Press Release

**‘Gym ka King’ Becomes The King On Online Media**

**Kolkata, 9th April, 2015:** “Gym Ka King” contest is an extension of Dollar Bigboss’s new summer launch “Gym Vest”. The contest is done on digital platform. This contest is primarily a tribute to all fitness conscious, selfie addict generation.

This contest is a new hype in market since the ongoers are people who follow a healthy trail.It is an easy process to participate in “Gym Ka King” contest. One has to take a ‘selfie or photo’ wearing a gymvest, be it in gym or anywhere else and upload it to Facebook or any other social media platform with hastag #GymKaKing. The idea is mainly to ‘wear fitness regime’ with new trend-setter **Gym Vest**.

The contest got viral from the first week of April and is bagging huge response with a total impression of above 50 lakh; the total online engagement for the contest is 25% which is very high. Average CTR is 4% and the post reached above 10 lakh people. The contest incurred likes numbering 3,100. Share rates were increasingly growing. Overall entries online is approximately 1000 and in segregated categories like Facebook (Twitter+ Instagram), enteries are 475, website enteries are 505 & total votes on the contest is as much as 9500. The contest is a burning template this Summer.

The winner of the contest will witness an exhilarating experience of meeting Akshay, brand ambassador for Dollar Bigboss. Apart from this life-time opportunity there are many other exciting prizes like iPhone 6, Moto E (2nd Gen), Lenovo A6000, gift vouchers, gymvests, etc. The communication is mainly to create a mass awareness for healthy living and to connect with our end customers.

“Fitness is the new cool among young India. No one wants to be misfit anymore as consciousness for healthy lifestyle is on boom. Naturally, we aim to strike this cord. For this campaign we have chosen digital domain as it is the most potent of all marketing media for young Indians”, **said, Mr Vinod Gupta, Managing Director, Dollar Industries Ltd.**

**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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