

DID YOU KNOW ?

- Varanasi is the oldest, continuously inhabited city in the world today.
- India has more mosques (300,000 mosques) than any other nation in the world.
- Takshila is said to be the first ever university in the world; it started around 700BC.
- India has the largest English speaking population in the world.
- Today, India has the world's largest school in terms of students, the City Montessori School in Lucknow which has more than 45 thousand students!
- Buttons were invented in India. Yes, your shirt's buttons.

Jumble Words

N T O C T O □ □ □ □ □ □	Last Issue Solution
H R A D E T □ □ □ □ □ □	K O L K A T A
I F B A R C □ □ □ □ □ □	R A J A S T H A N
A C I M H N E □ □ □ □ □ □	D E L H I
T I L E A S C □ □ □ □ □ □	H Y D E R A B A D
	P U N J A B

HIDDEN WORDS

K	L	R	N	Y
V	F	B	Z	H
S	O	C	K	S
P	R	W	J	C
Q	C	L	U	B
J	E	A	N	S
M	I	W	D	A
M	H	R	C	S

Find the following words
FORCE, CLUB, SOCKS, JEANS

J O K E S

- The doctor to the patient: 'You are very sick'
The patient to the doctor: 'Can I get a second opinion?'
The doctor again: 'Yes, you are very ugly too.'
- Boss: Where were you born?
Sardar: India ..
Boss: which part?
Sardar: What 'which part'? Whole body was born in India.
- Santa: U cheated me.
Shopkeeper: No, I sold a good radio to u.
Santa: Radio label shows Made in Japan but radio says this is 'All India Radio!'



GUESSWHO

Last edition answer : Sunil Narine

ओ३म् स नः पितेव सून्वेऽग्ने सूपायनो भव।
सचस्वा नः स्वस्तये॥

भावार्थः हे ज्ञानस्वरूप परमपिता परमेश्वर! पिता जैसे पुत्र के लिए सहज सुलभ होता है, उन्नति के उपाय करनेवाला होता है, वैसे ही वह तू हमें सहज सुलभ हो, सुख से प्राप्त होने योग्य हो, वा सुख के साधन रूप उत्तमोत्तम ज्ञान और उत्तमोत्तम पदार्थों के प्राप्त करानेवाला हो। ऐसा होकर तू सुख और कल्याण के लिए अभ्युदय और निः श्रेयस के लिए हमें प्राप्त हो।

FEEDBACK

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

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Chairman's Note



Dear Colleagues,
The rains are here!!

A season where each one of you will relish your favourite Pakodas, Samosas, Fries, Momos or Bhutta along with a cup of Masala Chai. Indeed a relief after the hot and sultry summer days. So, enjoy monsoon, as long as it lasts.

It has been a satisfying year for us at Dollar Industries with the brand making inroads in newer territories and also consolidating its position in the existing hosiery markets in India and abroad. We have even achieved a sales target of up to 88% across India with our turnover touching the ₹ 730 crore mark.

We did considerably good business in the first

quarter of the current fiscal buoyed by the successful launch of Dollar Gym Vest and Dollar Missy Leggings. We have introduced attractive retailer and consumer schemes to bolster our overall sales according to their expectations from the brand. The second quarter awaits the launch of Force NXT, a premium range of men's inner wear with stylish patterns and motifs.

Dollar enjoys a sharp growth in e-commerce platform with its indelible participation in the digital platform along side. Our latest digital campaign called

"Dollar GymKaKing" has been able to capture the imagination of Indian youths at large. Launched in April, 2015 the campaign sets a new milestone in the history of Indian digital movement with over 35 per cent engagements across all verticals.

"GymKaKing" Contest is an extension of Dollar's new summer launch Bigboss Gym Vest with a purpose to connect with the fitness conscious, selfie addict generation. We have also come up with interesting videos on Youtube entitled "Swasth Bharat Abhiyan" to support the campaign.

We hereby look forward to the continued commitment of each member of the Dollar family towards achieving our vision of creating a global brand.

Warm regards,

Dindyal Gupta

GYM KA KING 2015

I am waiting kaun banega Gym Ka King?

Dollar Bigboss GYM VEST

presenting **GYM KA KING CONTEST**

STEP ONE
Upload the photo of yourself to Instagram, Facebook and Twitter with the hashtag #GymkaKing

STEP TWO
Share the picture with friends and family to get maximum likes

STEP THREE
Like our Facebook page
www.facebook.com/dollarinternational

Fit hai boss

HIGHLIGHTS

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- Events & Activities **Page 3**
- Premium Innerwear market in India
- निरुद्ध उद्योग और निरुद्ध - 2015 **Page 4**
- Did You Know?
- Jumbled words
- Hidden Words
- Jokes
- Guess Who?
- Prarthna Mantra
- Answer to the last edition
- Feedback

Since the beginning of digital movement, Dollar has been a pioneer in the digital domain. Starting with "Step Se Step Mila" a unique endeavour to connect to our audience through digital media, to "India ka Bigboss 2014"; Dollar has positioned itself as an industry leader in the digital realm. This year too, with the campaign "GymKaKing 2015" Dollar has achieved high levels of audience engagement.

Today people use social media not just to communicate with friends and relatives but also to get introduced to and interact with various brands and companies. As social media profiles and content can be seen and shared from anywhere in the planet, it offers businesses significant opportunities to increase brand awareness and engagement.

Dollar Industries Ltd brought the innovative digital campaign, "GymKaKing", as an extension of Dollar Bigboss' new Bigboss Gym Vest. 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 vertical. The mode of participation was through 'Selfie'. One had to take a 'selfie or photo' wearing a Dollar Bigboss Gym Vest or any Dollar innerwear, be it in the gym or elsewhere and upload it on Facebook or any other social media platform with a hash tag #GymKaKing. To support the campaign videos were uploaded on Youtube.

