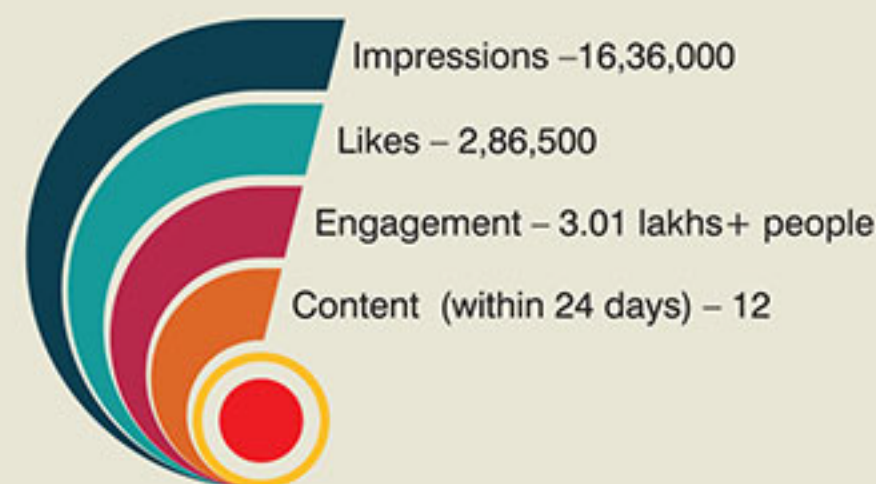


"OVER 12 LAKHS PEOPLE GOT ENGAGED WITH OUR CAMPAIGN"

For Winter Campaign, 2017



Dollar Bigboss Calendar Contest:



MAKE SUNSHINE YOUR FAVOURITE ACCESSORY THIS SUMMER

Brace yourself, 'summer' is here! It's time to enrich your wardrobe with Kaleidoscope of rainbow colours, over the top textures and enhance your closets with some of the summer's uber cool fashion trends. This summer, fashion flurries between building a castle in Spain and adhering to the styles of ancient Greece and Rome, as the designers take every chance to show off their impulsiveness, flaking light on the debates that clasp the world.

The summer fashion trends of 2018 are an amazing mix of floral, pastels, tinsels and awash with cool and bright ideas. This summer, lets "scream for ice-cream". As pretty as ice cream pastel shades, the wardrobe is expected to burst with pallid hues from yellow, to purple, green to pink and exploding with the powdery shades ranging from blush to lavender and ice-blue. Mix 'n' Match your Brights with a slight Gothic twist and go all out with your happy colours.

Won't it be cool to add some tailored denim dresses or jackets to your closet or a trench coat? No sweat Trench coat looks more like a jacket or you can wear it as a dress. The mixing of different prints and patterns in the same outfit is another trend of summer 2018. From floral to rainbow stripes to party wear, there is no rule to multi colours and patterns, apart from wearing it a lot.

So, put on your best in the trendy outfits that are simple on the skin, keeping the warm climate in mind. From selecting bright colours to dodge sunburn to blending and pairing you can add some fashion quotient to your everyday wear.



यां मेधां देवगणा : पितरश्चोपासते ।
तया मामद्य मेघयाग्रे मेधाविनं कुरु स्वाहा ॥

मेधाबुद्धि के अभिलाषियों को चाहिए कि वे जहाँ देवों और पितरों से सुसेवित मेधाबुद्धि के लिए परमपिता परमात्मा से प्रार्थना करें वहाँ वे स्वयं भी उसकी प्राप्ति के लिए दिव्य गुण-कर्म-स्वभावोंवाले ज्ञानी, महापुरुषों और मननशील, निःस्वर्भभाव से दूसरों का विद्या, सुशिक्षा आदि के द्वारा पालन-पोषण करनेवाले वॉनप्रस्थ मुनिजनों की संगति में रहे और उनके चरण-चिन्हो पर अग्रसर हों। यदि वे ऐसा करेंगे तो प्रभु उनपर अवश्यमेव कृपाकर उन्हें उनकी आशाओं से भी बढ़कर कृतार्थ करेंगे।

FEEDBACK

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Hyderabad | Agra | Varanasi | Kanpur | Ludhiana | Rohtak | Raipur



DOLLAR EXPRESS

Dear Readers,

I take this opportunity to congratulate the entire Dollar family for completing a successful year at the company. It's also around this time last year we got ourselves listed with National Stock Exchange (NSE). The company has a market share of over 15% in the branded knitwear market. The company has its presence in the entire length and breadth of the country in over 800 towns and cities in India and products are sold by over 80,000 retailers pan India.

