**Press Release**

**Dollar Big Boss launches unique range of Gym Vests for Indian market**

**Kolkata, March, 2015:** Dollar Big Boss launched a unique range of gym vests for Indian consumers. It has always been the endeavour of Dollar Industries Ltd to introduce unique and ahead of time products in terms of quality and comfort.

A trend-setting solution, Bigboss Gym Vest is woven from 100% combed cotton. The gym vest has illustrative features such as super soft fabric with moisture absorbent quality and perfect body fitting. The range can be described as a new generation vest keeping in mind the new trend with a smart, edgy and a fashionable look to it. The Gym vests are available in a wide range of colours like Black, Navy Blue, Melange, White and other vibrant seasonal colours in medium, large, extra large and double extra large sizes. The price range of Gym Vest starts from 140/-

“We are poised to launch Bigboss Gym vest for the first time in India. Our brand ambassador Akshay Kumar will be seen in several stylish gymvests than the usual White Premium Bigboss vest. The youth segment will receive an enthralling dosage of gym vests on the onset of summer this season”, **said, Mr Vinod Gupta, Managing Director, Dollar Industries Ltd.**

The peppy colours are a trend setter and the super soft fabric have enhanced not only the youth’s look but maintained the cosmopolitan aura as well in this season’s new Gym wear.

**About Dollar Industries**

Dollar Industries Ltd, is today amongst the top three hosiery brands in India. The company has four manufacturing units in Kolkata, Tirupur (TN), Delhi and Ludhiana. Dollar Industries enjoys a 15% market share in the branded hosiery segment in India. Dollar Industries have recently started business in African market with Nigeria to reserve more export revenue. The company’s existing export markets are in Middle East and South East Asian Countries.

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