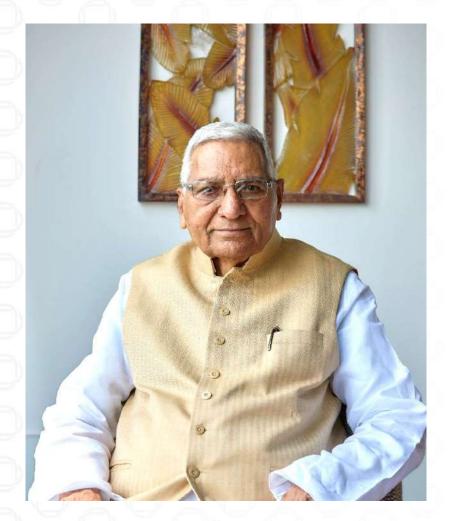




YEARS STRONGER

Dollar Industries LimitedINVESTOR PRESENTATION Q2FY2023





Completing 50 glorious years

The name '**Dollar**' was inspired from a Raighad stockist; the rationale behind going ahead with this name was it was smart, stylish and had an international feel, which would eventually attract small-town customers.

We are proud to say that our concerted efforts towards ensuring customer satisfaction for all these years, have enabled us to become a household name across the country. We are in the process of graduating our position from just a men's innerwear brand to 'Dollar for All'.

Not only do we have products for men, women and children, we possess a product portfolio that caters to all segments of the society.

We may have come a long way in our journey, but at Dollar, we wake up everyday as if the journey has just started.

- Mr. Dindayal Gupta

Chairman Emeritus & Founder





What's inside

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QUARTER FINANCIAL HIGHLIGHTS

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Performance highlights

Performance during the quarter

Figures in Q2FY23

Rs . In Million

3423.09

Total Revenue

307.11

179.54

Figures in 6MFY23

7063.04

Total Revenue

704.83

458.25

Net Profi

Growth in 6MFY23 Over 6MFY22

18%
Total Revenue

8% Value

10%

*Note:

- The board of Director has approved the ESOP scheme, subject to approval from the shareholders.
- The company is planning to launch new product range in Women's Athleisure
 Segment and Men's Active Wear in Force Nxt.

Profit & loss statement

Operational performance

Rs. In Million

	Quarter Ended			Six Month Ended		
	Q2FY2023	Q2FY2022	YoY %	6M FY2023	6M FY2022	YoY %
Revenue from Operations	3,419.17	3,906.75		7,033.57	5,952.58	
Other Income	3.92	3.31		29.43	12.45	
Total Revenue	3,423.09	3,910.06	-12%	7,063.00	5,965.03	18%
Material Consumed	1,783.75	1,790.55		3,577.04	2,565.45	
Subcontracting Expenses	574.29	766.43		1,170.83	1,227.02	
Gross Profit (Excluding other income)	1,061.13	1,349.77	-21%	2,285.70	2,160.11	6%
Gross Profit(%)	31.03%	34.55%		32.50%	36.29%	
Employee Benefit Expenses	185.07	154.52		370.36	282.74	
Other Expenses	572.87	578.39		1,239.94	907.15	
EBITDA	307.11	620.17	-50%	704.83	982.67	-28%
EBITDA Margin (%)	8.97%	15.86%		9.98%	16.47%	
Depreciation	43.46	40.24		85.97	78.57	
EBIT	263.65	579.93	-55%	618.86	904.10	-32%
EBIT Margin (%)	7.70%	14.83%		8.76%	15.16%	
Finance Cost	38.52	16.50		68.40	30.16	
Profit before Tax	225.13	563.43	-60%	550.46	873.94	-37%
PBT Margin (%)	6.58%	14.41%		7.79%	14.65%	
Tax	45.58	150.95		92.20	230.37	
Profit After Tax	179.55	412.48	-56%	458.26	643.57	-29%
PAT Margin (%)	5.25%	10.55%		6.49%	10.79%	

