**Press Release**

**Dollar Launches A “Witty” New TVC With Akshay Kumar**

**Kolkata, 19th June, 2014:** Dollar Industries Limited, one of the foremost hosiery brand of the country, has launched their 4th AD film featuring their Brand Ambassador, Akshay Kumar. The Bollywood action hero will be seen here, wearing a Dollar vest and playing the role of an electrician who saves a girl from a gang of bullies by simply using his wit than his muscles.

"Ever since we had Mr Akshay Kumar on board as our Brand Ambassador, dollar has witnessed exponential growth. This is our fourth TV commercial with him. We are confident that this commercial will also become extremely popular like the previous ones", said **Mr Vinod Gupta, Managing Director, Dollar Industries Ltd**.

"It feels great to be a part of the Group which is ever expanding and also acknowledges my contribution towards its growth and success. While Dollar is one of the best brands in the country it has also maintained its quality, which is very important. In one line the TVC can be describes as “Fight Without Fighting and I thoroughly enjoyed shooting it", said **Mr Akshay Kumar, Brand Ambassador, Dollar Industries Limited**.

“The idea behind this TVC was to showcase that fitness does not always mean being physically robust but having a ‘Fit’ mind can also change the game. That’s how we justify our tagline Fit Hai Boss”, added Mr Gupta.

Dollar will have a 360 degree advertising campaign across print, electronic, outdoor & online media to promote this new commercial. The growth of the company is on an upswing with annual growth rates averaging more than 15% year-on-year.

**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 have recently started business in African market with Nigeria to reserve more export revenue. The company’s existing export markets are in Middle East and South East Asian Countries.

**For further information please contact:**

Sreeraj Mitra / Debarjun Kar / Saurav Mukherjee

Sagittarius Communications

Ph: 9007307884 / 9874559911 / 8697719310