**Press Release**

**Dollar’s New TVC With Akshay Kumar Sets The Mood For Summer**

**Kolkata, 25th February, 2019:** **Dollar Industries Ltd**, one of the leading hosiery brand of India has launched their latest TVC **“Dollar Yahan Hai”** with **Brand Ambassador, Mr Akshay Kumar**. With this TVC they kick-starts their summer campaign.

The concept of the TVC revolves around Akshay’s vivacious personality and influential style quotient - who is a trend setter.

The opening scene shows Akshay walking in the airport through the security for checking, when the officer present there stops him, and scans him. He is then asked what he is carrying with him, to which he replies “DOLLAR” with a smirk. The next scene, we see that the airport officer checks his baggage but finds nothing, the lady office therefore interrogates him sternly “ Where is the Dollar Sir?” to which he smiles playfully and replies “Dollar Yahan Hai”, lifting his shirt and flaunting his brief elastic – which reveals that he is wearing a Dollar brand’s innerwear.

“My association with Dollar has been phenomenal since my first ad shoot with them. Dollar Bigboss is all about comfort and flexibility. The best part is, it looks cool and adds a style statement to an individual”, said **Mr Akshay Kumar, Brand Ambassador, Dollar Industries Ltd**.

“I always feel that the first 5 seconds are the most crucial in a TVC to grab the viewer's attention. That is why the new Dollar Bigboss TVC opens up with Akshay Kumar being scanned by the airport security officer to establish curiosity among the audience. The Brand targets the young consumers. Akshay has a stature and appeal that resonates well with the brand’s image and this therefore helps the audience connect and understand us better”, said **Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Ltd**.

The 40 second ad film which was shot in Mumbai, is directed by Mr. Uzer Khan and is produced by 30 Sec Films. Dollar will also have a 360 degree advertising campaign across print, electronic, outdoor & online media to promote this new commercial.

**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 has recently started business in African market with Nigeria to enhance export revenue. The Company’s existing export markets are in the Gulf, Middle East and Nepal.

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