

EXPRESS

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CHAIRMAN'S NOTE



Dear Readers,

We started the quarter with a great sense of hope and excitement as the much awaited vaccination drive to counter the menace of Covid-19 has begun. We expect the people to be patient and continue to follow the precautionary measures to curb further spreading of the virus. A lot has been lost. We cannot afford to lose more.

At Dollar, contributions towards the society have always been a vital part of the company. We began the year with Dollar Foundation, the CSR wing of Industries Limited, collaborating with Delhi Metro Rail Authority (DMRA) to pledge to make clean and safe drinking water available to commuters. In the Phase 1, we installed 22 water kiosks across metro stations in New Delhi. Moreover. to celebrate

International Women's Day, Dollar Foundation distributed 2000 packets of sanitary napkins amongst women dwelling in slum areas across the city of Kolkata. This initiative was a step to undo the and myths malpractices surrounding menstruation, thereby improving menstrual hygiene and empowering women to live healthier, longer and fuller lives. Additionally, Foundation distributed sanitary napkins amongst women workers at our Barasaat manufacturing unit.

We also announced our Q3 FY21 results where we crossed the mark of ₹300 crores turnover this quarter. Our total revenue for Q3 FY21 & 9 MFY21 stood at ₹312.44 & ₹730 crore compared to ₹255.43 & ₹733.14 crores for Q3 FY20 & 9 MFY20 growth of 22.32% for Q3 FY21 and de-growth of 0.43% 9MFY21.

As we move forward with this new year, I pray that the year is filled with positivity, good health and success for everyone. Thanking You.

Sincerely.

Din Dayal Gupta Chairman Emeritus

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Dollar Foundation joins hands with DMRA

DOLLAR INDUSTRIES LTD.

Dollar Industries Limited has always been associated with noteworthy causes and has carried out many initiatives that benefit the society. Dollar Foundation has partnered with Delhi Metro Rail Authority (DMRA) to contribute and install water kiosks across 22 metro stations as part of its CSR initiative

As a pilot project, Dollar installed one water kiosk at Sadar Bazar metro station before lockdown. Dollar plans to cover at least 100 more metro stations in New Delhi over a span of 8 months.

"Dollar has always been a responsible corporate and firmly believes in fulfilling its duties towards the society. Water is one of the driving forces for humanity and our initiative will help the thousands of commuters every day. We plan to cover major metro cities such as

> Chennai, Jaipur, Nagpur and Lucknow once we are through with the Delhi project," said Mr. Vinod Kumar Gupta, Managing Dollar

Director. Industries Limited.

Earlier, Dollar initiated this campaign from Kolkata where they installed water kiosks in all major metro stations. Apart from Dollar installed 15 water huts in various areas in Bhubaneshwar, 16 water huts in Cuttack and 14 water huts have been installed in Puri. Going forward, the company plans to install 2 more water huts in front of the railway station in Puri.

00H Campaign for Dollar's range of socks

has brought a paradigm shift in the socks socks with additional features have also industry. The rising disposable incomes and contributed to the growth of the global socks economic recovery has led to a strong market. Identifying the great potential of the Consumers are now buying branded socks as compared to the earlier trend of buying from the informal market. Further, enhanced Thermals.

Traditionally considered to be formal wear protection, durability and comfort offered by or a part of uniforms, continuous innovation various brands and introduction of new growth in the global socks market. segment, Dollar has a robust portfolio of socks under Dollar Man, Dollar Woman, Dollar Junior, Dollar Always and Dollar











With a revamped brand identity and an extensive product portfolio, Dollar executed a robust OOH campaign across 200 location and 400 sites. With an aim to create a top of the mind brand recall, the campaign rightly exhibited the range of fashionable socks in classic as well as unique designs.

Dollar associates with Season 2 of TCL Women's Cricket League

The immediate need of empowering women demands an increase in their visibility in public domains. Realizing the need for the same, The West Bengal Sports & Recreation Council that is a part of Women's Indian Chamber Of Commerce and Industry, was formed to promote women in sports and sports among women. It takes measures to increase inclusivity, financial independence and opportunities for sportswomen. With a common objective of empowering and uplifting women, West Bengal Sports & Recreation Council joined hands with TCL in Season 2 with the belief that there is no power greater than a group of people who come together to discover what they care about and work towards that. TCL endeavors to improve the

standard of cricket among women which can open up many opportunities for these aspiring female cricketers in future.

