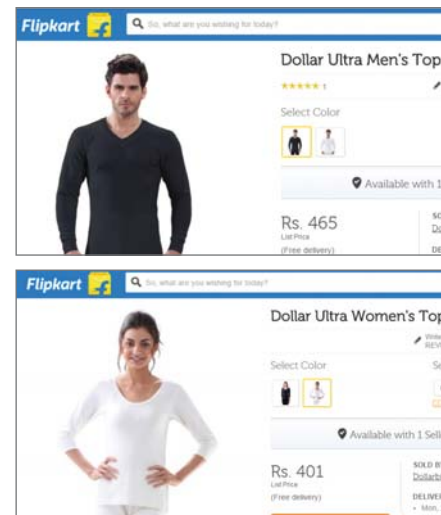




JOKES

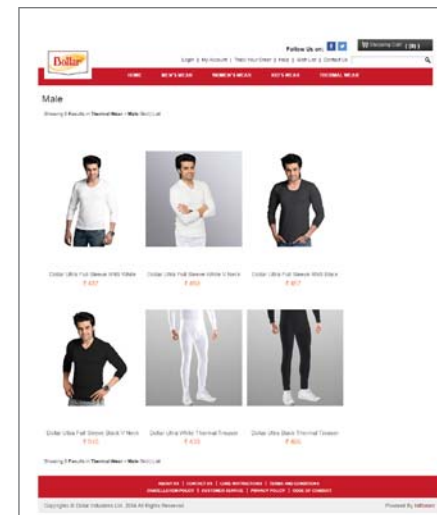
- टिकट चेकर संता से बोला: अपना टिकट दिखाओ?
संता: यह रहा...
टिकट चेकर: यह? ... पर यह तो लिफाफे में लगाने वाला टिकट है?
संता: तो क्या हुआ... जब यह लिफाफा इस टिकट के सहारे पूरी दुनिया में घूम सकता है, तो क्या मैं इस टिकट से यह शहर नहीं घूम सकता?
- संता का बेटा जींस की पैंट सील रहा था,
संता ने देखा,
संता - क्यों बे? मैंने तेरी शादी करा दी, बहु घर ला दी, फिर तू अपनी पैंट खुद क्यों सील रहा है?
पप्पू - बापू आप गलत सोच रहे हैं, ये पैंट भी उसी की है
- लड़का-मैं तुम्हारे साथ शादी नहीं कर सकता...घरवाले नहीं मान रहे हैं...
लड़की-तुम्हारे घर में कौन-कौन है?
लड़का-एक पत्नी और दो बच्चे

DOLLAR'S MOST TRENDING PRODUCTS ONLINE



BIGBOSS BRIEF, ACTIVA BRIEF, MINI TRUNK
ZEBRA BRIEF, TRENDY TRUNK, LEGGINGS

UPCOMING PRODUCTS



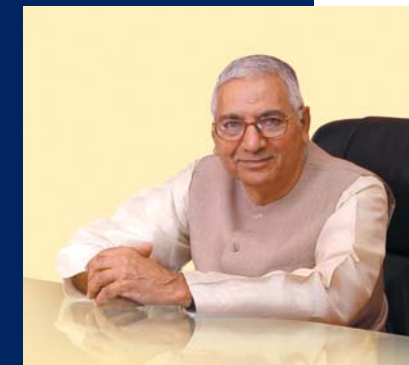
BUY DOLLAR PRODUCT @www.dollarshoppe.in



DOLLAR MISSY PRINTED ANKLE LENGTH AND CAPRI

Dollar Missy is bringing their print collection in Ankle Length and Capris. Made from super comfortable skin friendly stretch fabric, these will surely enhance your style quotient. Available in wide variety of prints, these leggings are an all purpose necessity for women on the go.

CHAIRMAN'S NOTE



Dear Friends,

I feel greatly privileged in writing to you as we begin the journey of the New Year 2016. At the outset, let me wish you and your family the very best for the year ahead. I hope 2016 brings you happiness, and a sense of fulfilment in whatever you do.