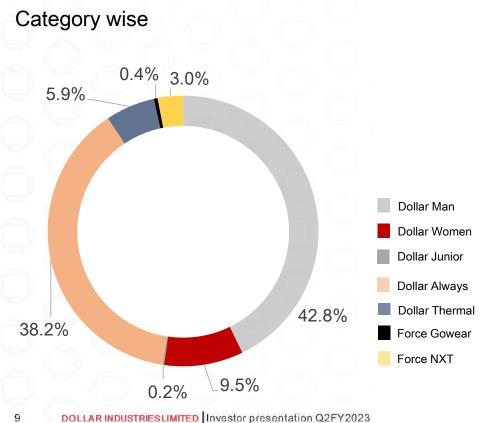
Balance sheet

			Rs . In Million
Particulars	6MFY 2023	6MFY 2022	FY 2022
A. Assets			
1 Total Non Current Assets	2,088.24	1,335.73	1,737.90
2 Total Current Assets	9,326.66	8,615.45	9,418.40
a) Inventory	4,694.92	4,188.53	4,752.10
b) Trade receivables	3,943.36	3,789.33	4,020.80
c) Other financial Assets	26.88	53.75	30.70
d) Other Assets	661.50	583.84	614.80
Total Assets	11,414.90	9,951.18	11,156.30
B. Equity & Liabilities			
1. Equity	7,048.16	5,941.95	6,758.20
a) Equity Share Capital	113.43	113.43	113.40
b) Other Equity	6,934.73	5,828.52	6,644.80
Liabilities			
2. Non Current liabilities	188.15	81.34	111.10
3. Current Liabilities	4,178.59	3,927.89	4,287.00
a) Borrowings	2,430.62	1,628.63	2,049.70
b) Trade payables	1,323.03	1,904.43	1,761.10
c) Other financial liabilities	352.58	293.29	352.50
d) Other Liabilities	72.36	101.54	123.70
Total Equity & Liabilities	11,414.90	9,951.18	11,156.30

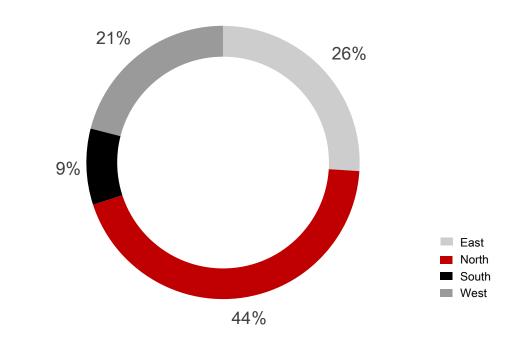
Cash Flow Statement

		Rs . In Million
Particulars	6MFY 2023	6MFY 2022
Net Profit Before Tax	550.45	873.94
Adjustment for : Non Cash items/Other Investment or Financial Items	158.60	150.39
Operating profit before Working capital Charges	709.05	1,024.33
Changes in Working capital	-307.29	-842.40
Cash generated from Operating Activities	401.76	181.92
Direct taxes paid(net of refund)	-226.48	-163.00
Net cash from Operating Activities	175.28	18.92
Net cash from Investing Activities	-291.62	-222.43
Net cash from Financing Activities	116.91	217.15
Net Decrease in Cash and Cash equivalents	0.57	13.64
Add : Cash & Cash equivalents at beginning of the period	2.06	69.68
Cash & Cash equivalents at the end of the period	2.63	83.32

Revenue contribution 6MFY23



Geography wise











GROWTH DRIVERS

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Future-ready

Transformational change

Perceived as a men's innerwear brand



Perceived as a brand for all

Push-based sales model



Replenishment-based sales model

100 retailers per distributors



Active retailers per distributors

150-200 by FY25

4% share of revenue



Share of revenue from modern retail 8% by FY25

6 warehouses across Kolkata



Integrated warehouse by FY23

Rs 1356.85 crore revenue in FY22



Rs 2,000 crore revenue by FY25

189 distributors up to 6MFY22



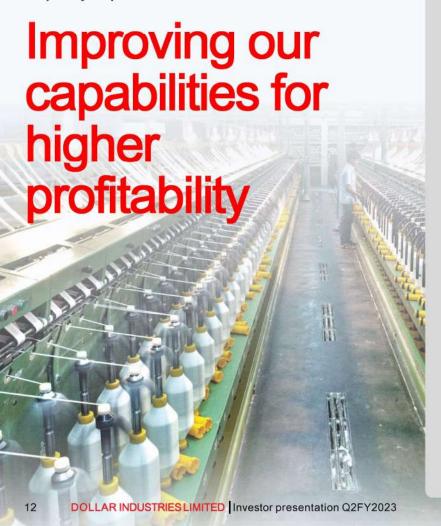
Distributors under Project Lakshya ~70% by FY25

205 distributors up to 6MFY22



Distributors under channel financing ~60% by FY25

Capacity expansions



Integrated warehouse

Investments towards an integrated warehouse in West Bengal

Advantages:

