

## **EXPRESS**

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## **CHAIRMAN'S NOTE**



Dear Readers,

As the country was recovering from the devastation caused by the first wave of the Covid-919 pandemic, we witnessed the alarming second wave as well. With the recent surge in the number of cases across the nation, the central and state governments have imposed lockdowns and restrictions. During these unprecedented times, we must all follow protocols to break the chain and defeat the deadly corona views

At Dollar, our employees are of utmost priority and are treated as family. Keeping their health and safety in mind, we recently organized a free vaccination drive for our employees and their families. The drive was executed in Kolkata as well as Tirupur offices. While the vaccination is important to fight the virus, we must continue wearing masks, sanitizing hands frequently and maintaining social distancing. Our central as well as state

governments are doing all possible things to mitigate the effects of partial and complete lockdowns, and that they will strive to find a way to keep economic activity going while prioritizing and preserving people's health. Keeping up with the trend, we recently launched a week long digital campaign 'Make Everyday Fit'. The campaign was strategically planned and designed to create awareness about the varied benefits of practicing yoga and well as highlighted Dollar's athleisure wear. Since time immemorial, yoga has been a part of our Indian culture, and we believe that World Yoga Day was the ideal day to launch this campaign because we can best highlight the importance such clothing while also motivating the masses to incorporate yoga to maintain a healthy lifestyle.

In this quarter, we also announced our annual results where the company's total revenue for Q4FY21 & FY21 stood at Rs.310.44 & Rs.1040.43 crore as compared to Rs.240.52 & Rs.971.81 crores for Q4FY20 & FY20 growth of 29 % for Q4FY21 & growth of 7 % for FY21.

I would like to express my gratitude to everyone at Dollar Industries Limited for their efforts to assist the firm. I am still extremely proud of our people and what we have accomplished together even in these trying times. I am optimistic that with our constant endeavors we will take the brand to new heights.

Thanking You.

Sincerely, Johnson Din Dayal Gupta Chairman Emeritus

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# Dollar Industries Limited organized free vaccination drive for its employees & their family members

With the COVID - 19 vaccination drive picking up in India, Dollar Industries Limited collaborated with Government of West Bengal and implemented a free vaccination drive for its employees and their family members. About 1500 people were administered the first dose of the vaccine across three locations - Dollar's Head Office in Kolkata along with the Barasaat and Agarpara manufacturing units. Commenting on the initiative, Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Limited said, "Our employees are our family and their safety and wellbeing is of utmost importance to the productivity and efficiency of organization. the lockdown restrictions being relaxed, we concluded that it would be only fair to have them back at work with minimum exposure to risk and thus the vaccination drive was initiated. We would also carry out this initiative across our plants in Tirupur."

The second wave of the Covid - 19 pandemic has exposed how dangerous and deadly the exposure of the corona virus is. The only permanent effective against this virus seems to be the vaccine. With restrictions being gradually lifted, offices are slowly but steadily expected to return to normalcy of functioning which can only be made possible if the work force takes adequate precautionary measures. Thus, in this light, Dollar Industries has launched their own vaccination drive in order to protect their employees as well as their family members from the deadly virus while they get back to work with their safety and peace of mind uncompromised with.

In addition to Kolkata, Dollar Industries Limited also executed the vaccination drive at its Tirupur office and manufacturing unit, where approximately 390 people were vaccinated.





Vaccination drive at Dollar Office - Kolkata & Tirupur

## Impact of the Second Wave of Corona Virus on the Indian Hosiery Industry

The ongoing pandemic caused by the deadly coronavirus may be regarded as one of the most alarming humanitarian crisis that has brought the entire world to a critical juncture. There seemed a ray of hope in the decline of cases in late 2020 and early 2021, which led individuals to put their guard down against the virus, thereby leading to careless flouting of COVID-19 appropriate behaviour. Today, we are having to pay a hefty price for the same, as the virus has mutated over time and emerged stronger in the second wave. The pandemic has affected all sectors alike and the hosiery industry too has been no exception to the same. As innerwear is regarded as an individual's second skin, the demand for the same had remained more or less buoyant throughout the pandemic. However, during the second lockdown which has currently been imposed by state governments across the country to help contain the spread of the virus, the demand has seen a slight fall. This time the imposed lockdowns have reduced the scope of supply of products to remote areas. As a result, there has been a drop in demand for hosiery products, which will certainly lead to a price correction in cotton yarn during the second phase of the pandemic. The issue of migrant labourers is also one that the hosiery industry has had to tackle during the pandemic. The outbreak of the virus has ruptured many sectors of the Indian economy and it has undoubtedly been unkindest to the vulnerable groups of our society. Since many manufacturing facilities are located in the south, many big hosiery businesses have set up hostels for labourers to provide food and lodging so that they do not lose their source of income. This served two purposes: it kept the production going and restricted worker movement, which helped in containing the spread of the virus to some extent. It was critical to meet the needs of