Realizing the noble nature of this initiative, Dollar Industries Limited went ahead to sponsor the jerseys for the tournament. Dollar Industries Limited believes that passion has no gender and it is imperative that we dissociate from the patriarchal notion of men dominating the outdoors. In order to promote women sportsmanship while also simultaneously inspire women to play sports and consider the same as lucrative and rewarding career option, Dollar Industries Limited took part is the unique yet noble initiative to champion the cause for women.





Celebrating Women's Day with #BeFreeBeYou initiative







Dollar Foundation, the CSR wing of Dollar Industries Limited celebrated Women's Day by supporting the noteworthy cause of menstrual hygiene. As a part of its #BeFreeBeYou campaign, Dollar distributed 2000 packets of sanitary napkins amongst women dwelling in slum areas across the city. This thoughtful initiative is an extension of their #BeFreeBeYou campaign that aims to improve the menstrual hygiene of underprivileged women. With this initiative, Dollar Industries Limited

believes they will be able to take a step forward in undoing the myths and malpractices surrounding menstruation, thereby improving menstrual hygiene and empowering women to live healthier, longer and fuller lives.

In addition to the women in the slums, Dollar also distributed sanitary napkins amongst its female workforce, in its Barasaat (Kolkata) manufacturing units.

Unhygienic menstrual practices also lead to several health issues, cervical cancer being one of the deadliest health issues in women. Thus, more such projects are the need of the hour for improving menstrual hygiene in both rural and urban areas. With this campaign, Dollar Foundation aims to address the issues related to menstrual hygiene and helping underprivileged women/girls with good quality sanitary napkins.

Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Limited

Dollar Industries Limited Announces Q3 FY21 Results

Dollar Industries Limited announced its financial results for the guarter ended 31st December, 2020.

Total Revenue for Q3FY21 & 9MFY21 stood at ₹312.44 & ₹730 crore as compared to ₹255.43 & ₹733.14 crores for Q3FY20 & 9MFY20 growth of 22.32% for Q3FY21 & de-growth of 0.43 % for 9MFY21.

PAT for Q3FY21 & 9MFY21 stood at ₹28.38 crore i.e., 9.08% & ₹68.07 crore i.e., 9.32% as compared to ₹19.58 crore i.e., 7.67% & ₹46.58 crores i.e., 6.35% for Q3FY20 9MFY20, growth of 44.95% & 46.11% for Q3FY21 & 9MFY21.

Operating Revenue for Q3FY21 & 9MFY21 stood at ₹311.79 & ₹728.64 crore as compared to ₹254.81 & ₹731.65 crores for Q3FY20 & 9MFY20, growth of 22.36% for Q3FY21 & de-growth of 0.41% for 9MFY21.



Demands & Trends in the Innerwear Sector

The innerwear segment in India has emerged as one of the fastest growing categories and is currently estimated to be approximately ₹32000 crores and accounts for almost 9 percent of the domestic fashion retail market. With the robust growth, the innerwear segment is expected to reach ₹621.35 by 2025. The Indian innerwear market has been an unorganized industry since a very long time. The sector is significantly dominated by small-scale companies with comprises of 60-65% of the unorganized space.

With a substantial change in consumer behaviors and evolution in the segment, innerwear is not just a basic necessity anymore. With growing aspirations, innerwear is now considered to be a fashion statement. With the unleashing of the Covid-19 pandemic, there has been a major shift in the demands in all industries, to which the innerwear sector has been no stranger. With majority of the people now working from the comfort of their homes, possession

of comfortable innerwear has grown to be of optimum relevance. This in turn is leading the innerwear industry to reinvent and heighten production, causing a boom in the industry.

