**Press Release**

**Feel Comfortable This Summer With The New Range Of Dollar Bigboss Gym Vests**

**Kolkata, 6th March, 2018:** Dollar Industries Ltd has introduced a very new, super cool and comfortable range of stylish Dollar Bigboss Gym Vests for men in different age groups. This new range of Dollar Bigboss Gym Vest is a cutting-edge product woven from 100% combed cotton and has illustrative features such as super soft fabric with moisture absorbent quality and perfect body fitting stitch.

Keeping in mind the trend and fashion, this new range will be of profound interest to all the men out there. It is an improvisation on the fibre, look and design of the Gym Vests that had been launched years back.

“Dollar Bigboss Gym Vest is one of the most sought after gym wear amongst the people. While developing the production the simple strategy we thought about and hopefully executed is the need for comfort with style. We have made sure that no man be deprived of fashion irrespective of what his age is. We believe, correct fashion is ageless and it must be enjoyed by all. Therefore this range is surely going to cater to all the fashion demands of men of different age-groups. We will be introducing a  new TVC featuring our brand ambassador, Mr Akshay Kumar focussing on this new range of Bigboss Gym Vests”, said **Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Ltd.**

The Bigboss Gym Vests are available in a wide gamut of colours and in smart combinations like Black, Navy Blue, Melange, White and other vibrant seasonal colours in medium, large, extra-large and double extra-large sizes. The price of the Bigboss Gym Vest starts from 140/-.

So, this summer, get set to sweat it out with the newest range of Dollar Bigboss Gym Vests. These Gym Vests will be available across all major retail outlets of the country as well as the leading online shopping marts.

**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.

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