**Press Release**

**Dollar Missy ropes in Chitrangada Singh as Brand Ambassador**

**- Introduces a New TVC for Missy Leggings, Featuring Chitrangada -**

 **Kolkata, 28thMay, 2018: Dollar Industries Ltd**, which has forayed into fashionable female wear such as leggings, capris and inner wears under the brand name **Dollar Missy**, signed model and bollywood sensation, **Ms Chitrangada Singh** as their Brand Ambassador in this segment.

“Dollar Missy, launched in the last quarter of 2014, is an evolving brand and we had been looking for a face which could carry the brand image in the right spirit. Having met the Bollywood diva, Ms Chitrangada Singh, we knew she would be the best fit for the brand. She represents today’s elegant and vivacious woman who takes on the world, beaming with confidence. We have recently shot a new Ad campaign with her where she showcases our product style with loads of panache”, said **Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Ltd.**

The new Dollar Missy Advertising campaign was shot in Bangkok by **Mr Sachin Kotre** for **A La Carte Films.** “Dollar Missy leggings are quite fashionable and trendy. It is very comfortable as it is made of super soft special fabric and has vast array of shades to choose from. I am in love with the entire collection of Missy.” said **Ms Chitrangada Singh, Brand Ambassador of Dollar Missy.**

Dollar Missy has a wide color range of leggings and leg wears such as shorts, cycling shorts, relaxed capri, trousers, pyajama and lounge pants. They also have trendy tee-shirts, racer backs, and affordable collection of innerwear include camisoles and panties. The collections in leggings made of 95/5 four way stretch fabric which is comfortable and ideal for party wear, casual wear and formalwear. The Dollar Missy products are perfect for everyday wear.D ollar will 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.

**For further information please contact**:

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