With the heightened demand for premium and luxurious innerwear, along with the exposure to Western trends, the innerwear industry has seen a massively favorable growth. The most prominent factor responsible for the same is the media awareness about the necessity of premium and durable innerwear, with innerwear being regarded as an individual's second skin. Also, e-commerce has been a game changer, acting as a blessing in disguise for this industry. Due to the ongoing pandemic, the e-commerce sales has taken precedence over brick and mortar stores, which has in turn also acted as a catalyst for growth. The onset of the pandemic has led to a demand in

anti-viral fabrics, as individuals now want an extra layer of protection than the usual. With brand loyalty being a noteworthy factor, the demands and trends in the innerwear sector are now being aligned towards anti-viral premium products, for optimum comfort as well as additional safety.



Cotton Yarn price hike plaguing the Hosiery Industry

A shortage of availability of yarn, a key raw material in used by manufacturers. The price of another quality the manufacturing of garments, especially knitwear and hosiery, has resulted in prices of yarn shooting up by nearly 50 percent in the past four months. This has wreaked havoc for garment manufacturers across

According to various associations of hosiery manufacturers, the price of yarn has increased from ₹200-210 per kilo in November-December 2020 to about ₹300-320 per kg currently. This is the price of a violet label, a quality grade of yarn that is commonly

grade 'Red label' has increased to about Rs 320-340 per kg. Due to this, India's largest garment manufacturing export hub Tirupur in Tamil Nadu wore a deserted look on 15th March, 2021 after over 8,000 units in the town shut their units in protest against rising yarn prices.

While shutting units in protest, the Tirupur Exporters Association and the South India Hosieries Manufacturers Association not only expressed concerns over rising prices in the domestic market but also said that companies that export finished goods to

foreign markets are worried about losing their competitive edge to other exporting countries, calling for urgent government intervention.

Garment clusters across the country are facing the same situation, especially in the MSME and unorganised sector. Textile as an industry is capital and labour-intensive and nearly two-thirds of the ₹32,000-crore hosiery sector in India is unorganised, where most small and medium companies are already reeling from an economic slowdown, followed by the impact of the COVID-19 pandemic.



Mr. Vinod Kumar Gupta

Managing Director

We have been facing this price hike issue since last year which resulted in an increase in our product prices ranging from 1-1.5% to 4%. We have written to the Finance Minister and Union Textile Minister to look into the steep rise in cotton yarn prices which is impacting most of the MSME's. Many players are facing issues due to raw material shortage and might be forced to halt their operations if this continues. The voluntary closure was an effort to unanimously raise our voices in support of the whole industry on the abnormal price hike of the yarn which is putting pressure on not only businesses but also on the consumers.

The rising prices are impacting the production capacity of MSMEs where there is a dearth of hard capital. They are finding themselves in deeper trouble in terms of getting working capital and getting back to business. If there isn't adequate production within the domestic market, it will leave scores of labourers engaged in the textile industry unemployed. We have urged the government to look into banning exports if it wants to save the domestic market.

What to Expect After Getting A Covid-19 Vaccine

India kicked off the COVID vaccination drive on January 16 of this year where the first priority was given to the healthcare and frontline workers. The second phase started on March 1 where doses were being administered to people above the age of 60 and those between 45 and 59 years with specific comorbidities. In April 2021, the country will enter the third phase of its COVID vaccination drive where anyone above the age of 45 can visit the nearest vaccination centre with an identity document (Aadhaar card, ration card, voter ID, passport) and get themselves vaccinated. Each vaccination centre is offering Covishield (developed by University of Oxford) or Covaxin (developed by Bharat Biotech). Although, no one has reported negative side-effects, some recipients have reported some minor symptoms.

Listed out some of the do's & don'ts if you're planning to Post your vaccination, don't forget to follow the basic get vaccinated against this deadly virus:

· Before taking the vaccine, consult your doctor if you suffer from allergies to medication or drugs.

- · Body experiences inflammation post-vaccine. Thus, it is recommended to eat immunity-boosting foods (fruits, vegetables, nuts etc.) for speedy recovery.
- · Drink plenty of fluids to keep oneself hydrated.
- · Common side effects are pain, swelling, tiredness, fever, muscle pain which are normal.
- In most cases, discomfort from pain or fever is normal. If the redness or tenderness where you got the shot increases after 24 hours, kindly consult your doctor or healthcare provider.
- Smoking & Alcohol should be avoided.

precautionary measures such as wearing face masks, hand hygiene and social distancing in public places.