stranded workers by assuring their livelihood and urging them to return to work. The smaller players are the ones that have been facing the maximum brunt of the second wave as they are closing down their businesses due to the uncertain future. These players have had to close their doors due to overstretched working capital and liquidity, as well as increasing raw material prices. Furthermore, since the hosiery and apparel industry is largely unorganized and heavily reliant on cash and credit, smaller players are the first to be severely affected by state-level lockdowns. The need for innovation to keep oneself afloat in turbulent times like these can be regarded as a silver lining. The limitation in movement and much needed restriction on gathering has come about as a hindrance to the growth and recovery of the hosiery industry, something it was battling in the first wave of the virus itself. However, lessons from the first wave are deemed to come in handy this time as manufacturers are extra careful and already have an understanding of how to better the situation, having dealt with this crisis already. In this regard it is imperative that the hosiery industry strengthens its digital presence, facilitating an online mode of transactions as opposed to their traditional brick and mortar stores. The second wave of the corona virus has dealt a heavy blow to the Indian economy, as it was still recovering from the far reaching effects of the pandemic. However, this time the hosiery industry is better equipped to deal with the challenges having learnt valuable lessons from the past. A steady vaccination drive coupled with following the COVID-19 appropriate behaviour is bound to put the virus to rest and until then the Indian hosiery industry must come together to do its bit in sailing through the uncertain period.

## **Preventing Pollution & Conserving Water in the Indian Textile Industry**

The textile industry is one of India's most important industrial sectors, generating substantial income and jobs. At the same time, it has a negative influence on the environment since it produces extremely hazardous effluent during the wet processing of fabrics in dye factories. In the textile industry, water is a necessity which is used intensively. The amount of water used is variable, depending on the specific process being operated, equipment used and water management program at the mill in question. The wide gamut of operations undertaken for the smooth functioning of the textile industry in India contributes to pollution of soil, surface water as well as ground water. Thus it is extremely important for the Indian textile industry to conserve water and check pollution for a sustainable environment. In order to accelerate the growth of the Indian textile industry's sustainability there are numerous environmental standards established to reduce the hazardous impact. Some general and important ones are - use of natural and azo free dyes, use of organic fibers, minimizing carbon footprint, reduce water and energy usage amongst others. The textile industry releases large amount of volatile chemicals and pollutants mainly from coating, finishing, dyeing and printing processes. The standards to reduce textile pollution focus on avoiding the use or discharge of alkyllphenol-ethoxylates and minimum use of organic solvents while avoiding non-degradable surfactants and spinning oils in washing and scouring processes is also

regarded as beneficial. The method of pad dying is considered effective as it saves water consumption by 90% while reducing usage of dying and salt. Another way to reuse industrial wastewater is Zero Liquid Discharge (ZLD) which is an engineering methodology in which wastewater is treated through various stages - Primary, Secondary, Reverse Osmosis (RO), and thermal evaporation systems, before being restored for reuse as pure water and other useful resources, leading in no effluents discharged from the industry. From wastewater, a ZLD-based textile treatment facility can recover 95% - 98% clean water by volume and 80% - 90% salts by weight. In the context of resource scarcity, this makes it a desired technology. Our environment comprises of our immediate surroundings and as responsible inhabitants of the earth, it is our duty to keep up its well-being. While business and government are the important participants in water conservation and pollution prevention on a broad scale, all stakeholders must contribute to the battle against a global water shortage. Since individual stakeholders cannot successfully manage water as it is a crucial resource, hence the private sector (business), government agencies, customers and even landowners must work together to properly distribute resources and responsibilities. This strategy will ensure that future generations will not be robbed of this valuable resource.





## **Dollar Industries Limited announced Q4FY21 & FY21 Results**

Total Revenue for Q4FY21 & FY21 stood at Rs.310.44 & Rs.1040.43 crore as compared to Rs.240.52 & Rs.971.81 crore for Q4FY20 & FY20 growth of 29 % for Q4FY21 & growth of 7 % for FY21.

