

GO COLORS!

Go Fashion (India) Ltd. IPO

Nov 17 to 22

GO FASHION (INDIA) Ltd. is coming out with a fresh public issue to raise ₹ 1014 crores from the market.

Key details of the issue:

- **Issue opens – Nov 17 (Wednesday)**
- **Issue closes – Nov 22 (Monday)**
- Issue size – ₹ 1014 crores
- Price band – ₹ 655 – 690 per equity share
- Bid lot – 21 shares and in multiples thereof

And here are some details of the company and further details on the **GO FASHION (INDIA)** IPO issue.

Company details:

Go Fashion (India) Ltd. is a women's bottom-wear brand in India, with a market share of approximately 8% in the branded women's bottom-wear market in Fiscal 2020.

- The women's apparel market is estimated to be approximately 36% of the total apparel market while the women's bottom-wear market contributed 8.3% of women's apparel market in Fiscal 2020 (Source: Technopak Report).
- The company is engaged in the development, design, sourcing, marketing and retailing a range of women's bottom-wear products under the brand, 'Go Colors'. They are among the few apparel companies in India to have identified the market opportunity in women's bottom-wear and have acted as a 'category creator' for bottom-wear.
- They also were the first company to launch a brand exclusively dedicated to women's bottom-wear category and have leveraged this advantage to create a direct-to-consumer brand with a diversified and differentiated product portfolio of premium quality products at competitive prices.

Issue size: ₹ 1014 crores

Issue break-up:

- QIB – 75% of the net offer – ₹ 760 crores
- NIB – 15% of the net offer – ₹ 152 crores
- RET – 10% of the net offer – ₹ 101 crores

Listing: NSE and BSE

Registrar: KFin Technologies Private Limited

UPI: All retail applications through brokers are compulsorily in UPI mode

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