Key Coverage

स्टेशनों में लगायेगा जल कियोस्क

डॉलर इंडस्ट्रीज का मुनाफा बढ़ा

कोलकाताः डॉलर इंडस्ट्रीज लि. ने दिसंबर 2020 में समाप्त तिमाही और वित्त वर्ष 2021 के नी महीनों के वितीय परिणामों की घोषणा की है। कंपनी

Expect 10% growth in FY21 and margins of 16% in FY22, says Dollar Industries MD

'डॉलर फाऊंडेशन मैट्रो स्टेशनों में लगाएगा जल कियोस्क'

ल्भियाना, 22 फरवरी (बी.एन.467/2): डॉलर इंडस्ट्रीज लिमिटेड की सी.एस.आर. शाखा डॉलर फाऊंडेशन ने मेट्रो रेल अथारिटी के साथ हाथ मिलाया है, ताकि नई दिल्ली के 22 मैटो स्टेशनों में जल कियोसक स्थापित किया जा सके। किवास्क स्थापत किया जो सके। सभी के लिए स्वच्छ पेयकल मुहैया करने की दिशा में यह कदम डॉलर का समाज के प्रति योगदान के निरंतर योगदान का हिस्सा है। देश का अग्रणी

होशियरी व ऐपरल ख्रांड होने के नाते डॉलर हमेशा ही विभिन्न सेवामुलक कार्यों के साथ जुड़ा हैं और ऐसी कई गतिविधियों को अंजाम दिया हैं जो समाज के लिए लाभकारी हैं।

समाज के लिए लिमिटेड के डॉलर इंडस्ट्रीज लिमिटेड के प्रबंध निदेशक विनोद कुमार गुपा ने कहा कि डॉलर इंडस्ट्रीज लिमिटेड हमेशा ही जिम्मेदार कापीरेट रहा और उसका पुढ़ विश्वास समाज के प्रति अपने कर्तव्यों के निवंहन में हैं।

डॉलर इंडस्ट्रीज ने मनाया महिला दिवस DOLLAR FOUNDATION AND



डॉलर फाउंडेशन लगाएगा जल कियोस्क

अरिएर अंत-उद्देशन एनिएटर को संपालक राज्य विश्व करियात के स्वीत है। दिन्दियों विनियंद्र को संपालक राज्य विश्व प्रारंडितन में पेट्री एवं और्मार्टरी (विद्युक्ताएए) के सब स्वान पित्रणा है एक सात्र में दिन्दियों के 22 में एटरेकन में जब क्रिकेशक स्वानित क्रिया जा मोत्र कि तब अजनी होता में एएटर क्रांत होने को डॉन्टर स्टेमा एनिएमा में पालक क्रांत के पालन प्रारंज होने को डॉन्टर स्टेमा एनिएमा में पालक क्रांत के पालन प्रारंज होने के स्वान में प्रारंज स्टेमा एनिएमा में एक जा क्रांत्यकार स्वानीत क्रियात वा डॉन्टर स्ट्रम्टी के स्वान प्रारंज स्टेमा ऐतिएक क्रियेट कुमा पूर्व में कहा, दिन्दी पीरोजन के स्वान हमानी क्री कारत स्वान के हैं।

डॉलर इंडस्ट्रीज ने मनाया महिला दिवस





Dollar Industries consolidated net profit rises 47.56% in the

December 2020 quarter Capital Market Last Updated at February S. 2021 17:52 IST



Dollar Industries Limited celebrates Women's Day with their #BeFreeBeYou

Dollar Foundation, the CSR wing of Dollar Industries Limited, celebrated Women's Day by supporting the noteworthy cause of menstrual hygiene. As a part of its #BeFreeBeYou campaign, Dollar

