**Press Release**

**Dollar Opens An Exclusive Brand Outlet In Alwar**

## Alwar, 22nd July, 2022: Dollar Industries Limited, one of the leading hosiery brands in India, today launched their third Exclusive Brand Outlet (EBO) in Alwar, which is the first in the state of Rajasthan and third in line after the successful launch in Ayodhya & Delhi. The store was inaugurated by Mr. Ankit Gupta, President Marketing, Dollar Industries Limited & Ms. Vidushi Gupta, Vice-President- Marketing, Dollar Industries Limited.

Spread across 700 sq ft of retail area, the store will cater to the hosiery needs of men, women and children. With the new brand architecture and vision in place, the store will house a wide array of products such as briefs, vests, leggings, socks & athleisure under the brands - Big Boss, Missy, Bra, J Class, Force Nxt, Dollar Athleisure, Dollar Champion, Dollar Thermals and Socks. The company has various categories which are youth-friendly and aspires to make a positive change in the market.

“We are extremely happy to open our third EBO at Alwar, which also happens to be our first store in Rajasthan. We have continued to change and reinvent ourselves and revamped our brand and corporate portfolio over the years to make ourselves contemporary with time. Through our Exclusive Brand Outlets, we want to reach out to a wider mass and have a direct connection with our consumers.”, said **Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Limited**.

“With the opening of our first EBO in Rajasthan, which is one of the highest sales-driven states, our aim is to offer the consumers a unique shopping experience. We look forward to open our next EBOs at Sri Ganganagar in Rajasthan, Ghaziabad in Uttar Pradesh, Boisar in Mumbai & Tilak Road in Pune by August, 2022 and have 50 EBOs by March, 2022 across the country. Our stores are a complete family shop and showcases innerwear as well as outerwear for men, women and kids”, said **Mr Ankit Gupta, President, Marketing, Dollar Industries Limited**.

**Dollar Industries Limited** has also recently partnered with ‘**Rajasthan Royals**’, as one of their Principal Sponsors for the 15th edition of **Indian Premier League (IPL)** which also helped Dollar to enhance the brand visibility of the company’s recent brand edition- Athleisure. As Rajasthan also happens to be a key market for Dollar over the years and the launch of this EBO will contribute significantly towards enhancing the market share of the company.

To celebrate the opening of this new **Dollar EBO**, located at **32, Vijay Mandir Road, near Bhagat Singh Circle, Alwar** ,Dollar is giving an introductory offer of attractive gifts to the customers on a minimum purchase of Rs 999/- and more. This Offer will be valid till stock lasts.

**EBO timings**- Monday - Friday: 10:30 am - 9 pm& Weekends- 10:30 am - 9:30 pm.

**About Dollar Industries Limited**

(<https://www.dollarglobal.in/>; BSE: Scrip Code 541403; NSE Scrip Code: DOLLAR)

From a humble beginning as a hosiery brand to a leading name in the innerwear segment, Dollar Industries Limited ranks among the top hosiery and garment manufacturing giants in India, covering the entire range of knitted garments, from basic wear to outer wear. Behind its success lay a saga of business transformation, dedication, courage and confidence to swim against the tide and go beyond the call of duty. The focus has always remained on the demanding needs of a globalized world and end customer satisfaction. Today through its advanced quality products, Dollar has focused on

achieving global excellence in cost, quality and productivity. The styles introduced by Dollar have always stayed in tune with the latest fashion.

Identical with top quality and value for money products, brand Dollar enjoys the trust of millions of satisfied consumers across the globe leaving far reaching footprints in the global market. The company has a substantial pan-India presence and has established its market abroad, in countries like UAE, Oman, Jordan, Qatar, Kuwait, Bahrain, Yemen, Iraq, Nepal, and Sudan in the past few years. The Company has also been listed in NSE & BSE a few years ago.

Dollar Industries Limited holds 15% of the total market share in the organized segment and is the first Indian innerwear company to have a fully integrated manufacturing unit which is equipped with all the latest processing technology and the top-most finishing range to produce finished raw material dyed in any possible colour.

**For further information, please contact:**

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