation by Anchor Investors. The Anchor Investors shall Bid during the Anchor Investor Bidding Date, i.e., one Working Day prior to the Bid/Offer Opening Date.

[#]UPI Mandate end time and date shall be at 12:00 pm on Tuesday, November 23, 2021.

In case of any revision in the Price Band, the Bid/Offer Period shall be extended for at least three additional Working Days after such revision of the Price Band, subject to the total Bid/Offer Period not exceeding 10 Working Days. In case of force majeure, banking strike or similar circumstances, our Company and the Selling Shareholders may, for reasons to be recorded in writing, extend the Bid/Offer Period for a minimum of three Working Days, subject to the Bid/Offer Period not exceeding 10 Working Days. Any revision in the Price Band, and the revised Bid/Offer Period, if applicable, shall be widely disseminated by notification to the Stock Exchanges by issuing a press release and also by indicating the change on the websites of the BRLMs and at the terminals of the Members of the Syndicate and by intimation to Designated Intermediaries and Sponsor Bank.

The Offer is being made in terms of Regulation 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended (the "SCRR"), read with Regulation 31 of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations"). The Offer is being made through the Book Building Process, in compliance with Regulation 6(2) of SEBI ICDR Regulations, wherein not less than 75% of the Offer shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company and the Selling Shareholders may, in consultation with the BRLMs, allocate up to 60% of the QIB Portion to Anchor Investors and the basis of such allocation will be on a discretionary basis by the Company in consultation with the BRLMs (the "Anchor Investor Portion"), of which one-third shall be reserved for the domestic Mutual Funds, subject to valid Bids being received from the domestic Mutual Funds at or above the price at which allocation is made to Anchor Investors ("Anchor Investor Allocation Price"). Further, 5% of the QIB Portion (excluding the Anchor Investor Portion) shall be available for allocation on a proportionate basis only to Mutual Funds, subject to valid Bids being received at or above the Offer Price, and the remainder of the QIB Portion shall be available for allocation on a proportionate basis to all QIBs (other than Anchor Investors), including Mutual Funds, subject to valid Bids being received at or above the Offer Price. If at least 75% of the Offer cannot be allotted to QIBs, then the entire application money will be refunded forthwith. Further, not more than 15% of the Offer shall be available for allocation on a proportionate basis to Non-Institutional Investors ("Non-Institutional Category") and not more than 10% of the Offer shall be available for allocation to Retail Individual Investors ("Retail Category"), in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price. All Bidders (except Anchor Investors) shall mandatorily participate in this Offer only through the Application Supported by Blocked Amount ("ASBA") process, and shall provide details of their respective bank account (including UPI ID for Retail Individual Investors using UPI Mechanism) in which the Bid amount will be blocked by the Self Certified Syndicate Banks ("SCSBs") or the Sponsor Bank. Anchor Investors are not permitted to participate in the Anchor Investor Portion through the ASBA process. For details, see "Offer Procedure" on page 371 of the RHP. Bidders/Applicants should ensure that DP ID, PAN, Client ID and UPI ID (for RIIs bidding through the UPI mechanism) are correctly filled in the Bid cum Application Form. The DP ID, PAN and Client ID provided in the Bid cum Application Form should match with the DP ID, PAN, Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Bidders/Applicants should note that on the basis of the PAN, DP ID, Client ID and UPI ID (for RIIs bidding through the UPI mechanism) as provided in the Bid cum Application Form, the Bidder/Applicant may be deemed to have authorised the Depositories to provide to the Registrar to the Offer, any requested Demographic Details of the Bidder/Applicant as available on the records of the depositories. These Demographic Details may be used, among other things, for giving Allotment Advice or unblocking of ASBA Account or for other correspondence(s) related to the Offer. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Bidders/Applicants' sole risk. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with CBDT notification dated Feb 13, 2020 and press release dated June 25, 2021.

Contents of the Memorandum of Association of the Company as regards its objects: For information on the main objects of the Company, please see the section "History and Certain Corporate Matters" on page 188 of the RHP and Clause 3 (A) of the Memorandum of Association of the Company. The Memorandum of Association of the Company is a material document for inspection in relation to the Offer. For further details, please see the section entitled "Material Contracts and Documents for Inspection" on page 396 of the RHP.