Dollar Industries has grown enormously in the last year based on the strong foundations that have been laid for a culture of innovation, quality and collaboration. Last year, we have ventured into the premium innerwear market with the launch of India's best in class innerwear brand Force NXT. The newly launched brand is growing across all verticals including online and retail sales.

What is more, our new set up in Ludhiana is all set to roll out operations by the end of this year. We live in increasingly competitive times and the need of the hour is more and more digital presence to tap a market primarily dominated by young people. Soon we would launch an exclusive Force - e store named ShopNxt.com. An array of Force NXT products would be available in this virtual store. www.shopnet.in

The year ahead will bring its own challenges but I'm sure by working together, keeping focused on our priorities and putting our customers first you can help realize our ambitions while my priority will be to support you with vigour.

Let us all look forward to a bright and prosperous 2016.

Thanking you,
Sincerely,
Dindayal Gupta
Dindayal Gupta

- During the winter, treat woollen coats with a lint or suede brush after wearing to remove surface soil and lint.
- Add plenty of fluid to your diet to be hydrated inside. Fresh juice of seasonal fruits can work wonders for your health and skin.
- Believe in kindness. It's the language which the deaf can hear and blind can see.
- Wake up early in the morning with positivity. Don't think what might go wrong. Think what could go right.



Fit Hai Boss

INVESTMENT IN STOCK MARKET: HOW IT WORKS



as you may think and that it's a viable investment.

When you buy a stock you're buying a piece of the company. When a company needs to raise money, it issues shares. This is done through an initial public offering (IPO), in which the price of shares is set based how much the company is estimated to be worth, and how many shares are being issued. The company gets to keep the money raised to grow its business, while the shares (also called stocks) continue to trade on an exchange, such as the BSE(Bombay Stock Exchange).

Traders and investors continue to trade a company's stock after the IPO because the perceived value of company changes over time. Investors can make or lose money depending on whether

their perceptions are in agreement with "the market." The market is the vast array of investors and traders who buy and sell the stock, pushing the price up or down. Stocks are issued by companies to raise cash, and the stock then continues to trade on a exchange. Overall stocks have risen over the long-term, which makes owning shares attractive. There are also additional perks such as dividends (income), profit potential and voting rights. Share prices also fall, though, which is why investors typically choose to invest in a wide array of stocks, only risking a small percentage of their capital on each one. Shares can be bought or sold at any time, assuming there is enough volume available to complete the transaction, which means investors can cut losses or take profits whenever they wish.

their perceptions are in agreement with "the market." The market is the vast array of investors and traders who buy and sell the stock, pushing the price up or down.

Shares are issued by companies to raise cash, and the stock then continues to trade on a exchange. Overall stocks have risen over the long-term, which makes owning shares attractive. There are also additional perks such as dividends (income), profit potential and voting rights. Share prices also fall, though, which is why investors typically choose to invest in a wide array of stocks, only risking a small percentage of their capital on each one. Shares can be bought or sold at any time, assuming there is enough volume available to complete the transaction, which means investors can cut losses or take profits whenever they wish.

In this Issue

- Page 2
- Dollar Photo Gallery
- News Clippings
- Page 3
- Dollar in 2015
- Dollar Missy Winter Leggings
- Page 4
- Jokes
- Trending Products Online
- Upcoming Products
- Slokas
- Feedback

ओहम् आश्रुत्कर्ण श्रुधी हवं नू चिद्वधिष्व मे गिरः । इन्द्र स्तोममिमं मम कृष्वा युजश्चिदन्तरम् ॥

— २०११०११॥

भावार्थ :- (आश्रुत्कर्ण इन्द्र! नु चित् में हवं श्रुधि, गिरः दधिष्व) हे श्रवणशील श्रोत्रोंवाले सर्वान्तर्यामी परमेश्वर! निश्चय ही वा शीघ्र ही तू धारण करा तू मेरी पुकार सुन, मेरी प्रर्थनामयी वाणीयों को धारण करा तू (मम युजः; चित् इमं स्तोमम् अन्तरं कृष्व) मुझे अर्थात् अपने में युक्त हुए मुझ उपासक के इस स्तोम - स्तुतिसमूह - स्तुतिभरे गीत को अपने ज्ञान में धारण करा अथवा (इमं स्तोमं दधिष्व मेरे इस स्तोत्र - स्तुतिमय गीत को सुन और (मम युजः चित् अन्तरं कृष्व) मुझ योगयुक्त, समाहितचित्तवाले सच्चे-सुच्चे साधक के अन्तःकरण को शुद्ध करा।

