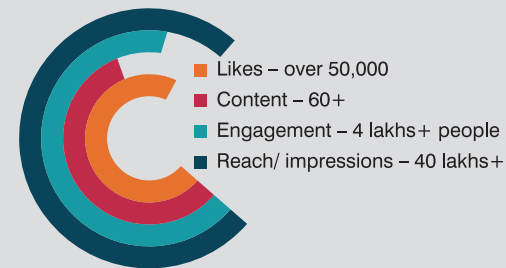
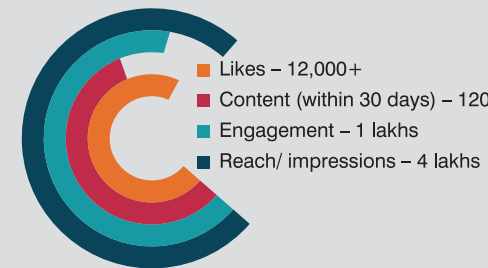


"OVER 1LAKH PEOPLE GOT ENGAGED WITH OUR CAMPAIGN"

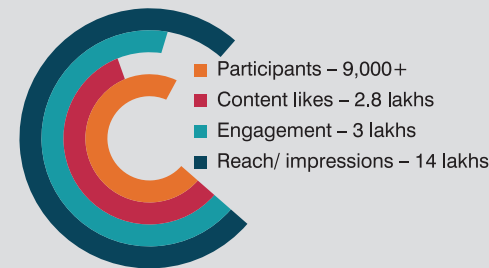
For Winter Campaign, 2017



Pujor Chande Mato Anande, 2017



Dollar Bigboss 2018 Calendar Contest



FASHION WITH THERMALS

The winter can be pretty chilling, "only, the beastly Arctic won't freeze". 'You'll have to bundle up next to the fire, its cold outside' – sometimes it isn't an option. Whether you're working outside, exploring snowy peaks, jaunt around winter countries or going for an early morning jog, thermal underwear is a must for cold-weather adventures, as it'll keep you warm and wick away moisture.

Thermal is a unisex trend. Understanding the need and with changing trends, brands have become more innovative with unique design and features in their products. The concept of thermals are usually hidden under clothes is now good enough to wear solo. Apart from vests and trousers, recent thermal trends include bomber jackets, pullover, hoodies, and thermal bottoms for men. It has graduated from being a functional category to fashionable category.

Want to peg the difficult balance between staying warm and looking good?

Here is it:

For freezing weather, wear your black round neck full sleeves thermal with your favourite blue puffer coat – winter is sorted.

For less winter, there are a variety of down shirt jackets, soft-shoulder bombers, and other shapes. But why don't you try your favourite dark jeans with white or melange- v-neck full sleeve thermals? Going for Holiday?

This winter your Camel coat can be a game changer. Wear it with your melange thermal upper, Jeans and leather black boots – it will instantly elevate any outfit. Even one can get the look of long line sweatshirt and bulky boots with the thermals bunched a bit around the top for that Mad Max warrior chic.

If you're going for an early morning jog, wear soft, comfortable Classic V-Neck full sleeves thermal upper wear with thermal trouser. It's figure hugging design gives you a sporty look and the extra layer against your skin makes the garments extra light and airy.

Get ready, it's the time to mix and match these top picks to stay toasty on your next outdoor excursion.



सुखार्ती त्यजते विद्या विद्यार्थी त्यजते सुखम्।
सुखार्थिनः कुतो विद्या कुतो विद्यार्थिनःसुखम्॥
जो व्यक्ति सुख के पिछे भागता है उसे ज्ञान नही मिलेगा।
तथा जिसे ज्ञान प्राप्त करना है वह व्यक्ति सुख का त्याग करता है।
सुख के पिछे भागने वाले को विद्या कैसे प्राप्त होगी? तथा जिसको वद्या प्राप्त करनी है उसे सुख कैसे मिलेगा?

FEEDBACK

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Hyderabad | Agra | Varanasi | Kanpur | Ludhiana | Rohtak | Raipur



CHAIRMAN'S NOTE

Dear Readers,

Wishing you all a very happy and prosperous New Year. Hope you had a wonderful festive season. In 2017 Dollar Industries was humming with activities, ranging from new product launches and campaigns to reach out to a wider spectrum. It is our mission to sustain the growth of the company by providing the customers with a paramount experience. It is also my pleasure to share with you yet another year of robust growth and strong performance by Dollar Industries. We have received this high in the backdrop of demonetisation, GST and severe competition.

