

OVER 30 LAKHS PEOPLE GOT ENGAGED WITH OUR CAMPAIGN

For Winter Campaign 2018/2019 (Dec- Feb)



For Contest 2018/2019 (Dec- Feb)



Video Views



Dollar Industries Launches Retailer Schemes

Dollar Industries Limited provided attractive schemes for the retailers like Buy 10 Get 11 and Shaandar Summer Offer.

Buy 10 Get 11 offer was on Bigboss & Lehar products and Shaandar Summer Offer was on Dollar BigBoss Gym Vest and Force Go Wear. This was an exciting opportunity for retailers to win exciting prizes such as ceiling fan, coolers etc and even a chance to win a trip to Thailand. Zabardast Summer Offer was on Missy Basic items and Dollar Bigboss Products (except Gym Vest) through which retailers had an opportunity to win attractive prizes like 42 inch LED TV/Laptop, Air Condition, Double Door refrigerator, washing machine, printer etc

These schemes were all region specific and allowed retailers from respective zones to be excited about these offerings.

ओ३म् सखाय आ नि षीदत सविता स्तोम्यो नु नः ।  
दाता राधांसि शुम्भति ॥

- २०११२२१८ ॥

वह प्रभु दाता है, दानशील है । जितने भी हमारे कार्यों को सिद्ध करनेवाले पदार्थ वह बनाता है, उन सबको वह बड़े उदार भाव से हमें प्रदान करता है । विद्या, स्वर्ण, रजत, धन, धान्य आदि सभी प्रकार के पदार्थ वह हमें प्रदान कर सदा हमारी शोभा बढ़ाता रहता है । ऐसा प्यारा और सब जग से न्यारा प्रभु हमारे लिए सब प्रकार से स्तुत्य है, प्रशंसनीय है, पूजनीय है, अर्चनीय है । हमें चाहिए कि हम अपनी समान विचारधारावाले व्यक्तियों के साथ मिलकर बैठें और अपने जीवन के सभी प्रकार के दुर्गुण, दुर्व्यसनों को दूर कर उसका ध्यान किया करें, उसका साक्षात्कार करने का यत्न किया करें ।

FEEDBACK

Dollar Industries Ltd.  
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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



CHAIRMAN'S NOTE

Dear Readers,  
**As they say, "All our dreams can come true, if we have the courage to pursue them".**  
Wishing you all a very happy and successful New Year. Let's begin the New Year with more focus, passion and positivity. 2018 was an exciting year for us as it was a year full of achievements. Keeping this momentum ongoing, we spearheaded into 2019 and were proud to receive the Times Business Awards Kolkata 2019 For "Clothing: Best in Men Hosiery" segment. It was truly a wonderful moment for all of us. The future surely looks bright.  
Dollar Industries Ltd. continues to show the persistence to grow through the highs and the lows that this industry is facing. We pledge to create an industry benchmark through our backward integration process and premium product offerings. We are confident to hold on to this momentum as we move into the fourth quarter.

Dollar has registered total revenue of Rs 732.46 Crore for nine months that ended on 31st December, 2018 as against Rs. 654.57 crores during the corresponding period of 2017, a growth of 11.89 %. The profit before tax stood at Rs 83.49 crore for nine months ended 31.12.18 as against Rs. 69.42 crore for the similar period of the previous fiscal, a rise of 20.27%.  
Dollar Industries Ltd. has entered into an equal joint venture with Pepe Jeans Europe BV to launch a new range of innerwear under the Pepe Jeans London brand name. The joint venture company 'Pepe Jeans Innerfashion' will manufacture and market a premium range of fashion innerwear and athleisure for men.  
This year we have introduced a new product category "Athleisure" for teenage boys and men with an active lifestyle & passion for fitness. At Dollar, we always look forward to give our customers a delightful experience.  
Dollar is actively present on the leading online shopping portals like Amazon, Flipkart, Myntra, Jabong, Snapdeal etc, where consumers can easily access all the Dollar products. Now our customers can also shop from our own website for ForceNXT: www.forcenxt.com . To connect with the young audience we are active on the social networking sites as well like FaceBook, Instagram, Twitter, YouTube & LinkedIn.

As we are moving forward, I would like to take the opportunity to thank the entire Dollar family for continued support & hard work.  
Sincerely  
*Dindayal Gupta*  
Dindayal Gupta  
Chairman

Dollar Industries Receives "Times Business Award 2019"

Dollar Industries Limited received the "Times Business Award" for "Clothing: Best In Men Hosiery" category at a star studded ceremony held in Kolkata, hosted by the renowned actor Mr. Anil Kapoor. Mr Ankit Gupta, Vice President, Dollar Industries received the prestigious award on behalf of the company. "Dollar Industries feels honoured to win the prestigious Times Business Award in the category "Clothing: Best in Men Hosiery". Winning this award will definitely further enhance the credibility of our brand. Starting from the scratch, Dollar's journey over the years has been inspiring and we feel proud that Dollar now stands as one of the leading hosiery brand of the country," said Mr Ankit Gupta, Vice President, Dollar Industries Ltd.

Times Business Award is conferred by The Economic Times in the field of business, corporate and government policies, economies in India, etc. This time there were many new categories alongside the existing ones, ranging from Young Entrepreneur of the Year to the Service Excellence award and Creative Business of the Year, all celebrating the wealth of talent from start-ups to established businesses.





**EVENT**

**ForceNXT - Ready Steady Grow**



**Miles to Go**



**NEWS CLIPPINGS**



**Dollar Industries Conferences: "Miles To Go" & "Ready Steady Grow"**

"Miles to Go" was an All India business conference, which happened in the following cities: New Delhi, Chennai, Mumbai & Kolkata. 650 distributors across India were invited for the conference.

The conference started on 25th Jan 2019 at New Delhi and was held at Chennai on 26th Jan 2019, Mumbai on 27th Jan 2019 and lastly at Kolkata on 28th Jan 2019. During these conferences, the following new product lines were launched: Dollar Bigboss Athleisure for teenage boys and men along with Bigboss Flexi. This occasion was to appreciate the efforts and contributions of the distributors and encourage them to achieve the new goals.

Force NXT All India Distributor Meet "Ready Steady Grow", was hosted at New Delhi on the 25th February 2019. These meets are aimed at strengthening the bond between the company and their stakeholders. The entire team got an opportunity to meet each other and share their views and ideas that in turn has a positive impact on the overall annual business performance. The top performing distributors were felicitated at this event. The new Athleisure range along with ForceNXT regular range of products were displayed for the distributors to see and place orders.

**Festive Mela Presence**

Melas and mega fairs attract an eclectic mix of people from across all walks of life, and prove to be the perfect ground for brands to reach out to a large number of audience. Dollar took to these opportunities to increase their brand salience & visibility by doing branding at venues near Khatu Shyam Ji Mela, Kumbh Mela and Gangasagar Mela. As marketing activity, Dollar did Dhaba branding, wall wraps, Police Barricade branding at Khatu Shyam Ji Mela which started from 11th March 2019, in Rajasthan. Kumbh Mela, which is the biggest religious festival in the India started on 19th January, 2019 at Prayagraj, Uttar Pradesh witnessed 20 crore footfall this year, and Dollar did wall wraps and wall painting on the routes that pilgrims avail to increase their brand visibility.

Sagar Island also known as Gangasagar is famous for Hindu Pilgrimage 'Gangasagar Mela' which started on 19th January, 2019, Dollar took this opportunity to reach out the mass by doing temporary banners at regular vantage points on the routes through which the pilgrims travel.

