

June 05, 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: Press Release - Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations 2015, we enclose herewith a press release titled **“Go Colors Opens First International Store in Dubai’s Silicon Central Mall.”**

The launch, marks Go Fashion (India) Limited’s International Debut, with its first overseas store in Dubai, UAE, in partnership with Apparel Group. This expansion aligns with the Company’s strategic vision to establish a global presence, beginning with the Middle East.

The aforesaid Press Release 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**

Encl: As above



## Go Colors Opens First International Store in Dubai's Silicon Central Mall in Partnership with Apparel Group to Expand Women's Fashion in the GCC

Chennai, 5<sup>th</sup> June 2025

Go Colors, the women's bottomwear brand from Go Fashion (India) Limited, has opened its first-ever international store in Dubai, marking its debut outside India. The new store is located in Silicon Central Mall and brings the brand's wide range of everyday and occasion-based bottomwear to a new, global audience.

Founded in India, Go Colors has built a strong presence across the country with a wide network of over 750 exclusive brand stores across India. The brand offers more than 50 bottomwear silhouettes in an extensive palette of colors, with inclusive sizing options designed to cater to women and girls across different age groups and body types.

In Dubai, Go Colors has partnered with Apparel Group, one of the region's leading retail conglomerates. The collaboration marks a strategic step forward for both companies—extending Go Colors' reach into international markets while introducing a distinct, function-forward fashion label to Apparel Group's diverse brand portfolio.

**Commenting on the same, Mr. Gautam Saraogi, ED & CEO, Go Fashion (India) Limited said,** " This is a significant step for us as we expand outside India for the first time. Dubai is a diverse and dynamic market, and we're excited to bring our range to customers here in partnership with Apparel Group, whose retail expertise and strong presence in the region make them an ideal partner for this milestone. The Middle East presents a promising opportunity for growth, and Dubai is a strategic starting point for our journey in the region."

**Neeraj Teckchandani, CEO of Apparel Group, added,** "At Apparel Group, we take pride in identifying and nurturing promising brands with strong potential. Go Colors' distinctive focus on inclusive, stylish, and affordable bottomwear aligns with our mission to offer accessible, versatile fashion to every customer. We're excited to welcome them into our retail ecosystem and look forward to driving their growth across the Middle East.

The Dubai store will house a curated product selection, including leggings, denims, trousers, joggers, and other bottomwear essentials designed to work across different occasions — from casual to workwear. The expansion signals Go Colors' growing ambitions in international markets, starting with the Middle East."



## **ABOUT APPAREL GROUP**

Apparel Group is a global fashion and lifestyle retail conglomerate based in Dubai, UAE, with a growing network of 2,300+ stores and a diverse portfolio of 85+ international brands across 14 countries. The Group has established a strong presence in the GCC—Bahrain, Saudi Arabia, Kuwait, Qatar, and Oman—and continues to expand across key markets including India, Southeast Asia, South Africa, and Egypt. Offering an integrated omni-channel experience, Apparel Group represents global names such as Tommy Hilfiger, Skechers, ALDO, Charles & Keith, and Tim Hortons. Its sustained growth is driven by a multicultural workforce of 27,000+ and steered under the leadership of its founders, Sima Ganwani Ved and Nilesh Ved.

<https://apparelglobal.com/en/>

## **ABOUT APPCORP HOLDING**

AppCorp Holding, led by Founder and Chairman Nilesh Ved, is a multi-billion-dollar transnational holding that, through its flagship company Apparel Group, operates across 14 countries, managing 2,300+ stores and representing 85+ international and homegrown brands with a workforce of 27,000+ employees. The holding has built a diverse portfolio spanning retail, food and beverage, real estate, logistics, healthcare, education, and investment.

<https://www.appcorp.ae/#vision>

## **ABOUT GO COLORS**

Go Colors [Go Fashion (India) Limited], a publicly listed company in India, is a leading brand specializing in women's bottom wear. Our extensive collection offers a diverse range of colors and styles to complement any top, all conveniently available under one roof. Go Colors has a network of 750+ exclusive brand stores across India and is also present in 2000 plus large format stores.

Our product portfolio spans across all occasions offering more than 50 bottomwear silhouettes in an extensive palette of colors, with inclusive sizing options designed to cater to women and girls across different age groups and body types.

Committed to offering premium quality products, we strive to maintain affordability without compromising on quality. Additionally, with 750 plus stores across India, our brand is easily accessible to customers nationwide.

[www.gocolors.com](http://www.gocolors.com)



## Safe Harbor

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For more information, please contact

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CIN: L17291TN2010PLC077303

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