- · Improved operational efficiencies
- Cost savings on rent and overheads of multiple warehouses
- Significant reduction of waste and damage
- Better controls over inventory, productivity, quality and efficiency
- Catalysing Project Lakshya distribution expansion and related ERP initiatives

Rs.50 crore

Envisaged investments

March 2023

Expected commissioning

Expansion of spinning capacity

Increasing our spinning capacity from 22,000 spindles to 42,000 spindles

Advantages:

- Mitigation of irregular supply of yarn through increased production
- · Maintaining quality of yarn
- Ensuring no stock outs within the company or with dealers and distributors
- Enabling us to provide quality products at reasonable prices
- Increase of in-house yarn capacity from 400 TPM to 600-700 TPM

Rs.65 crore

Envisaged investments

May 2023

Expected commissioning





We successfully forayed into the exclusive brand outlet (EBO) segment

Launched 8 EBOs, two in Delhi, One each in UP, Rajasthan, Maharashtra, Gujarat, Punjab & Haryana.

EBO set up under the FOFO model (Franchise-owned franchise-operated)

125Targeted EBOs by 2025





STRATEGY

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DOLLAR WEAR THE CHANGE

Achieving through our strategic priorities

Strategic priorities



Leveraging new brand overhaul



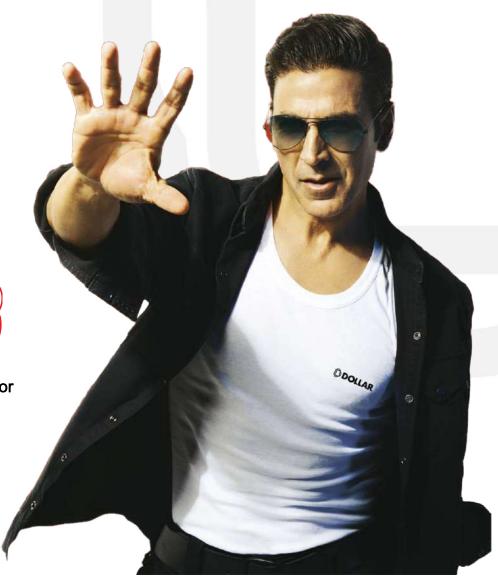
Investing in digitisation



Growth through
Project
Lakshya



Partnering for growth



Brand evolution

Changing with the evolving times



2010

Actor Akshay Kumar came on board as brand ambassador. The revamped identity was truly Fit Hai Boss!



2020

The Mnemonic D stands for Dollar, for Dynamism and for the Determination to be a part of every millennial India closet



Dollar

2005

Dollar hit the airwaves with actor Salman Khan and the identity became an instant hit



1990

The original logo underwent changes to address the demands of an open market economy

Aligned with the evolving needs of the consumers, Dollar has continuously reinvented itself, shaping its ambition of becoming a brand of choice for its consumers



1972

Mr. Dindayal Gupta, the founding Chairman, started Dollar in a busy corner of Kolkata

Branding

Changing the brand architecture



Why?

To change the perception that Dollar is just a men's innerwear brand

8%

Share of non-men's innerwear revenue in FY22

10%

Share of non-men's innerwear revenue in FY25

What are we doing?

- 5 categories created MAN, WOMAN, JUNIOR, ALWAYS, THERMALS
- Akshay Kumar as our brand ambassador for Dollar man
- Signed Yami Gautam as our brand ambassador for Dollar Women
- Redesigned our logo to enhance connect with the consumers

Outcomes

- We have been able to significantly enhance our brand recall through our dedicated branding initiatives.
- We now addressee the needs of a huge consumer spectrum through differentiated price categories: premium, mass premium and economy
- We seamlessly connect with the millennials and cater to their needs

Branding

Catalyst for the athleisure segment



Dollar is the principal sponsor of Rajasthan Royals for the 15th edition of the Indian Premier League

"Rajasthan Royals, which won the maiden edition of IPL and is one of the most popular IPL franchises and an extremely competitive team with marquee national and international players representing them. Our association with Rajasthan Royals will allow us to leverage our brand -athleisure-nationally. Rajasthan also happens to be a key market for Dollar over the years. With the athleisure segment growing exponentially since the pandemic and contributing significantly towards enhancing the market share of our company, we are confident that this association will benefit the brand to a major extent."

Vinod Kumar Gupta Managing Director

Branding

Diversifying our portfolio in the women's segment



Dollar Woman Brassiere Launch

"A woman is born equal; she deserves to be treated as an equal. It's time to change, time to acknowledge her rightful place in life. She is born free, it's time for her to break free.