डॉलर फाउंडेशन का डीएमआरए से गठबंधन

SICH ODISCH OF SIEMSHER A POCKET क्रिक्टका | डॉक्ट स्ट्रान्टीक क्लिडेंट की फ्लिक्टका शास्त्र डॉक्ट प्रप्रदेशम ने मेट्टो के अक्टिकेट (शियपआय) के साथ गठांधान किया के ताक क्लिक्टक क्लिक्ट दिल्ली के 22 मेट्टे स्टेक्टो में जात क्लिक्टक क्लिक्ट क्लिक्ट को स्टेक्ट प्रदेशमां में जात क्लिक्टक क्लिक्ट क्लिक्ट मेट्टे स्टेक्ट पर जात क्लिक्टक क्लिक्ट क्लिक्ट क्लिक्ट के स्टेक्टिक क्लिक्ट के प्रपूष्टी क्लिक्ट कुम्पर गुवा ने जहां कि दिल्ली के कार देखतें, व्यक्ट, क्लिक्ट क्लिक्ट स्टावनक से करत करते की स्टेकटो है।

Employees Corner



It was eight years ago that I had joined Dollar Industries Limited and looking back, I can certainly say what a journey it has been! Both the brand and I have been instrumental in each other's growth. learning from one another and implementing the same in the course of our work. Looking back, I can see with clarity Dollar's advancement from an innerwear to a modern apparel brand. Back when I had joined, Dollar had no designing team and no premium products in their collections, namely Big Boss, Missy and Champion, but today Dollar can proudly boast of a premium range uniquely designed products.

As soon as I joined, my KRA majorly involved modification and upgradation of the existing products in the Big Boss and Missy range. It was during this time that we brought about changes in fabric, colour and elastics of the existing products. We also introduced new ranges, namely Trendy, Modern and Flexy, J-Class and most recently, Anti-Viral.

Back in the day, Missy was majorly an innerwear brand with only leggings as the outerwear product. However, Missy has now grown into a brand with its own identity, comprising a wide range of other products which has witnessed a constant increase in demand. During my tenure at Dollar, I have had the opportunity to spearhead the launch of a new brand called Force NXT that deals in premium innerwear and athleisure products.

'Innovation' has always been a growth catalyst for Dollar. Today, Dollar Industries Limited is an apparel brand with one of the most versatile designing teams ever who is well adept with graphics and novel designing softwares. We single-handedly believe in complete deliverance, and our association with the products stems from its inception to its final delivery. Our designing team focuses not only in designing our products but also on its packaging, in an all-encompassing effort to provide the customer with the best possible product.



Painting by: Avishek Banerjee, Sales Co-ordinator



Doodle by: Divya Pachisia, Associate Brand Manager

Trivia

- 1. Which country hosted The 3. Which of these leaders has 5. Who was the first Indian Water Technology and **Environment Control** conference?
 - (A) Japan
 - (B) Israel
 - (C) Nepal
- (D) India
- 2. When is National Milk Day 4. Which of the following is Observed?
- (A) 31st December
- (B) 29th May (C) 26th November
- (D) none of these

- served as the Chief Minister of his or her state for four consecutive terms?
- (a) Mamata Banerjee
- (b) Ram Singh
- (c) Shivraj Singh Chouhan
- (d) Naveen Patnaik
- the richest source of vitamin B1?
- A. Cereal grains
- B. Carrot
- C. Red bell pepper
- D. Pomegranate

- woman to be honored with Bharat Ratna?
 - A. Indira Gandhi
 - B. Mother Teresa C. ArunaAsaf Ali
 - D. M.S Subbulakshmi

Answer- 1.8, 2.C, 3.D, 4.A, 5.A



ओ३म् यः प्राणतो निमिषतो महित्वैकऽइद्राजा जगतो बभूव । यऽईशोऽअस्य द्विपदश्चतुष्पदः कस्मै देवाय हिविषा विधेम ।।

पदार्थ:- (य:) जो (प्राणत:) प्राण वाले और (निमिषत:) अप्राणिरूप (जगत:) जगत् का (महित्वा) अपनी अनन्त महिमा से (एक इत्) एक ही (राजा) विराजमान राजा (बभूव:) है (य:) जो (अस्य) इस (द्विपद:) मनुष्यादि और (चतुष्पद:) गौ आदि प्राणियों के शरीर की (ईश) रचना करता है, हम लोग उस (कस्मै) सुखस्वरूप (देवाय) सकलैश्वर्य के देने हारे परमात्मा की उपासना अर्थात (हविषा) अपनी सकल उत्तम सामग्री से (विधेम) विशेष भक्ति करें ।