



DOLLAR AT 50 WEAR THE CHANGE



GLORIOUS YEARS

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WEAR THE CHANGE

CHAIRMAN'S NOTE ON COMPLETION OF 50 YEARS OF DOLLAR



I stand here, I have to be cognizant of the fact that this success story is as much yours as it is mine. Your contribution has been indelible and noteworthy.

I am extremely emotional and my words fail to express the gratitude I feel towards each and every one of you, including your family members who have stood by us offering their moral support. To commemorate our success, we begin a year-long festivity where we celebrate half a century of hardwork, untiring effort and unabashed dedication.

As we stand at the crossroads of a milestone, now is the time to move forward with more zeal and passion than ever before. Let us propel ourselves forward to usher Dollar into the next fifty. Let our ambitions keep growing. Let our eyes be focused on growth. Let us soar higher. Let's plan for the next fifty.

We can. We must. And, we will grow together.

Warmest regards,

Sincerely,

Din Dayal Gupta
Chairman Emeritus

Dear Dollar Parivar,

The journey of a thousand miles begins with a single step. Fifty years ago, on the auspicious day of Ram Navami, Dollar began its journey. And, today we stand witness to a glorious milestone in Dollar's history.

When we started our journey, the challenges were tremendous. But we stood tall. United. As one. And the result is in front of all of us. As one of the top innerwear manufacturers, we traverse the length of the country, making Dollar a part of every Indian closet and beyond.

The journey has been long and emphatic. To be truthful, these 50 years have been nothing short of an adventure, and I have enjoyed every moment to the fullest. As

Dollar Upar Gaya - New TVC Featuring Superstar Akshay Kumar

Akshay Kumar shot Dollar Industries Limited's latest Television Commercial which has the tagline, "Dollar Upar Gaya". An action-packed fun commercial, to further boost the brand's popularity. The film is set against the backdrop of a stock market. Akshay Kumar suddenly spots a delivery person carrying a Dollar packaging up the elevator. The reaction from Akshay saying, "Dollar Upar Gaya" creates a chain of hilarious events unfolds when the brokers misunderstand his reaction to be the rising value of the currency Dollar. This leads to action-packed sequences where Akshay runs to get hold of his favourite Dollar, making this new film memorable and eye catchy.

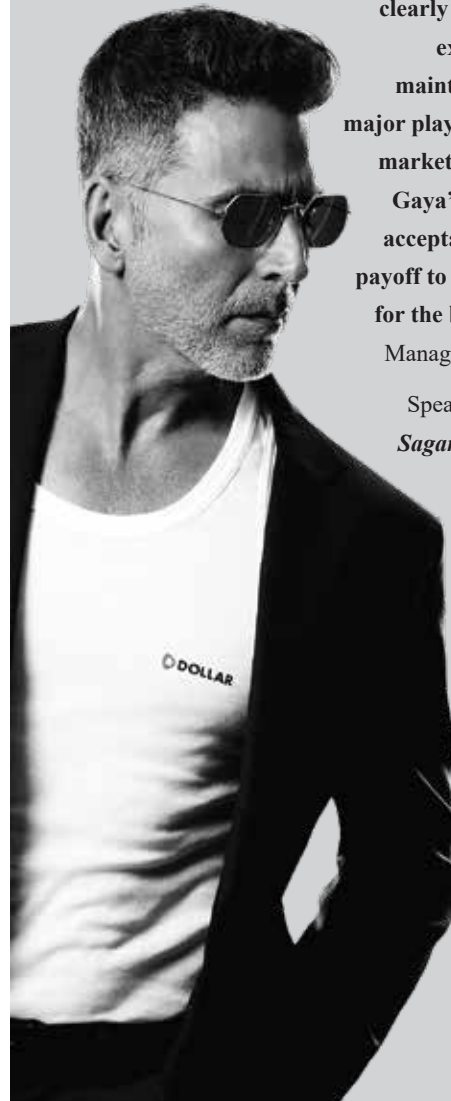
"With our decade long association with Akshay Kumar, our brand has witnessed a 5x times growth. The concept of the commercial

clearly speaks how Dollar has lived upto the expectations of its consumers and thus maintaining its position as one of the three major players in the hosiery industry with 15% market share. Our new tagline 'Dollar Upar Gaya' explains the brand's soaring market acceptability. We also wanted our long-time payoff to have a new meaning, a different take for the brand", said Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Limited.