'Dollar Woman' celebrates the freedom of spirit every woman deserves with its newly launched lingerie line with a varied range of products like Everyday Bra, T-shirt Bra, Sports Bra, Beginners Bra, Strapless Bra, Sleep Bra, Nursing Bra.

Project Lakshya

Project Lakshya Updates

189

Distributors added until 6MFY23

15

Distributors added in Q2FY23

16%

Share of Revenue of Domestic Sales until 6MFY23

2 new states

Tamil Nadu & Kerala in planning Stage

What are we doing?

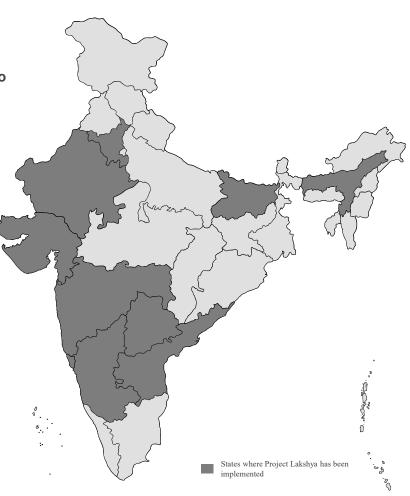
- Mapping retail network in area allocated to distributor
- Enrolling retailers into Project Lakshya
- Supply to distributors under the replenishment model

Why?

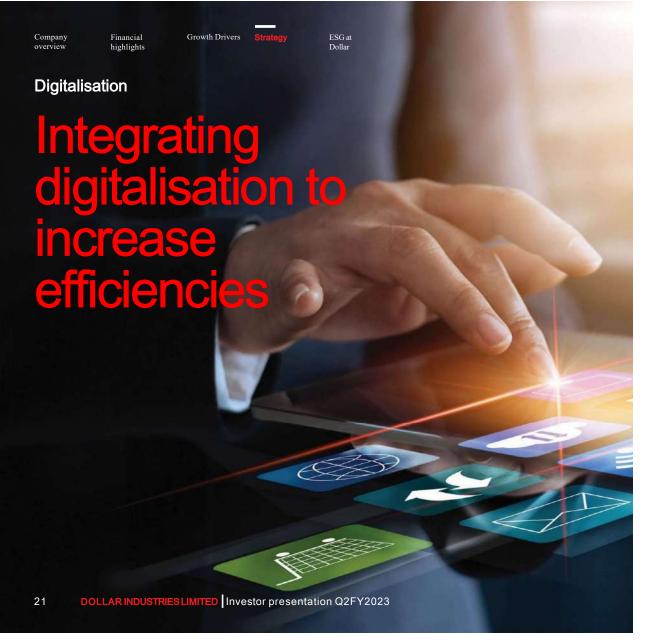
To reinvent the entire distribution mode and transition from a push model to a replenishment based model

Outcomes

- · Increased market penetration
- Increased primary sales and secondary sales
- Faster recovery of dues in retail







Why?

To integrate digitalisation in our daily operations to increase efficiencies

What are we doing?

- Integrating Auto Replenishment System (ARS) and Distributor Management Systems for our Lakshya distributors
- In the process of implementing ARS at the supply chain level
- Implementing an after sales service app at the retail level and activity tracker for the sales team
- In process of transitioning from Oracle ERP to SAP
- Integrating automated tele calling for our tele-callers

Outcomes

- · Transparent engagements with retailers
- · Deeper insights about on-ground realities
- Increased productivity and efficiencies







- 1. We entered into a 51-49 JV with G.O.A.T Brands Lab Pte for Pepe Jeans Innerfashion Pvt. Ltd.
- 2. G.O.A.T Brands Lab Pte acquired 50% stake of Pepe and additional 2% non-voting equity
- Multi-brand distributor for men, women and kids' undergarments under athleisure, sportwear, lingerie, leisure wear, sleepwear, lounge wear made of natural fibres and MMF
- 4. Would undertake business operations in the regions of India, Sri Lanka, Bhutan, Nepal and Bangladesh

Expected outcomes

- 1. Opportunity to widen our supply of finished goods directly to end consumers through D2C channels.
- 2. Go for in-organic growth or brand acquisition.
- 3. Set a foot mark in Super Premium brands









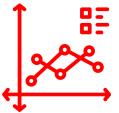
Partnerships



Appointment of New CEO for Pepe Jeans Inner Fashion

Rishi Mohindru comes with more than 20 years of experience across blue chip firms. In his last role he was working with Tomorrow Capital - A Venture capital fund based out of Mumbai where he assisted multiple firms in their Go To Market strategy and in setting up their sales teams. At Tomorrow capital he worked with a proptech, an edtech and a fintech firm. He will be responsible for the next wave of profitable growth of Pepe Inner Fashion across its multiple channels in India and its neighbouring regions. With the launch of the new website pepeinner.com,he will not only concentrate on current business but D2C penetration for the brand. He will oversee see the expansion of new product categories across men, women and kids.





