



GO FASHION (INDIA) LIMITED

CIN: L17291TN2010PLC077303

May 17, 2024

<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: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/ Madam,

Pursuant to Regulation 30(4) read with Para B of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI Listing Regulations), read with the SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, and in accordance with the Company's Policy on Determination of Materiality for Disclosure of Events or Information, we wish to inform you that the Company has entered into a Franchise Agreement with Apparel Group for Franchise rights for 'Go Colors' brand in UAE and Saudi Arabia for 5 years until May 14, 2029. The Franchise rights will be subject to the terms and conditions mentioned in the Franchise Agreement dated May 14, 2024.

More details of the same are attached as Annexure.

This is for your information and record please.

For **Go Fashion (India) Limited**

**Gayathri Venkatesan**  
**Company Secretary & Compliance Officer**

Encl: As above

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**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

**Annexure-I**

**Disclosure of Material Events or Information**

S.No.	Particulars	Disclosure
<b>a. Agreement / Joint Venture (JV) with companies:</b>		
1.	Name of the entity(ies) with whom agreement/JV is signed	M/s.Apparel FZCO
2.	Area of Agreement	Franchise Rights for distribution of 'Go Colors' products in UAE and Saudi Arabia for a period of 5 (five) years starting from May 2024 until May 2029, subject to terms and conditions mentioned in the Franchise Agreement
3.	Domestic/International	International
4.	Share exchange ratio/JV ratio;	Not Applicable
5.	Scope of Business operation of Agreement / JV	Franchise Rights for distribution of 'Go Colors' products in UAE and Saudi Arabia.
6.	Details of consideration paid/received in Agreement/ JV	Not Applicable
7.	Significant terms and conditions of Agreement/JV in brief;	The agreement grants the Franchisee exclusive rights to operate and sell "Go Colors" branded products in UAE and Saudi Arabia under specified conditions, including adherence to Franchisor's standards and guidelines. It outlines obligations regarding store design, marketing, quality control, and termination procedures, while emphasizing confidentiality, intellectual property rights, and compliance with local laws.
8.	Whether the acquisition would fall within related party transactions and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arms length";	No
9.	Size of the entity(ies)	Not Applicable
10.	Rationale and benefit expected	The above transaction is in the best interest of the Company, as it will enable the Company to further diversify and strengthen its market presence and have a significant positive impact on its revenue.
<b>b. In the event that any such arrangement is called off for any reason, the same shall be disclosed along with the reasons for calling off the proposal - Not applicable</b>		

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