**Press Release**

**Dollar Foundation Hosts The First-Ever Plog Run Of Tirupur –**

**Namma Tirupur Plog Run**

**- A Fund Raising Initiative For The ‘Treatment Of Cancer Patients’ And A Cleaner And Greener Tirupur –**

**Tirupur, 18th November, 2019:** **Dollar Foundation** as a part of their CSR initiative, today, organised the first-ever Plog Run of Tirupur. The initiative focused on a greener way of getting in shape. The Plog Run was flagged off from A.V.P Trust Senior Secondary School, Gandhi Nagar, Tirupur by **Dr. K. Vijayakarthikeyan, Hon’ble District Collector, Tirupur, Mr. Sanjay Kumar, Hon’ble Commissioner of Police, Tirupur, Mr. K. Sivakumar, Hon’ble Commissioner - Corporation, Tirupur, Mr. Binay Gupta, Managing Director, Dollar Industries Ltd, Mr. Bajrang Gupta, Managing Director, Dollar Industries Ltd, Mr. Gaurav Gupta, Vice President, Dollar Industries Ltd**and**Ms. Pallavi Gupta, Vice President, Dollar Industries Ltd**.

More than 3500 people participated in the Plog Run. At the venue, utility kits (hand gloves, face mask, apron and waste collection bag) were handed over to the enthusiastic participants followed by a Zumba session and finally, the Plog Run. The starting point and endpoint of the Plog Run was A.V.P Trust Senior Secondary School, AVP Layout, Gandhi Nagar, Tirupur. There was seven different routes covering a radius of 30 kilometers and two categories for participation - a 5 Km run for the adults and 3 Km run for the Children.

**“Namma Tirupur** Plog Run is a passion project for us at Dollar. We always believe in Fit India and Green India. Through this initiative, we want a greener way of getting in shape. Our aim is not only cleaning up streets and roads of India’s cities, towns, urban and rural areas, but also taking care of the overall health of the general public. We are overwhelmed by the huge turnout here today. We have plans to come up with similar Plog Runs in other states. This is our little contribution towards making the Swachh Bharat Abhiyan a reality. A part of the funds raised during the event will go towards the treatment of cancer patients”, said **Ms Pallavi Gupta, Vice President, Dollar Industries Ltd.**

This initiative has been undertaken with the motto of making Tirupur a greener city. The participants picked plastic and dry waste along the route and continued running. At the end of the route, participants handed over the waste bag to the Dollar team. Whereas certificates, medals and organic shopping bags were given to first 2000 the participants.

**About Dollar Foundation**

Dollar Foundation was established on February, 2000. It is a CSR Wing of Dollar Industries Ltd. The Foundation is registered as a charitable trust under the Income Tax Act, 1961. Since last several years, the trust is engaged in various charitable activities which include the following:

1. Promoting Education.
2. Eradicating hunger, poverty and malnutrition.
3. Goshala (protection & welfare to cows).
4. Healthcare including preventive healthcare.
5. Providing clean drinking water.
6. Sanitizing of public places.
7. Ensuring environmental sustainability.
8. Rural Development projects.
9. Contribution towards recognized trusts.
10. Other charitable activities.

Dollar Foundation has initiated and executed numerous CSR activities which are beneficial for the society. Dollar has always been focused to educate the children in need. Thus, Dollar Foundation established Gurukul, a school where the underprivileged children gets education and good quality, healthy food free of cost. For the commoners, Dollar Foundation has established Water Huts and Kiosks across Bengal, Orissa & Tamil Nadu. These water huts and kiosks dispense clean and cold water to the common people. #BeFreeBeYou is a social initiative by the Foundation for underprivileged girl child. In this initiative 100 Sanitary Napkin Vending Machine are being installed in schools across Kolkata and its sub urban areas, which dispenses good quality Sanitary Napkin at a very low cost. Recently, Dollar Foundation has undertaken the project of Plog Run, it ensures good health as well as clean environment.

**About Dollar Industries Ltd**

Dollar Industries Ltd, listed in both NSE & BSE, 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 has recently started business in African market with Nigeria to enhance export revenue. Dollar Industries has graduated from a Hosiery Company to a “**Family knitwear Company”** of India.

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