ANNUAL FINANCIAL HIGHLIGHTS

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Profit & loss statement

Operational performance

Rs In Million

	FY2022	FY2021	Y-O-Y(%)
Revenue from Operations	13,503.20	10,369.50	30%
Other Income	65.30	34.80	
Total Revenue	13,568.50	10,404.30	30%
Material Consumed	6,146.30	4,452.80	
Subcontracting Expenses	2,687.30	2,107.70	
Gross Profit (Excluding other income)	4,669.60	3,809.00	23%
Gross Profit(%)	34.58%	36.73%	-6%
Employee Benefit Expenses	639.50	446.30	
Other Expenses	1,863.00	1,981.90	
EBITDA	2,232.40	1,415.60	58%
EBITDA Margin (%)	16.45%	13.61%	21%
Depreciation	165.80	154.70	
EBIT	2,066.60	1,260.90	64%
EBIT Margin (%)	15.23%	12.12%	26%
Finance Cost	96.20	87.90	
Profit before Tax	1,970.40	1,173.00	68%
PBT Margin (%)	14.52%	11.27%	29%
Tax	511.70	300.20	
Profit After Tax	1,458.70	872.80	67%
PAT Margin (%)	10.75%	8.39%	28%

Balance sheet

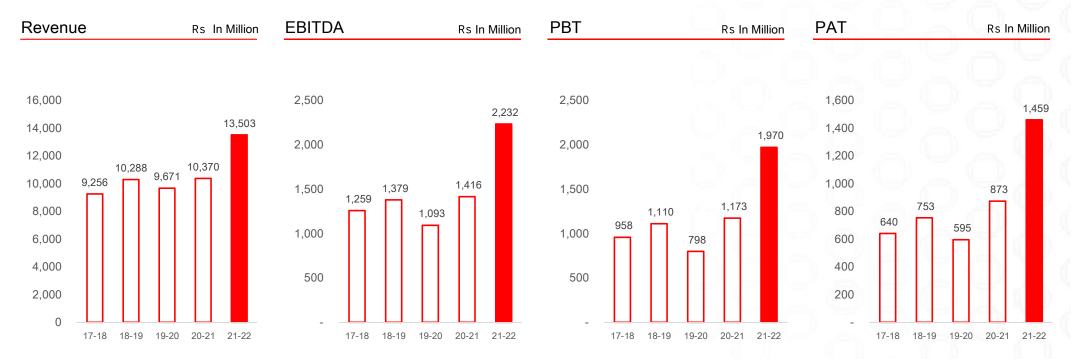
		Rs In Million
Particulars	FY 2022	FY 2021
A. Assets		
1. Total Non Current Assets	1,737.90	1,206.40
2. Assets	9,418.40	7,226.60
a) Inventory	4,752.10	3,339.50
b) Trade receivables	4,020.80	3,309.20
c) Other financial Assets	30.70	94.60
d) Other Assets	614.80	483.30
Total Assets	11,156.30	8,433.00
B. Equity & Liabilities		
1. Equity	6,758.20	5,428.10
a) Equity Share Capital	113.40	113.40
b) Other Equity	6,644.80	5,314.70
Liabilities		
2. Non Current liabilities	111.10	95.40
3. Current Liabilities	4,287.00	2,909.50
a) Borrowings	2,049.70	1,217.20
b) Trade payables	1,761.10	1,385.10
c) Other financial liabilities	352.50	271.90
d) Other Liabilities	123.70	35.30
Total Equity & Liabilities	11,156.30	8,433.00