Speaking on the idea behind the campaigns, Sagar Kapoor, Chief Creative Officer, Lowe

Lintas, said, "Fit hai Boss as a payoff has always worked wonders for Dollar Bigboss. This time we used the phrase to develop a witty plot which establishes the growing value of the brand. Akshay is a brilliant actor who pulls off the film with flying colours."

The commercial has been directed by the renowned ad-film maker Uzer Khan. The campaign has been released on both electronic and online platforms. The advertising campaign was featured and supported by digital, social media, high impact outdoor locations, print and TV.



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A New Innings As Principal Sponsor of Rajasthan Royals

Dollar Industries Limited initiated a new innings with 'Rajasthan Royals', as one of their Principal Sponsors for the 15th edition of Indian Premier League (IPL). As part of the multi-year partnership, the Royals sport the Dollar logo in the Top Right Chest position of the official Rajasthan Royals team clothing.

The company's recent addition of the product segment - Dollar Athleisure collection consists of attractively designed tank tops, crew neck and polo t-shirts in attractive colours, shorts, track pants, joggers, sweatshirts, hoodies and jackets significantly complement the association with the Royals.

"Rajasthan Royals, which won the maiden edition of IPL is one of the most popular IPL franchisees and an extremely competitive team with marquee national and international players representing them. Our association with Rajasthan Royals will give us an opportunity 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 Dollar to a major extent," said **Mr. Vinod Kumar Gupta**, Managing Director, Dollar Industries Limited.

"We have been impressed and excited by the brand transformation at Dollar Industries Limited and are pleased to have them associate with the franchise. Being a brand that serves millions of consumers across the country, with a large focus on our home state of Rajasthan, we felt there is a strong alignment and we're looking forward to supporting their growth." said, **Mr. Jake Lush McCrum**, Chief Executive Officer, Rajasthan Royals.

Rajasthan Royals finished as the runner-up in the fifteenth edition of the Indian Premier League (IPL).



Mr. Vinod Gupta Felicitated By Rajasthan Royals Team

Mr. Ranjit Barthakur, the Executive Chairman of Royal Multisport Pvt. Ltd., the company that owns the Indian Premier League team, Rajasthan Royals and Ms. Dhanashree Verma, Digital creator and spouse of Indian Cricketer, Yuzvendra Chahal felicitated Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Limited on completion of 50 years of Dollar Industries Limited at The Oberoi Grand, Kolkata.



Born Free. Live Free. Introducing Lingerie By Dollar Woman

With 50 years into the innerwear heritage, Dollar is now set to extend its domain and venture into Women's lingerie segment. Dollar has launched the brassiere segment under the brand - 'Dollar Woman'. The brand celebrates the freedom of spirit of every woman 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, and Nursing Bra. The products promises to focus on comfort, besides catering to the growing needs of the consumers.



Dollar's Annual Results For FY 2021 - 22

Total Revenue for Q4FY22 & FY22 stood at Rs. 376.79 crore & Rs. 1356.85 crore as compared to Rs.310.44 & Rs.1040.43 crores for Q4FY21& FY21 growth of 21.38% for Q4FY22 & 30.41 % for FY22

Operating Revenue for Q4FY22 & FY22 stood at Rs. 373.01 & Rs. 1350.32 crore as compared to Rs. 308.31 & Rs. 1036.95 crores for Q4FY21& FY21, growth of 20.98 % for Q4FY22 & 30.22 % for FY22.

EBITDA for Q4FY22 & FY22 stood at Rs. 59.16 crore i.e. 15.70 % & Rs. 223.23 crore i.e. 16.45 % as compared to Rs. 33.24 crore i.e. 10.71 % & Rs. 141.56 crores i.e. 13.61 % for Q4FY21 & FY21, growth of 77.95% & 57.69 % for Q4FY22 & FY22.

PAT for Q4FY22 & FY22 stood at Rs. 37.10 crore i.e. 9.85 % & Rs. 145.87 crore i.e. 10.75 % as compared to Rs. 20.09 crore i.e. 6.47 % & Rs. 87.28 crores i.e. 8.39 % for Q4FY21& FY21, growth of 84.63 % & 67.13 % for Q4FY22 & FY22

Bollywood Actress Yami Gautam Is The New Face Of DOLLAR MISSY

Dollar Industries has signed leading Bollywood actress Ms. Yami Gautam as the Brand Ambassador for the Dollar Missy segment. Dollar Missy has a wide colour range of leggings and leg wears such as joggers, 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 a perfect fit. With over 100+ color shades, Dollar Missy Leggings are perfect for casual wear, party wear and formal wear.

A new Advertising campaign featuring her would be launched soon.