PAT for Q4FY21 & FY21 stood at Rs.19.44 crore i.e. 6.26% & Rs.87.51 crore i.e. 8.41 % as compared to Rs.12.31 crore i.e. 5.12 % & Rs.58.89 crore i.e. 6.06% for Q4FY20 & FY20, growth of 58 % & 49 % for Q4FY21 & FY21.

Operating Revenue for Q4FY21 & FY21 stood at Rs.308.31 & Rs.1036.95 crore as compared to Rs.237.29 & Rs.967.10 crore for Q4FY20 & FY20, growth of 30 % for Q4FY21 & growth of 7.22 % for FY21.

EBITDA for Q4FY21 & FY21 stood at Rs.33.24 crore i.e. 10.71% & Rs.141.56 crore i.e. 13.61% as compared to Rs.24.21 crore i.e. 10.07% & Rs.109.29 crore i.e. 11.25% for Q4FY20 & FY20, growth of 37 % & 30 % for Q4FY21 & FY21.

## Silencing Self-doubt by Vedika Gupta

"Any work looks wonderful to me except the one which I can do" - Ralph Waldo Emerson.

From the above quote, it is said that when one feels that their achievements are underrated then they tend to develop self-doubt. Many people go through this at least once in their lives and have self-doubt. Women in our society tend to fall for it more frequently since they have been taught that society which they live in is ruled by patriarchy and the efforts to fulfil their dreams won't be worthy enough. Apart from this, self-doubt arises when a woman's constant efforts to make things right are not appreciated and thereby neglected. An example can be that of a homemaker, who has to pull off all the responsibilities, from taking care of the family to fulfilling the slightest demands put forth her, yet she struggles to get some appreciation due to which there is a feeling that maybe more efforts are needed even though the job is done with perfection. Not only this even in the workspace where there is a constant competition between the two genders to prove themselves, women often find it difficult to break the glass ceiling because of self-doubt thinking that their attempts to make it to the top won't be recognised in view of gender bias and they tend to put their foot down. Generally, women are questioned in their corporate life on the ability to efficiently handle personal and professional lives simultaneously. Due to which they feel pressurized to manage things altogether and give up their careers since they can't shove off the family responsibilities. Also, the persistent orthodox mindset that "men are more superior than women" still prevails even in the organizations and certain task allocations on the basis of gender issues are the major reasons due to which women feel less compassionate to move ahead and pursue their dreams. People need to change their mentality and glance at this issue through a different lens. A lens of open-mindedness, a lens of equality, a lens through which they can accept the fact that women are no less than men and also appreciate them for their efforts to make some changes. This in turn will help the women to boost their self-confidence and take strong steps independently. Apart from this, women should follow prominent female personalities who have achieved success in their respective fields as this can help in silencing self-doubt and encourage them to strive for more. Women should also take a step by identifying their goals and be confident enough to pursue them. At the same time, they should not treat social and moral obligations as a hurdle in achieving their goals. Also, it's high time that society gives up on its orthodox behaviour and starts



Vedika Gupta | Vice President, Marketing

supporting women and their ambitions. This will give a ray of hope to all the women and will erase the doubts they have been going through. Nothing better than putting a relatable quote for the conclusion, "Don't wait until everything is just right. It will never be perfect. There will always be challenges, obstacles, and less than perfect conditions. So what? Get started now. With each step you take, you will grow stronger, more skilled, more self-confident, and more successful."- Mark Victor

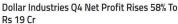
# Dollar celebrates World Yoga Day with a unique digital campaign, 'Athleisure For Yoga'

On July 21st, 2021, Dollar Industries Limited successfully executed a digital campaign 'Athleisure For Yoga' on International Yoga Day to increase awareness, highlighting its importance and the significance of staying active in the present times. The campaign focuses on the necessity for athleisure wear for Yoga-related activities, which Dollar effortlessly facilitates as a fantastic source of daily wellbeing. Yoga is a form of exercise that integrates physical and mental well-being. When performed correctly, each asana or position may boost practitioners' personal health by assisting in the management or even reversal of conditions like as stress, digestive diseases, posture, and anxiety. As the pandemic persists, athleisure wear has never been more prevalent as it is right now. Active clothing, no longer confined to the gym, has increasingly made its way into mainstream fashion and our daily life. In line with our mission to assist people in maintaining a holistic approach towards their health and well-being, we have introduced the athleisure wear category. Athleisure wear has become a staple in today's time as people are mainly confined to their homes for their