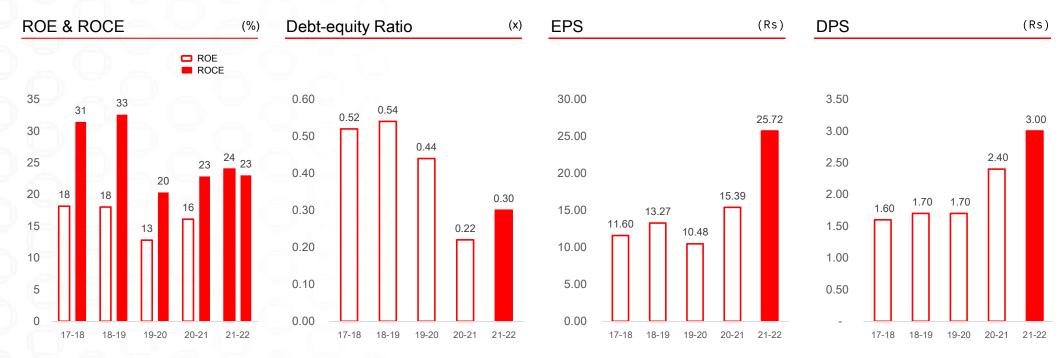
Performance track record

5-year KPIs



Performance track record

5-year KPIs



Company



Growth Drivers Strategy

ESG at

Financial snapshot

Backed by improving working capital



Strengthening working capital cycle



Improving Balance Sheet health by reducing gearing



Expanding business with focus on newer segments and premiumisation

(days)	FY22	FY21	FY20
Debtor turnover	99	121	134
Inventory cycle	109	112	119
Creditor cycle	54	55	60
Interest cover (x)	23.20	16.11	23.20
Debt-equity (x)	0.30	0.22	0.44

24 days

Decrease in working capital days

24% ROE

23% ROCE

15%

Return on assets







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Environment

Contributing towards a greener future

Solar power

75 lakh units/year

Power generation capacity of the solar power plant in Tirupur

4 MW

Total power generation capacity commissioned

Wind power

lakh units

Total power generated annually

13.5 tonnes

Zero liquid discharge

Daily production capacity of our effluent treatment plant

4.95 MW

Total power generation capacity of our four windmills

11000 KL

Zero liquid discharge capacity with multiple evaporators









Employee engagement

Engaging with our employees on a daily basis to address their grievances



Skill development

Conducting regular on-the-job and off-the-job training sessions to upskill our employees



Women empowerment

Working towards reducing the gender gap and creating a safe working environment



Diversity and inclusion

Implementing anti-harassment and anti-discrimination policies across all verticals of our Company

Social

Being a responsible corporate









Donated ~Rs 72 lakhs to schools in UP, Rajasthan, Chhattisgarh and Odisha, to ensure underprivileged children have access to quality education

Donated ~Rs 44 lakhs to various hospitals in Bengal for upgradation of medical facilities and equipment

Installed water huts and kiosks across the states of Delhi NCR, Odisha, Rajasthan, Uttar Pradesh and Tamil Nadu, among others

Donated sanitary napkins to the underprivileged women residing in the slums of Kolkata and girl schools

Strengths that drive



Diverse and experienced **Board of Directors**



75% members of the Audit Committee consist of **Independent Directors**



Promoters possess >3 decades of experience



All members of the Nomination & Remuneration Committee are Independent **Directors**



Independent Director account for 50%



We have one Woman **Independent Director** on our Board

Highlights

- Appointed Link Intime India Pvt Ltd as consultant for **ESOP**
- Reappointed Singhi & Co. as a statutory auditor of the Company