Liability of the members of the Company: Limited by shares
Amount of share capital of the Company and Capital Structure: The authorised, issued, subscribed and paid-up share capital of the Company as on the date of the RHP is as follows: The authorised share capital of the Company is ₹ 1,050,000,000 divided into 56,000,000 Equity Shares of face value of ₹ 10 each, ₹ 250,000,000 divided into 2,500,000 Series A CCEPS of face value of ₹ 100 each and ₹ 240,000,000 divided into 2,400,000 Series B CCEPS of face value of ₹ 100 each. The issued, subscribed and paid-up share capital of the Company is ₹ 521,973,900 divided into 52,197,390 Equity Shares of face value of ₹ 10 each. For details, please see the section entitled "Capital Structure" beginning on page 78 of the RHP.

Names of signatories to the Memorandum of Association of the Company and the number of Equity Shares subscribed by them: The names of the signatories of the Memorandum of Association of our Company are Rahul Saraogi and Gautam Saraogi. For details of the share capital history and capital structure of our Company, please see the section entitled "Capital Structure" on page 78 of the RHP.

Listing: The Equity Shares offered through the RHP are proposed to be listed on the Stock Exchanges. Our Company has received in-principle approvals from BSE and NSE for listing of the Equity Shares pursuant to their letters dated August 26, 2021 and September 3, 2021, respectively. For the purposes of this Offer, NSE shall be the Designated Stock Exchange. A signed copy of the RHP and the Prospectus shall be filed with the RoC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the RHP up to the Bid/Offer Closing Date, see "Material Contracts and Documents for Inspection" on page 396 of the RHP.

Disclaimer Clause of the SEBI: SEBI only gives its observations on the offer documents and this does not constitute approval of either the Offer or the specified securities stated in the Offer Documents or the offer document. The investors are advised to refer to page 349 of the RHP for the full text of the disclaimer clause of SEBI.

Disclaimer Clause of NSE (Designated Stock Exchange): It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to page 354 of the RHP for the full text of the Disclaimer Clause of NSE.

Disclaimer Clause of BSE: It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the RHP has been cleared or approved by BSE nor does it certify the correctness or completeness of any of the contents of the RHP. The investors are advised to refer to page 354 of the RHP for the full text of the Disclaimer Clause of BSE.

General Risks: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Offer unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Offer. For taking an investment decision, investors must rely on their own examination of the Issuer and this Offer, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of this Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 22 of the RHP.

BOOK RUNNING LEAD MANAGERS

REGISTRAR TO THE OFFER

COMPANY SECRETARY AND COMPLIANCE OFFICER

BOOK RUNNING LEAD MANAGERS	REGISTRAR TO THE OFFER	COMPANY SECRETARY AND COMPLIANCE OFFICER		
<p>JM FINANCIAL JM Financial Limited 7th Floor, Chenergy, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400 025, Maharashtra, India Tel.: +91 22 6630 3030 E-mail: gofashion ipo@jmfml.com Investor grievance e-mail: grievance.tbd@jmfml.com Contact person: Prachee Dhuri Website: www.jmfml.com SEBI Registration: INM000010361</p>	<p>DAM CAPITAL DAM Capital Advisors Limited (Formerly IDFC Securities Limited) One BKC, Tower C, 15th Floor, Unit No. 1511, Bandra Kurla Complex, Bandra (East), Mumbai - 400051, Maharashtra, India Tel: +91 22 4202 2500 E-mail: gofashion.ipo@damcapital.in Investor grievance e-mail: complaint@damcapital.in Contact person: Gunjan Jain Website: www.damcapital.in SEBI Registration: MB/INM000011336</p>	<p>ICICI Securities ICICI Securities Limited^A ICICI Venture House, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400 025, Maharashtra, India Tel: +91 22 6807 7100 E-mail: gocolors.ipo@icicisecurities.com Investor grievance e-mail: customercare@icicisecurities.com Contact person: Monank Mehta/ Shekhar Asnani Website: www.icicisecurities.com SEBI Registration: INM000011179</p>	<p>KFINTECH KFin Technologies Private Limited (Formerly known as Kavya Fintech Private Limited) Selenium, Tower B, Plot No 31 and 32, Financial District, Nanakramguda, Serilingampally, Hyderabad, Rangareddy - 500 032, Telangana, India. Tel: +91 40 6716 2222 E-mail: gofashion.ipo@kfin.tech.com Investor grievance e-mail: einward.ris@kfin.tech.com Website: www.kfin.tech.com Contact person: M. Murali Krishna SEBI registration number: INR000000221</p>	<p>Gayathri Venkatesan Sathak Center, 5th Floor, New No.4, Old No.144/2, Nungambakkam High Road, Chennai - 600 034, Tamil Nadu, India. Tel: (+91) 7358793939 E-mail: companysecretary@gocolors.com</p> <p>Investors may contact the Company Secretary and Compliance Officer or the Registrar to the Offer in case of any pre-offer or post-offer related grievances including non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account, non-receipt of refund orders or non-receipt of funds by electronic mode, etc. For all Offer related queries and for redressal of complaints, Investors may also write to the BRLMs.</p>