India is poised to become the third largest economy in the world in the next few years. The Government of India wants to raise the share of manufacturing in GDP to 20 per cent. The industry is ready to contribute significantly to India's exports and to create large employment. I am confident that textile manufacturing will play a major role in this and will prove to be the backbone of the Indian economy. In the process we will be very happy to collaborate with other developing countries, to be a part of this process.

Today, we are among the top three in the Indian hosiery and knitted market segment. Our team has put in tremendous hard work which has ensured the huge leap in growth. 2018 would be more challenging and I do believe the meticulous hard work would definitely produce the seeds of joy. This financial year, we intend to introduce a large number of products that will figure on the high-end section of the value chain. We believe that this will bolster our profitability. With all of your strength and good wishes, I can foresee Dollar Industries becoming 2000 Cr Company by 2024.

While we have successfully captured the Indian market, we intend to capture and rein the international markets with the same vigour and zeal that has become the characteristic of our brand.

Thank you and Happy New Year once again.

Sincerely

Dindayal Gupta
Chairman

DOLLAR ULTRA THERMALS WARMED UP THE WINTERS WITH ITS LATEST COLLECTIONS



Dollar Thermal introduced four product segments in the winters. 'Dollar Ultra Magic', 'Dollar Ultra Thermals', 'Dollar Esteem' and 'Dollar Wintercare'. The brand experimented with colours and fabrics which were done all out to entice the customers. We have launched the most stylish and designer range of thermals this winter by the name 'Dollar Ultra-Premium'. They are ultra luxurious thermal with superior fit and comfort.

The designer thermal wear 'Dollar Ultra Magic' is made with modern style and fit for all day comfort. The product is a stretch fabric to fit all body contours. It has a state-of-the-art grid layer that improves heat retention throughout the body. 'Ultra Magic' is especially made with Amino Silicon softness that gives excellent elastic properties, exceptional softness and silky finish that are capable of withstanding repeated washing cycles. The warmth offered by the thermal underwear makes it useful in the winter and its svelte design does not make anyone feel overdressed.

'Dollar Ultra Thermals' on the other hand are made from 100 percent Super Comb Siro Clean Cotton Yarn, guaranteed to provide warmth and comfort. These are especially processed to control shrinkage and to hold its shape for a long time.

'Dollar Esteem' is especially designed to keep one warm and comfortable even in extreme cold. The fabric is quick drying, soft to touch, helps your skin to breath better and minimises perspiration.

'Dollar Wintercare' is another warm and comfortable product for severe chilly weather. The thick and soft fabric provides warmth and comfort without causing itching and irritation.

It has always been the endeavour of Dollar Industries Ltd to introduce unique products. The products are always a step ahead in terms of trend. However, the focus on quality and comfort is never compromised. Dollar Ultra Premium, as a completely new variant from the previous range without sacrificing the focus on comfort and warmth.

EVENT

4th Tata Steel, Kolkata 25K, Campus Rock and Run



Intex Fair Colombo



Pujor Chande Mato Anande, 2017



The Forever 21 'Mirchi Live' with Vidya Vox-The Kuthu Fire Tour



"Apostrophe", Tales to Tell, 2017



NEWS CLIPPINGS



DOLLAR IN EVERYBODY'S LIFE

Over 70% of the Earth's surface is covered in water, yet fresh usable water is turning scarce. All around the world water quality and quantity issue is turning grave. In India, all water bodies are hideously polluted with organic and hazardous pollutants. The crisis here is turning acute with even ground water resources depleting at an alarming rate. Drinking water crisis as a result is turning very acute. According to the Urban Development Ministry statistics, India's six largest cities, including Kolkata, are facing severe water crisis and at least 22 of India's 32 biggest cities are facing acute water scarcity.

Dollar Industries is reinventing itself around the new vision christened "Dollar in everyone's lives." On the 3rd of May, 2017 we rolled out the noble initiative of serving people with fresh cold drinking water to cap the heat of Kolkata. Starting from the Dumdum Police Station area and Dumdum Private Road Bus Stand area, a raft of water huts were inaugurated by the Chairman of the Dollar Industries Ltd. Shree Dindyal Gupta and the MIC, information technology, Mr. Bratya Basu. We have installed more than 15 water huts across Kolkata which includes Bediapara, Sinthi More, 30A Bus Stand; Unnayan Parishad Club Maidan, Kajipara, Nagerbazar, Promod Nagar Bazar More, Central Jail Crossing, Sri Sri Shitala Mandir- RN Guha Road, City Civil Court - Dalhousie, Dumdum Station - 1, Dumdum Station - 2, Airport 01. No Gate, Airport 02 No. Gate, Bhadreswar Municipality - Near Station, Bhadreswar Municipality - Near Mother Dairy and Bangur - Sailan Manna Park

Dollar has also provided Blue star water cooler machine to Sidharth United Social Welfare Mission Orphanage Chinar Park- Tehghoria and Kamardanga Police Station.