Leadership team

Guided by experienced Directors



Mr. Vinod Kumar Gupta Managing Director



Mr. Binay Kumar Gupta Managing Director



Mr. Krishan Kumar Gupta Whole-time Director



Mr. Bajrang Kumar Gupta Whole-time Director



Mr. Gopal Krishnan Sarankapani Whole-time Director



Mr. Rajesh Kumar Bubna Independent Director



Mr. Binay Kumar Agarwal Independent Director



Mr. Anil Kumar Saboo Independent Director



Mr. Srikumar Bandyopadhyay Independent Director



Mrs. Divya Newatia Independent Director

Management team

Supported by a experienced team



Mr. Ankit Gupta President, Marketing



Mr. Gaurav Gupta Vice-president, Strategy



Mr. Aayush Gupta Vice-president, Sales



Mr. Ajay Kumar Patodia Chief Financial Officer



Ms. Mamta Jain Company Secretary



Mr. Shantanu Banerjee General Manager - Marcom and Branding



Mr. Sanjay Srivastava General Manager -Sales



Mr. Vedpal Verma General Manager -Fabric Division



Mr. Krishna Kumar Soni General Manager - Spinning Division



Awards and accolades

Being recognised for our efforts





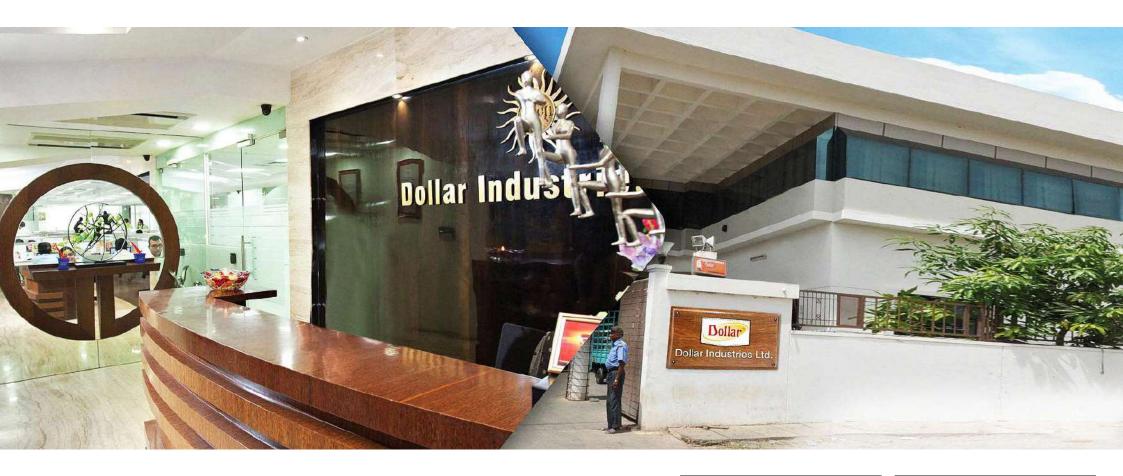
2018
Company of the
Year-Textile

Zee Business Dare to Dream Awards





2019 ET's Most promising brand Award





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A leading player in branded outerwear and innerwear

Established in 1972, we have been able to solidify our presence as one of the leading players in the Indian hosiery space.

~210 million

Garment manufacturing capacity (pieces)

15%

Market share in the Indian hosiery space

2000+

Products across all segments of presence

15+ countries

Export presence

04

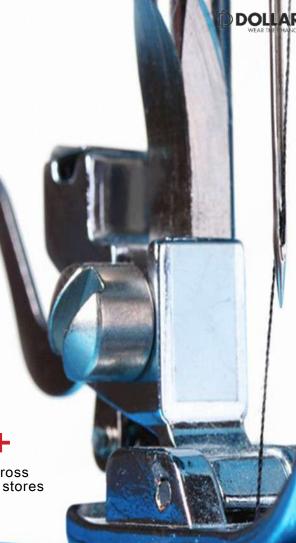
Manufacturing units

1100+

Strong Pan-India dealer network

900+

Presence across large format stores



Ethos

Vision, mission and values



Our Vision

Dollar in everyone's lives.

Medium-term vision: We aspire to metamorphise the Company into an aspirational brand by offering premium and super premium products

Long-term vision: To emerge as a complete brand and distribution company present across multiple categories of fashion wear – from garments to innerwear.



Our Mission

- To emerge as India's leading and most-loved innerwear brand
- To make fashionable yet affordable outerwear and innerwear
- To provide our customers with a higher standard of apparel
- To reach out to customers conveniently (modern trade and e-commerce)
- To outperform industry standards in terms of quality of earnings
- To enhance the lives of people centred around Dollar
- To achieve high governance standards



Core Values

- Insights and constant innovation are a way for Dollar. We also add value to the Dollar experience so as to keep it more vibrant and relevant
- The benchmark for Dollar's success is customer satisfaction.
- Dollar delights its customers through a range of products that not only deliver comfort, but are constantly upgraded to keep the styling in line with the latest trends
- Business integrity is the way of life at Dollar. The Company is proud to stand by integrity and transparency in all its dealings and ensures adherence to highest standards of business ethics
- At Dollar, we value time and its optimum utilisation for timely decision making.



Milestones

Mapping our progress over 50 years



1972-73

 Started our journey as Bhawani Textiles, a proprietary firm, under the leadership of Shri Dindayal Gupta



1994-95

· Began our export journey



2005-06

- · Roped in Bollywood actor
- Salman Khan as the brand ambassador of Dollar Club
- Received the National Award in the 'Best Brand' and 'Excellence in Men's Innerwear' categories by Clothing Manufacturing Association of India (MAI)



2007-08

 Rebranded ourselves as Dollar Industries Limited



2008-09

 Received the National Award in the 'Excellence in Men's Innerwear' category by Clothing Manufacturing Association of India (CMAI) for the second time