safety and the wellbeing of the world. It provides much needed comfort for efficient functioning as it has excellent fit and stretch, facilitating movement along with providing easement. Yoga has been a part of our Indian culture since time immemorial and we believe that World Yoga Day was an ideal day for us to launch this campaign as we can best highlight the necessity of such wear, coupled with motivating the masses to inculcate a healthy everyday practice like yoga as part of their lifestyle", said Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Limited. The company boasts of a range of athleisure wearsuch as joggers, track pants, t-shirts and vests, made of premium quality for both men and women. These athleisure wear are gradually becoming a staple for every individual due to its fit, elasticity, material and affordability. By drawing a connection between athleisure and yoga, Dollar rightly aspires to widen the usefulness of the product, making it resonate further with the masses. The digital campaign, 'Athleisure For Yoga' had unique reach of over 40 Lakhs.



## **Key Coverage**





Dollar Industries consolidated net profit rises 58.74% in the March 2021 quarter

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Japan: Stocks fall on profit

## Dollar Industries Q4 net profit rises 58pc to Rs 19cr

## डॉलर इंडस्ट्रीज को 19.44 करोड़ रुपये का लाभ

कोलकाता : अग्रणी होजियरी कंपनी डॉलर इंडस्ट्रीज लिमिटेड ने मार्च में समाप्त चौथी तिमाही में 19.44 करोड़ रुपये का लाभ कमाया। पूरे वित्त वर्ष के लिए यह 87.51 करोड़ रुपये रहा। चौथी तिमाही में कुल आय क्रमश: 310.44 करोड़ रुपये व पूरे वित्त वर्ष में 1040.43 करोड़ रुपये रही जो कि पिछले वित्त वर्ष की समान अवधि से क्रमश: 29 फीसदी तथा 7 फीसदी अधिक है। नतीजों पर कंपनी के प्रबंध निदंशक विनोद कुमार गुप्ता ने कहा, में खुश हूं कि इस तिमाही में कंपनी ने 29 फीसदी की बढ़ोतरी हासिल की है वहीं फिस्कल आधार पर कंपनी का 7 फीसदी का विकास हुआ जबकि कंपनी इस वित्त वर्ष में 45 दिनों तक लॉकडाउन की वजह से काम नहीं कर सकी। जहां अर्थव्यवस्था प्रभावित हुई लेकिन कंपनी के आय में सकारात्मक वृद्धि हुई।

Dollar Inds vax drive: Dollar Industries joined hands with the Government of West Bengal and executed a free vaccination drive for its employees and their family members. The camp provided first dose vaccine to approximately 1,500 people across three locations of the company.

#### **FREE VACCINATION DRIVE** BY DOLLAR INDUSTRIES



Limited joined hands with the Govern-ment of West Bengal and executed a free vaccination drive for its employ-ees and their fam-

ily members. Keeping in mind the health and safety of its employees and their families, Dollar's vaccina-tion drive provided first dose vaccine to approximately 1,500 people.

### DOLLAR INDUSTRIES LIMITED ANNOUNCES Q4 **FY21 RESULTS**







## **Employees Corner**

## DOLLAR and I

My journey with Dollar started 6 years ago and so far I have come a long way. I come from a humble background and Dollar gave me the chance to soar high and my seniors trusted me with key responsibilities. I have always been guided and supported by my seniors and I am extremely grateful to be a part of the Dollar team. I have been treated with utmost equality and with no discrimination ever. I am optimistic that my journey will be full of success!

Shalini Mehta, Senior Sales Coordinator



तस्माद्यज्ञात्सर्वहृत: ऋच: सामानि जज्ञिरे ।

छन्दांसि जिरोरे तस्माद्यजुस्तस्मादजायत ।। यजु:० ३१.७।।

सर्वान्तर्यामी और सर्वव्यापक परमात्मा ने जगत पर कपा करके , इसकी भलाई के लिये वेदों का प्रकाश किया । जिससे कि अज्ञान से निकल कर, ज्ञान की ओर अग्रसर हों । और आध्यात्मिक प्रकाश से मन की आँखों को सुप्रकाशित करें ।

> Dollar Industries Ltd. An ISO 9001:2015 Certified Organisation