**Press Release**

**Add Warmth to the Winter with Dollar’s Thermal Collections**

**Kolkata, 15th December, 2018:** Dollar Industries welcome the advent of the winter season with its new winter collection. The Thermal range has four product categories - **Dollar Ultra Thermals, Dollar Ultra Premium, Dollar Wintercare and Dollar Wintercare Esteem**. These products are now available at your nearest retail stores and on all leading shopping portals.

“Dollar’s winter collection is designed to attract the millennials as they are stylish, trendy, creative and colourful. Each year the demand for the thermal range of products is increasing, leading us to experiment with new cuts and designs. Through our extensive distribution network, we are making this easily available all over the country. Though a seasonal product, the thermal range contributes significantly to the company’s sales”, said **Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Ltd**.

Dollar Industries Ltd is offering attractive schemes on purchase of Dollar Ultra Thermals and Wintercare Products.

**Dollar Ultra** is made with modern style and is fit for all day comfort. The product is made of stretch fabric to fit all body contours and has art grid layer that improves heat retention throughout the body. **Dollar Ultra Thermals** are made from lightweight, premium quality fabrics with amino silicon softness and body hugging comfit tags to provide warmth and comfort like no other. **Dollar Wintercare Esteem** on the other hand is specially designed for winters as it keeps the body warm and comfortable even in the extreme cold weather. The fabric is quick drying, soft to touch and helps the skin breathe better. **Dollar Wintercare** is another warm and comfortable product for severely cold weather. The thick and soft fabric provides warmth and comfort without causing any itching and irritation.

The thermals are available in V-neck and Round Neck options. For men, both full and half sleeves are available and for women, full sleeves and sleeveless vests are available.

The average pricing of the thermal wear is in between Rs. 120/- and 340/-. Dollar Ultra Thermals and Dollar Ultra Premium are priced Rs 800/- (Women) and Rs 1200/-(Men) and Dollar Wintercare Esteem is priced Rs 250/-(Women) and Rs 300/-(Men).

**About Dollar Industries Ltd:**

Dollar Industries Ltd, today amongst the top three hosiery brands enjoys a 15% market share in the branded hosiery segment in India. It has got listed in both NSE & BSE, is today amongst the top three hosiery brands in India.  Dollar is headquartered in Kolkata and has four manufacturing units in Kolkata, Tirupur (TN), Delhi and Ludhiana. The company has 13 branches in Tirupur, Delhi, Jaipur, Patna, Ranchi, Indore, Cuttack, Vadodara, Nagpur, Bangalore, Agra, Ludhiana, and Raipur. Dollar has its presence in all states across India and is present in more than 95,000+ MBOs.

Visit us on [www.dollarglobal.in](http://www.dollarglobal.in/).

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