^AIn compliance with the proviso to Regulation 21A of the Securities and Exchange Board of India (Merchant Bankers) Regulations, 1992, as amended (the "SEBI Merchant Bankers Regulations") and Regulation 23(3) of the SEBI ICDR Regulations, ICICI Securities Limited would be involved only in the marketing of the Offer. ICICI Securities Limited has signed the due diligence certificate and has been disclosed as a BRLM for the Offer.

AVAILABILITY OF THE RHP: Investors are advised to refer to the RHP and the Risk Factors, contained therein before applying in the Offer. Full copy of the RHP is available on website of SEBI at www.sebi.gov.in, websites of the BRLMs, i.e. JM Financial Limited, DAM Capital Advisors Limited (Formerly IDFC Securities Limited) and ICICI Securities Limited at www.jmfml.com, www.damcapital.in and www.icicisecurities.com, respectively and on the websites of BSE and NSE at www.bseindia.com and www.nseindia.com, respectively.

AVAILABILITY OF BID CUM APPLICATION FORMS: Bid cum Application Forms can be obtained from the Registered Office of GO FASHION (INDIA) LIMITED. Tel.: +91 44 4211 1777. BRLMs: JM Financial Limited, Tel.: +91 22 6630 3030; DAM Capital Advisors Limited (Formerly IDFC Securities Limited), Tel.: +91 22 4202 2500 and ICICI Securities Limited, Tel.: +91 22 6807 7100. Syndicate Members: JM Financial Services Limited, Tel.: +91 22 6136 3400 and Sharekhan Limited, Tel.: +91 22 6115 0000 and at the select locations of the Sub-syndicate Members (as given below). SCSBs, Registered Brokers, RTAs and CDPs participating in the Offer. ASBA Forms will also be available on the websites of BSE and NSE and the Designated Branches of SCSBs, the list of which is available at websites of the Stock Exchanges and SEBI.

Sub-Syndicate Members: Almondz Global Securities Limited, Anand Rathi Shares & Stock Brokers Limited, Ashika Stock Broking Ltd, Asit C Mehta Investment Intermediates Ltd, Axis Capital Limited, Centrum Broking Ltd, Choice Equity Broking Private Limited, DB(International) Stock Brokers Ltd, Edelweiss Broking Ltd, Eureka Stock & Share Brokers Ltd, Globe Capital Markets Ltd, HDFC Financial Services Ltd, Hem Securities Ltd, ICICI Securities Limited, IDBI Capital Markets and Securities Ltd, IIFL Securities Ltd, IIFL Wealth Securities Ltd, JM Financial Services Ltd, Jobanputra Fiscal Services Pvt. Ltd, Keynote Capitals Limited, KJMC Capital Markets Ltd, Kotak Securities Ltd, LKP Securities Ltd, Investors Growth & Securities Ltd, Motilal Oswal Financial Services Limited, Nirmal Bang Securities Pvt. Ltd, Prabhudas Lilladher Pvt Ltd, Pravin Ratilal Share & Stock Brokers Ltd, Religare Broking Ltd, Reliance Securities Limited, RR Equity Brokers Private Limited, SBICAP Securities Ltd, SMC Global Securities Ltd, SS Corporate Securities Ltd, Systematic Shares and Stocks (India) Limited, Tradebliss Securities Limited and Yes Securities Ltd

Escrow Collection Bank, Public Offer Account Bank, Refund Bank and Sponsor Bank: ICICI Bank Limited

UPI: Retail Individual Investors can also Bid through UPI mechanism

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the RHP.

For GO FASHION (INDIA) LIMITED

On behalf of the Board of Directors

Sd/-

Company Secretary and Compliance Officer

Date