We are one of the fastest growing innerwear companies in India, reporting revenue of Rs.906 crore till Dec, 2017 as per the Q3 results. The company is expecting to register a revenue figure of Rs 1000 crore for the period 2017 -18 irrespective of the demonetisation troll that had shaken the country along with introduction of GST by the Government of India. The listing of the company on NSE has enhanced the visibility for the company's equity shares and also provides liquidity for existing and prospective investors.

We are the first Indian innerwear company with fully integrated manufacturing unit based at Tirupur. Our team's sheer hard work has helped us in consolidating our position in the current hosiery market in India as well as abroad. The company is one of the leading knitwear brands in India and has its presence in Nepal, Middle East and Gulf countries. Company has its reputation as the highest selling innerwear brands in UAE and Middle East. The coming financial year is very important both for India Inc. and consumers. The impact of GST and how it is engaging consumer behaviour shall be important aspect of study. We are also



CHAIRMAN'S NOTE

consolidating on our market reach with addition of new products like Dollar Missy Women's Tees and premium FORCE NXT Tees and Briefs for Men. In the coming year we are also planning to launch another premium range of men's inner wear post our joint venture with Pepe Jeans last year. We hope to step forward with our usual pace but much stronger and resurgent.

Sincerely

Dindayal Gupta
Chairman

DOLLAR IN EVERYONE'S LIVES

Dollar Industries is reinventing itself around their new vision christened "Dollar in everyone's lives". Dollar has taken the noble initiative of serving people with potable drinking water by rolling out Water Huts across different cities in India. More than 30 Water Huts has already been installed in various locations of Kolkata and Bhubaneswar.

On 25th January 2018, Dollar Industries has installed 15 Water Huts in Bhubaneswar. Shri Ashok Chandra Panda, Hon'ble Minister of Tourism and Culture, Government of Odisha; Shri Ananta Narayan Jena, Hon'ble Mayor of Bhubaneswar, Shri K Shanti, Hon'ble, Deputy Mayor of Bhubaneswar, Shri Priyadarshi Mishra, Hon'ble MLA, Bhubaneswar North; Shri Bijaya Kumar Mohanty, Hon'ble MLA, Bhubaneswar Central; were present for the launch of this initiative at Bhubaneswar Municipal Corporation Office in Kalpana Square.

The 15 Water Huts have been set up by Dollar Industries in the following locations of the city: In Front Of BMC, Unit 1 Market, Unit 1 Market Main Road, Bapuji Nagar, Rajmal Chawk, Government Girl's High School Unit 8, In Front of LIC Office near Governor House Petrol Pump, Near DAV School Unit 8, Near Fire Station Over bridge Barmuda, VIP Chawk IRC Village, Priyadarshini Market, Kalpana Chawk, Talwkipani Road Brameshwar, Rabi Takis Gautam Nagar and Unit 8 Jagannath Mandir.

Mr. Din Dayal Gupta, Chairman of Dollar believes that contribution towards society has always been an integral part of Dollar Industries. This is just another small endeavor to serve the people and the society. The company has planned to set up more Water Huts across various pockets of the country.



