**Press Release**

**Dollar Industries Flags Off 10th Edition Of “Pujor Chhonde Mato Anonde”**

**- To Award The Best Dhunuchi Dancers, Dhaakis And Shankho Players**

**Of Various Barowari Pujos Of The City -**

**Kolkata, 27th September, 2019:** **Dollar Industries Ltd.** flagged off the **10th Edition** of their annual property, **Pujor Chhonde Mato Anonde**, which celebrates the festive fervour with uninhibited exuberance. Durga Puja is the biggest festival in West Bengal where Dhunuchi, Dhaak & Shankho plays an integral part in the celebrations. Through **Pujor Chhonde Mato Anonde,** Dollar recognises and rewards the **‘Best Para Dhunuchi Dancer’**, **‘Best Para Dhaaki’** & **‘Best Para Shankho Player’** in various Barowari Pujos of Kolkata.

The cast and crew of the most awaited movie of this year’s Pujo, **Satyanweshi Byomkesh**, including **Parambrata Chattopadhyay, Rudranil Ghosh & Ayoshi Talukdar** along with **Mr Gautam De, Regional Director, Indian Council For Cultural Relations**, were present to flag off the initiative.

“What started as a small initiative 10 years ago, has become one of the most sought-after event across various Barowari Pujos of Kolkata. Pujor Chhonde Maato Anonde is a fun filled initiative which creates a bonhomie amongst the Puja revellers. The competitive spirit that we witness amongst the participants and their supporters is paramount. We at Dollar, believe in and support being eco-friendly. This year we are introducing a green initiative by handing over five tree saplings to each Pujo committees which will be kept in their respective Pujo Pandals,” said **Ms Vedika Gupta, Vice President, Dollar Industries Ltd**.

The participating Pujo committees this year are Brahmapur Nibha Park Phase - III, Naktala Pally Mangal Samity, New Santoshpur Adi Durgotsab Committee, Nandibagan Adhibasi Brindo, Golf Green Phase - II, V, VI, Bawli Mondal Road Southend Club, Udayan, Abosar, Surhid Sangha, Behala Player's Corner, Behala Panchanantala, Chetla Sabjibagan, Sangrami (Brs-3), Fc Block Sarbojonin Durgoutsab Committee, Saltlake A.E. Part 1, Mitra Sangha, Manicktala Cdf, Halsi Bagan, 7 Er Pally Sarbojonin Durgauthsob Committee, Pathuriaghata 5-Er Palli, Subodh Mullick Square, Ashokgarh Sarbojanin Durgotsab Committee and Kalandi Durgapuja Committee.

A Dollar BigBoss van will visit these above mentioned Pujos from 4th – 7th October, 2019 to run the competition and give away cash prizes to the first three winners in respective categories. Dollar will also handover mementos to each of the participating Pujo committees.

**About Dollar Industries Ltd.:**

Dollar Industries Ltd., today amongst the top three hosiery brands enjoys a 15% market share in the branded hosiery segment in India. It has got listed in both NSE & BSE. Dollar is headquartered in Kolkata and has four manufacturing units in Kolkata, Tirupur (TN), Delhi and Ludhiana. The company has 13 branches in Tirupur, Delhi, Jaipur, Patna, Ranchi, Indore, Cuttack, Vadodara, Nagpur, Bangalore, Agra, Ludhiana, and Raipur.

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