We already have started our project for the same in different regions of Orissa, including Bhubaneswar

Contribution towards society has been an integral part of Dollar life since foundation. This is just another small endeavour to serve people and society.

हर किसी के जीवन में है डॉलर

धरती के 70% से ज्यादा हिस्से में पानी है फिर भी ताजा एवं उपयोग करने लायक पानी का अभाव बढ़ता जा रहा है। पूरी दुनिया में पानी की गुणवत्ता और इसकी मात्रा घोर संकट का रूप ल चुका है। भारत में, सभी जलाधार जैविक और संकटजनक प्रदूषण पदार्थों से बुरी तरह से दूषित हो चके हैं। यहाँ यह मुसीबत और भी विकराल रूप ले चुकी है, क्योंकि ज़मीनी स्रोत वाला पानी भी तेज़ी से खत्म हो रहा है। यही वजह है कि पेयजल का संकट तेज़ी से गहराता जा रहा है। नगर विकास मंत्रालय के आँकड़ों के अनुसार, कोलकाता सहित भारत के छह बड़े शहर पानी की गंभीर समस्याओं से जूझ रहे हैं एवं भारत के सबसे बड़े 32 शहरों में से कम से कम 22 शहरों में पानी की बहुत किलत है।

"हर किसी के जीवन में है डॉलर" के नए लक्ष्य के साथ डॉलर इंडस्ट्रीज़ एक नए पथ पर बढ़ चला है। 3 मई, 2017 को हमने कोलकाता के नागरिकों के लिए ताजा शीतल पेयजल उपलब्ध कराते हुए लोगों की सेवा में एक बेहतरीन कदम उठाया। दमदम पुलिस स्टेशन अंचल एवं दमदम प्राइवेट रोड बस स्टैंड अंचल से यह पहल शुरू की गई, जहाँ 'वाटर हट' के बेड़े का उद्घाटन डॉलर इंडस्ट्रीज़ लि. के चेयरमैन श्री दीनदयाल गुप्ता और एमआईसी, सूचना प्रौद्योगिकी, श्री ब्रात्या बासु के द्वारा किया गया। अब तक पूरे कोलकाता में हम 94 से अधिक वाटर हट को संस्थापित कर चुके हैं जिनमें शामिल हैं बेदियापाड़ा, सिन्धी मोड़, 30ए बस स्टैंड, उन्नयन परिषद क्लब मैदान, काजीपाड़ा, नागेरबाज़ार, प्रमोद नगर बाज़ार मोड़, सेन्ट्रल जेल क्रॉसिंग, श्री श्री शीतला मंदिर - आर एन गुहा रोड, सिटी सिविल कोर्ट ई-डलहौसी, दमदम स्टेशन-1, दमदम स्टेशन-2, एयरपोर्ट 01 नं. गेट, एयरपोर्ट 02 नं. गेट, भद्रेश्वर म्यूनिसिपैलिटी-स्टेशन के पास, भद्रेश्वर म्यूनिसिपैलिटी-मदर डेयरी के पास और बांगुर-शैलेन मन्ना पार्क।

डॉलर ने सिद्धार्थ युनाइटेड सोशल वेलफेयर मिशन ऑफ़िनेज चिनार पार्क-तेघरिया और कामरडांगा पुलिस स्टेशन में ब्लू स्टार वाटर कुलर मशीन भी उपलब्ध कराया है। हम भुवनेश्वर एवं समस्त उड़ीसा के विभिन्न क्षेत्रों में इसी प्रकार का प्रोजेक्ट पहले से ही शुरू कर चुके हैं।

अपनी स्थापना के दिन से ही, सामाजिक हित कार्य डॉलर के जीवन का महत्वपूर्ण हिस्सा रहा है। लोगों एवं समाज की सेवा में, यह हमारा छोटा सा एक और विनम्र प्रयास है।