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EVENT

Dollar Super League 3



Installation of Water Kiosk at Belur and Bhubaneswar



भारतीय अर्थ-व्यवस्था पर वर्ष २०१८-१९ के केन्द्रीय बजट का प्रभाव



वर्ष २०१८-१९ के केन्द्रीय बजट में ग्रामीण अर्थ-व्यवस्था के विकास, कृषि एवं खाद्य प्रसंस्करण उद्योग, किरायायती आवास क्षेत्र, चिकित्सा बीमा एवं वस्त्र उद्योग के विस्तारीकरण पर ज़ोर दिया गया है। इससे कृषि से जुड़े उत्पादों जैसे कि उर्वरक, फसल को सुरक्षित रखने वाले रसायनों एवं सूक्ष्म सिंचाई उपकरण की मांग में अच्छी वृद्धि आने की उम्मीद की जा सकती है। कई परीक्षण प्रयोगशालाओं की स्थापना के साथ प्रकियाकृत खाद्य पदार्थों के निर्यात में बढ़ोतरी आने की अपेक्षा की जा सकती है। प्रथम श्रेणी शहरों में किरायायती आवास के क्षेत्र में द्वितीय एवं तृतीय श्रेणी शहरों में, आवास के क्षेत्र में उल्लेखनीय वृद्धि आएगी। प्रौद्योगिकी एवं आधुनिकीकरण पर बल दिया गया है, जिससे वेयरहाउसिंग एवं लॉजिस्टिक्स उद्योग लाभन्वित होंगे। इन क्षेत्रों को अधिक वित्तीय सुविधाएँ प्राप्त होंगी।

इसके फलस्वरूप स्टील, आयरन, सीमेंट, निर्माण सामग्री एवं परिवहन जैसे संबंधित उद्योगों में बढ़ोतरी आएगी। चिकित्सा, बीमा क्षेत्र, औषधि क्षेत्र एवं सामान्य स्वास्थ्य देखरेख क्षेत्रों में भी वृद्धि देखने को मिलेगी।

सरकार ने वर्ष २०१८-१९ में वस्त्र क्षेत्र, इससे निर्मित क्षेत्रों के लिए रु. ७,१४८ करोड़ का प्रस्ताव दिया है। इससे देश के कपड़ा एवं रेशा क्षेत्र को अत्यावश्यक प्रोत्साहन प्राप्त होगा। यह क्षेत्र कई लघु एवं मध्यम संस्थाओं (एसएमई) में बँटा हुआ है। यही कारण है कि रुपये में गिरावट, जीएसटी एवं नोटबंदी की वजह से इस क्षेत्र में वृद्धि पिछले ३ वर्षों में अस्थिर रही है एवं इसे कोई प्रोत्साहन नहीं मिला है। वर्ष २०१८ के बजट से, धागे और रेशे की मांग में वृद्धि आने से इस उद्योग में एसएमई में स्थिरता आने की उम्मीद बंधी है एवं इससे रोजगार के अवसर भी बढ़ेंगे। इस पहल से स्याही, डाई एवं पिगमेंट (रंजक) के आपूर्तिकर्ता भी लाभ में रहेंगे।

इन सबके अलावा वर्ष २०१८-१९ के केन्द्रीय बजट में भारत में शिक्षा के स्तर को भी बेहतर बनाने पर ज़ोर दिया गया है।

IMPACT OF UNION BUDGET 2018-19 IN THE INDIAN ECONOMY



The impact of 2018 budget is positive for agriculture and food processing sector, affordable housing sector, health insurance industry and the textile sector. Demand for agriculture-related products such as fertilizers, crop protection chemicals, micro irrigation equipment will go up. Since the focus will be on technology and modernization, warehousing and logistics industry will also get benefitted. Financing for these sectors will increase. We will also witness an increase in exports of processed foods with the setting up of many testing labs. The affordable housing sector will continue to grow in the coming years. We will see increased growth in low income/small budget houses in tier 1 cities, and growth in housing in tier 2 and 3 cities.

Consequently, the related industries in the supply chain - steel, iron, cement, construction materials, and transportation, will witness growth. This will boost the health insurance sector, health service providers, and also the pharmaceutical sector in general. Overall healthcare expenditure will get a boost.

The Government has proposed an outlay of Rs. 7,148 crore for the textile sector, especially for the apparel and made up segments in 2018-19. This will give much needed impetus to the apparel and fabric sector in the country. This sector is highly fragmented with a lot of small and medium enterprises (SMEs), and growth has been

volatile in the last 3 years due to weakening of rupee, GST and demonetisation. This announcement is likely to stabilize the SMEs in this industry, and lead to employment opportunities. Demand for yarn and filaments will go up. India is a net exporter of apparels and this will give a further boost to this industry. Also, suppliers of printing inks, dyes, and pigments will benefit from this initiative.

NEWS CLIPPINGS