2018-19

- · Shares were listed on BSE
- Received 'Company of the year-Textile' award at Zee Business Dare to Dream Awards, 2018
- Roped in Bollywood actress Chitrangada Singh as brand ambassador of Dollar Missy



- _____
 - Shares were listed on NSF
 - Entered into a joint venture with Pepe Jeans Europe BV to manufacture premium range of men's innerwear and outerwear under the brand name 'Pepe JeansLondon'



2016-17

- Entered the MRT and ecommerce segments
- Secured 2% of overall revenues from Force NXT within a year of its launch
- Widened the reach of Missy and Bigboss Dollar range of products

2015-16

- We established 80,000+ MBOs across India and emerged as the highest-selling Indian innerwear brand in the Middle East
- We carved out a 15% share of the branded hosiery market

2014-15

 Widened our presence across 26 Indian states

2009-10

- Bestowed the National Award in the 'Excellence in Men's Innerwear' category by Clothing Manufacturing Association of India (CMAI) for the third time
- Roped in Bollywood actor Akshay Kumar as the brand ambassador of Dollar Bigboss



2019-20

- Embarked on an election campaign #UngliUthanaFitHaiBoss
- Implemented Project Lakshya to increase reach and range in the market
- Received Times Business Award, Kolkata for 'Best in Men's Hosiery', 2019
- · Awarded ET's Most Promising Brand Award, 2019
- Shri Dindayal Gupta, Chairman Emeritus was conferred with WBHA "Hall of Fame" Award, 2020

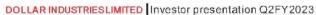
2020-21

- Revamped our brand identity by introducing a new brand logo and architecture
- Launched our new TVCs for men's and women's sections
- Launched a new range of Anti-Viral Products featuring masks for men and women and innerwear for men
- Commissioned a 4 MW Solar Power Plant as a part of the 'Green Mission' initiative
- Extended help to the pandemic-affected people by distributing essentials
- Raised funds for treatment of cancer patients in Tirupur



2021-22

- First EBO launched in October, 2021
- G.O.A.T Brands Pte enters as new partner in Pepe Jeans Innerfashion J.V
- Launched a complete bra range for women





Strengths

Leveraging our strengths to penetrate deeper into affordable branded hosiery market



Integrated operations

Integrated value chain



Wide reach

Channel expansion & Omni Channel strategy



Multi-brand portfolio covering wider user base

Increasing share of nonmale users



Favourable financial positioning

Continuously strengthening financials

Value chain

Edging past competition with integrated value chain

2.5 Million

metres per month Captive elastic production capacity

0.3 Million

pieces per day Captive cutting capacity

400 tonnes

Average monthly

40s single yarn

output of Ne 20s to

Monthly captive knitting capacity

Monthly installed capacity of bleaching and dyeing

Manufacturing facilities:



- Kolkata
- Ludhiana
- Tirupur
- Delhi



Marketing and distribution

Our

Value

Chain

Knitting



Procurement



Dyeing and bleaching

Packaging



Spinning

Growth Drivers Strategy

Presence

Widening footprint to cater to the wide population

Sales Team 500+

Dealer network 1100+

Retail reach 1,20,000+

EBOs 80

Branches 16

Depots

Warehouses 20+

Multi-platform E-retail presence Flipkart 🙀 Myntra 🍑 snapdeal AJIO amazon

























Expanding global reach

Penetrating more countries across the world

Export revenue in FY22

10%

Export revenue in FY25



Where we export

·			
1. UAE	5. Bahrain	9. Myanmar	13. Georgia
2. Oman	6. Yemen	10. Nigeria	14. Sri Lanka
3. Qatar	7. Iraq	11. Jordan	15. Somalia
4. Kuwait	8. Nepal	12. Bangladesh	16. Thailand

Brands

Dollar for all



Dollar Man

Big boss | J-Class | **Athleisure**

Vests, Briefs, Trunks, Gym vests, Socks, Tank tops, Crew necks, Polos, Henley, Bermudas, Capri, Track pants, Joggers



Dollar Woman

Missy

Leg wears, Casual wear, Bra Camisoles, Panties, Socks



Dollar Junior

Champion

T-shirts, Bermudas, Trousers, Socks



Dollar Always

Lehar

Vests, Briefs, Trunks, Panties, Socks, Camisoles



Dollar Thermals

Ultra | Wintercare

Thermal v-necks. Thermal trousers, Long camisoles, Short camisoles, Socks







Standalone **Brands**

- Force Nxt
- Force Gowear
- RKG
- Club





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Thank you

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