Dollar Industries Limited Unveils Vision 2025 On The Completion Of 50 Glorious Years

Dollar Industries Limited, celebrated 50 years completion and shared Vision 2025 and unveiled a Special Logo by Mr Din Dayal Gupta, Founder & Chairman Emeritus, Dollar Industries Limited in the presence of Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Limited. As a part of its Vision 2025, Dollar has earmarked Rs 120 Crore for expansion and new launches. Dollar would be adding one more spinning mill in Dindugul and start a new world class warehousing facility in Hosiery Park at Jagdishpur, West Bengal. As per company's Green Mission



initiative, the existing 4 MW Solar Power Plant will be increased by 2MW unit taking it up at 6MW. A land has also been purchased in Tirupur for the knitting unit. The company would open 125 Exclusive Brand Outlets, mostly in Tier 2 & Tier 3 cities, by 2025. Dollar, also unveiled their 50 year special advertising campaign featuring, brand ambassador, Mr. Akshay Kumar. As CSR initiatives the company will be installing 35 - 40 water kiosks at Delhi Metro station and around Puri in Odisha by 2025. Dollar will also be setting up of eye testing camps for children at Sundarbans, West Bengal.

“Our viable advantage lies in our huge production capacity, a large product line, innovation, being contemporary and a reputation of offering world class quality at best price. We have continued to change and reinvent ourselves and revamped our brand and corporate portfolio over the years to make ourselves contemporary with time as we believe that the success of a great family business lies in the perfect blend of both worlds - experience clubbed with modern thinking and new-age vision. It has been a great journey for all of us and we can look back only with fondness. Our growth is sustained by offering newer designs and quality products according to

customer’s specifications and demands. Ofcourse, brand loyalty has also played an important role in our growth. The burgeoning success in our newly launched Athleisure range vindicates our plans. We expect similar success with our soon to be Launched women’s lingerie range under Dollar Woman. The goal now is to be a Rs. 2000 crore company by FY 2024-25”, said *Mr. Vinod Kumar Gupta*, Managing Director, Dollar Industries Limited.



Launched 2nd Exclusive Brand Outlet at Nation’s Capital - New Delhi

Dollar launched their second Exclusive Brand Outlet (EBO) in New Delhi at Tilaknagar on 9th June, 2022. The 700 sq ft store, which is a one-stop destination for all Dollar products, caters to the hosiery needs of men and women. The plush store houses a wide array of products such as briefs, vests, leggings, socks & athleisure under the brands - Big Boss, Missy, Bra, J Class, Force Nxt, Dollar Athleisure, Dollar Thermals and Socks.

“Dollar has seen increasing demand over the years and our products are available both in the retail market and the online space. We have continued to change and reinvent ourselves and revamped our brand and corporate portfolio over the years to make ourselves contemporary with time. Through our Exclusive Brand Outlets, we want to reach out to a wider mass and have a direct connect with our customers. This is our 2nd EBO after the first one was opened in Ayodhya. As a part of

our expansion plans, we would be having 50 EBOs by this fiscal”, said *Mr. Vinod Kumar Gupta*, Managing Director, Dollar Industries Limited.



“We are glad to have launched our second EBO at the country’s capital. Though we would be opening EBOs primarily in Tier 2 & Tier 3 cities, we would be of course having some of the EBOs in the metro cities as well. Our next EBOs would come up in Alwar & Sri Ganganagar in Rajasthan, Ghaziabad in U.P., Bhayandar in Maharashtra, and Jamshedpur in Jharkhand amongst others. As Dollar is headquartered in Kolkata, the city of joy will also have an EBO soon. We would have 125 EBOs by 2025,” said Mr. Ankit Gupta, President, Marketing, Dollar Industries Limited.

Dollar has earmarked to open 125 EBOs across the country by 2025 in Tier 2 and Tier 3 cities across the country.



Bengal & West U.P.

Celebrating The Journey To Cross ‘100 Crore’ Sales

Dollar Industries Limited recently celebrated the journey to cross the sales target of more than Rs. 100 Cr. in West Bengal and Rs. 150 Cr. in Western UP.



