**Press Release**

**Dollar opens an Exclusive Brand Outlet (EBO) In Ghaziabad**

**Ghaziabad, 17th August 2022:** Dollar Industries Limited, a leading hosiery brand in India, today launched their 4th Exclusive Brand Outlet (EBO) in Ghaziabad in Uttar Pradesh after a successful launch in Ayodhya, Delhi & Alwar. Ranking firmly among the top in India, Dollar has continued to remain the quintessence of peerless fashion in the hosiery segment.

The 1050 sq.ft store, which is a one-stop destination for the range of Dollar products, will cater to the innerwear and athleisure needs of men, women and kids. With new brand architecture and vision in place, the plush store will house a wide array of products as briefs, vests, leggings, socks and athleisure under the labels Big Boss, Missy, Bra, J Class, Force Nxt, Dollar Athleisure, Dollar Thermals, Dollar Champion, Force Nxt and Socks. The company has various categories that are youth-friendly and aspires to make a positive change in the market.

 “Dollar has seen increasing demand over the years and our products are available both in the retail market and online space. 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 connect with our customers. This is our 4th EBO. As a part of our expansion plan, we would be having 50 EBOs by this fiscal”, said **Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Limited.**

“It is a proud moment for us to launch our second EBO in the country’s NCR region. Though we shall be opening EBOs primarily in Tier 2 & Tier 3 cities, we would, of course, have some EBOs in metro cities as well. We expect our next EBOs to come up within August - September 2022, in Mumbai, Haryana, Gujarat, Delhi amongst others. We would have 125 EBOs by 2025,” informed **Mr. Ankit Gupta, President, Marketing, Dollar Industries Limited**.

To celebrate the opening of the new Dollar EBO located at ML-2, Sector 11, Vasundhara, Ghaziabad, Dollar has an introductory offer for all customers whereby they will get attractive gifts on a minimum purchase of 1299 INR and more. This offer will be valid till stock lasts. The EBO shall remain open from Mondays till Fridays from 10.30 am – 9pm on the weekdays and till 9.30 pm on the weekend.

**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 color.

**For further information, please contact:**

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