**Press Release**

**Dollar To Add On To The Festivities Of Durga Puja**

**With The 7th Edition Of “Pujor Chhonde Mato Anonde”**

***- Payel, Rudranil Ghosh & Sujan Mukherjee Flags Off The Initiative -***

**Kolkata, 30th September, 2016:** **Dollar Industries Limited**, the leading hosiery brand of India, commenced the celebration of this year’s Durga Puja with the 7th edition of **“Pujor Chhonde Mato Anonde”**, their much sought after annual initiative. “Pujor Chhonde Mato Anonde” is an unique proposition of choosing the ***‘Best Para Dhunuchi Dancers’, ‘Best Para Dhak Player’, ‘Best Para Shankho Player’***.

Actors, **Payel & Rudranil Ghosh** along with actor & director, **Sujan Mukherjee (Neel)** from the team of the most awaited laughathon of the year, **‘Chocolate’**, started the competition by playing ‘Dhaak’ along with proficient Dhaakis and Dhunuchi dancers.

“Durga Puja is all about enlightenment of the soul and the triumph of the good over evil. It leads to celebrations and bonhomie. The glamour, glitz and grandeur is unparalleled. The beats of Dhaak coupled with Dhunuchi Naach and the playing of the conch has become an integral part of the Puja since time immemorial and adds to the festive fervor. We have been celebrating Durga Puja with ‘Pujor Chhonde Mato Anonde’ over the past six years and it has become very popular amongst the Puja revelers. People across Pandals participate in large numbers. Hence, we at Dollar decided to be a part of the festivities again this year to celebrate the uninhibited spirit of Maa Durga”, said **Mr Vinod Gupta, Managing Director, Dollar Industries Limited**.

The competition is expected to be really tough as various pujo committees are taking part in this competition like Naktala Palli Mangal Samity, Pragati Sangha, Brahmapur Nibha Park PHS – III, Udayan, Sangha Sree, Abosar, Payamanti Sebak Sangha, Surhid Sangha, Behala Panchanantala, SM Nagar, Chetla Sarbojanin, Sura Sporting, Manicktala CDF, Halsi Bagan, Kalandi Durga Puja Committee, Sangrami (BRS-3), Salt Lake CF Block, Pathuriaghata 5-er Palli, Simla Bayam Samity, Raja Subodh Mullick Square, Ramkrishnapuram, Tala Barowari Durgotsab and Mohan Bagan Barowari. Dollar Cars will zoom into these Puja Pandals during the Puja days to locate the talents honour them with cash prize.

**About Dollar Industries**

Dollar Industries Ltd, is today amongst the top three hosiery brands in India. The Company has four manufacturing units in Kolkata, Tirupur (TN), Delhi and Ludhiana. Dollar Industries enjoys a 15% market share in the branded hosiery segment in India. Dollar Industries has recently started business in African market with Nigeria to enhance export revenue. The Company’s existing export markets are in the Gulf, Middle East and Nepal.

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