**Press Release**

**Dollar Industries Ltd Turnover Stands At Rs 730 Crore**

**- To launch more sub-brands of Men’s & Women’s Innerwear and Outerwear -**

**Kolkata, 19th June, 2015: Dollar Industries Limited** registered a turnover of Rs 730 Crore for FY 2014 - 15 as against Rs 689 crores during the corresponding period of FY 2013 - 14. The revenue of the company from exports stood at Rs 59.77 Crore in 2014 – 15.

“Dollar Industries has made inroads in newer territories and also consolidating its position in the existing hosiery markets in India and abroad. We have achieved a staggering growth in our sales across India in 14-15; which is a result of our aggressive marketing strategy, technology upgradation and capacity expansion”, said **Mr Vinod Gupta, Managing Director, Dollar Industries Limited**.

Dollar is going to launch a all new premium innerwear product range, “Force NXT”. Made from rich cotton, this innerwear would be printed with different motifs, colour patches, symbolic innovations. Colour vibrancy, unique style and utmost comfort would surely be a statement any “Force NXT” user would like to communicate.

Earlier this year, Dollar has launched an all new collection of women’s leggings called Missy. Missy leggings have Churidar, Ankle Length and Capri in its collection and available in over 65 shades. The range which is also termed as Chic Casuals would consist of women outerwear like Round Neck, V Neck and Racer Back tees in the days to come. Missy also has Bare Basic range consisting of premium quality camisoles, panties.

USP of the brand Dollar has always been its value-for-money products that target all the segment of the society. Dollar today has evolved as an umbrella brand for the firm and it has launched an array of successful sub-brands like Dollar Bigboss Premium Innerwear, Dollar Club Myme, Dollar Comfort, Missy, Kidscare, Force Go Wear and many more.

**About Dollar Industries**

Dollar Industries Ltd, is today amongst the top 3 hosiery brands in India. The company has four manufacturing units in Kolkata, Tirupur (TN), Delhi and Ludhiana. Dollar Industries has 15% market share in the branded hosiery segment in India. Dollar Industries renewed their association with Bollywood superstar Akshay Kumar for three summer seasons starting 2012 to promote the premium brand Dollar Bigboss.

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