FEEDBACK

Dollar Industries Ltd.
(AN ISO 9001:2008 CERTIFIED ORGANISATION)

Om Tower | 15th Floor | 32 J. L. Nehru Road | Kolkata - 700 071 | India
Phone: 2288 4064-66 | Fax: (033)2288 4063 | Email: bhawani@dollarinternational.com | www.dollarinternational.com

Manufacturing Facilities Tirupur, Delhi, Ludhiana, Kolkata

Branches Tirupur | Delhi | Jaipur | Patna | Bhagalpur | Ranchi | Indore | Guwahati | Cuttack | Rudrapur | Vadodara | Mumbai | Nagpur | Bangalore
| Hyderabad | Agra | Varanasi | Kanpur | Ludhiana | Rohtak | Raipur

DOLLAR PHOTO GALLERY

CHENNAI FLOOD RELIEF



BRANDING IN DURGA PUJO



CSR ACTIVITY | Awareness on climate change



NEWS CLIPPINGS



DOLLAR IN 2015

Dollar Industries Ltd always concentrates consumer engagement marketing channels, such as memorable ad campaigns, experiential events, viral growth, and consumer participation strategies to create a one on one relationship with existing and potential customers.

This financial year started with new hope as Dollar Industries Limited launched the all new range of Dollar Bigboss Gymvest, a range of specially designed vests for fitness conscious youth. They can be described as smart, edgy, fashionable utility wear.

That's not all! A whole new product range is to be launched under Missy Chic Casuals; women's leg wear such as Churidars, Capris, Ankle Length, outer wear like Crew neck Tees, V-neck Tees, Racer back tops and relaxed bottom wear exclusively designed for new age women.

In 2015, the most talked about digital campaign of India was "Gym Ka King", which had been trending all over the internet for almost a month. Launched around first week of April, the campaign has set a new milestone in the history of the Indian digital movement with over 35% engagements across all verticals.

The campaign was simple yet interesting, one had to take a 'selfie' wearing a Dollar BigBoss Gym Vest or any active wear,

and upload it to Facebook or any other social media platform with a hashtag #GymKaKing.

During midsummer, Dollar Industries have launched India's most inspirational innerwear brand Force NXT. The launch of Force NXT last year was a feather in our cap, indeed, with the Iron Man of Indian fashion ; Mr Milind Soman supporting the cause. Since, men are more experimental these days with new look, comfort and stylish brands, the advent of branded hosiery garments in India is peaking with their sudden acceptability. We have also come up with an attractive consumer on purchase of Dollar Bigboss or Dollar Club products. The deal created huge ripple among consumers. We reached out to our audience through all prospective



mediums and received a huge overwhelming response. Like every year, the company started the festive spirit on a high note with the ground activation 'Pujor Chonde Mato Anonde' in Kolkata and also all over India.

DOLLAR MISSY WINTER LEGGINGS



Dollar Industries Ltd introduced under their existing brand Dollar Missy Chic Casuals, the winter leggings for the very first time to make the winters uncompromising in terms of styling and fashion.

Making winter more colourful and stylish, Dollar Missy winter leggings were ideated and given shape. Missy Winter Leggings are specially designed to work in colder temperatures maintaining the style quotient. They are trendy, stylish and crafted with four way stretch fabrics with shrinkage control techniques.

These leggings are warm, comfortable, supple and skin-friendly. The best choice to match with, kurtis, long tunics etc. It is a full length with slim fit, which makes them easy to tuck into boots. They are available in most popular and fashionable shades like Black, Perry red, Red, Royal Blue, Green, Navy Blue, Fawn, Off-White, Brinjal and many more. The winter leggings for women are available at any retail outlet priced exclusively at an exciting price of ₹ 520/-