Key Coverage

डॉलर ने दिल्ली में लॉन्च किया अपना एक्सक्लूसिव ब्रांड आउटलेट

कोलकाता, 25 मई: डॉलर इंडस्ट्रीज लिमिटेड (DOLLAR INDUSTRIES LIMITED) ने दिल्ली में अपना एक्सक्लूसिव ब्रांड आउटलेट लॉन्च किया। यह आउटलेट कंपनी के प्रमुख ब्रांडों का एक संग्रह प्रदर्शित करता है, जो ग्राहकों को असाधारण कीमतों पर गुणवत्तापूर्ण वस्त्रों का आनंद प्रदान करता है।

डॉलर ने नयी दिल्ली में ईबोओ लॉन्च किया

नयी दिल्ली, 25 मई: डॉलर इंडस्ट्रीज लिमिटेड (DOLLAR INDUSTRIES LIMITED) ने नयी दिल्ली में अपना ईबोओ लॉन्च किया। यह ईबोओ कंपनी के प्रमुख ब्रांडों का एक संग्रह प्रदर्शित करता है, जो ग्राहकों को असाधारण कीमतों पर गुणवत्तापूर्ण वस्त्रों का आनंद प्रदान करता है।

डॉलर बिगबॉस के नये अभियान में अक्षय कुमार

मुम्बई। डॉलर इंडस्ट्रीज लिमिटेड के नवीनतम अभियान में अभिनेता अक्षय कुमार नजर आयेंगे। कंपनी के मुताबिक डॉलर के बिग बॉस सेगमेंट को ब्रांड लोकप्रियता को और मजबूती प्रदान करने के लिए एक्शन से भरपूर एक मजेदार विज्ञापन, अक्षय इसे अपने व्यक्तित्व के साथ और अधिक यथार्थवादी बनाते हैं। यह फिल्म सेयर बाजार को प्रेरणा पर आधारित है। अक्षय कुमार को अचानक एक इलीवरी पर्सन दिखाई देता है जो लिफ्ट में डॉलर की पैकेजिंग लिये है।

डॉलर और राजस्थान रॉयल्स का समझौता

जयपुर, डॉलर इंडस्ट्रीज लिमिटेड ने इंडियन प्रीमियर लीग (आइपीएल) के लिए राजस्थान रॉयल्स के साथ प्रमुख प्रायोजक के तौर पर शुरुआत की है। कंपनी के एमडी विनोद कुमार गुप्ता ने बताया कि राजस्थान रॉयल्स लोकप्रिय आइपीएल फ्रैंचाइजी में से एक है। राजस्थान रॉयल्स के साथ हमारा जुड़ाव हमें राष्ट्रीय स्तर पर अपने ब्रांड एक्सपोजर का लाभ उठाने का अवसर देगा।

डॉलर बिगबॉस के नये टीवीसी में अक्षय कुमार

कोलकाता, अक्षय कुमार डॉलर इंडस्ट्रीज लिमिटेड के नवीनतम टेलीविजन अभियान (टीवीसी) में नजर आने वाले हैं, जिसको टैगलाइन है 'डॉलर क्लब एक्'। यह टीवीसी सेयर बाजार को प्रेरणा पर आधारित है, जहां अक्षय कुमार को अचानक एक इलीवरी पर्सन दिखाई देता है, जो लिफ्ट में डॉलर की पैकेजिंग लिये है। अक्षय को अचानक 'डॉलर क्लब एक्' ब्रांड प्रदर्शित करके एक संकेत मिला है। डॉलर इंडस्ट्रीज के प्रबंध निदेशक विनोद कुमार गुप्ता ने कहा कि अक्षय कुमार के साथ उनके एक दलक लंबे जुड़ाव के साथ उनके ब्रांड ने अपने नए ब्रांड टैग है, 15% बाजार हिस्सेदारी के साथ इंडियन प्रीमियर लीग प्रमुख फ्रैंचाइजी में से एक के रूप में अपनी स्थिति हमने बहाल रखी है। विज्ञापन का इंडियन सेयर बाजार में किया है, इसे सभी प्लेटफॉर्म पर लक्ष्य जांचेंगे।

Dollar Inds to invest ₹120cr for expansion

Kolkata: Celebrating 50 years of its journey in the hosiery business, Dollar Industries has planned to invest ₹120 crore for expansion and new launches across the country as part of its Vision 2025. The company has set to open a specialty store in West Bengal. The specialty store will serve as a specialized display centre, which will serve as a platform for showcasing the diversity of products in the market. "We have revamped our brand and corporate portfolio over the years in order to make our presence keep pace with the times. We believe that the success of a family business lies in the perfect blend of age-old experience and new age initiatives. Our goal is to strengthen its a ₹120 crore plan for 2025," said MD Vinod Kumar Gupta. Mr. Vinod Gupta, founder and chairman of the company, said, "With the third generation joining, the next phase is to ensure that I build the same spirit that I had when I had begun my journey. The younger generation has been successful in making our presence in the e-commerce platform that we are giving focus to in the business."

