**Press Release**

**Dollar Industries Hosts the Annual Dealer’s Meet at Istanbul**

**Kolkata, 6th March, 2018:** Dollar Industries Ltd. compèred the Annual Dealer’s Meet, 2018 at Istanbul. Unlike other years, Dollar has changed the arrangements and patterns of this conference and has drawn inspiration from various international games. The annual meet had been named as Dollar Super League (DSL) for the last three years and had been successfully organized this year as DSL 3, ‘Kisme Kitna Hai Dum’.

“The Istanbul meet with the entire team is in itself very satisfying since the team members perform yearlong from separate zones and gets this opportunity to meet each other and shares ideas that helps in making a positive impact on our overall annual business performance. The interactive games also help in creating a bond amongst the co-workers spread across the country. The enthusiasm of the team members is indeed overwhelming”, **said Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Ltd.**

DSL is an official gathering of the Company’s board of directors, managers with the business associates and partners from every state of the country. This convention is not only for the betterment of business but also to rejuvenate the bonds that Dollar share with them. Apart from the business meeting, the Company also conducted various games and tours for the associates to cheer them up.

**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. The company’s existing export markets are in Middle East and South East Asian countries.

**For further information please contact**:

Sreeraj Mitra / Deborshi Saha / Tulika Bhaduri

Sagittarius Communications

Ph: 9007307884 / 8697719869 / 8697719306