

"OVER 30 LAKHS PEOPLE GOT ENGAGED WITH OUR CAMPAIGN"

For Summer Campaign 2018 (April - June)



For Contest 2018 (April - June)



Youtube Performance



STAY COMFORTABLE AND CHIC THIS MONSOON



Monsoons are troublesome, especially when it comes to experimenting with new outfits. Stains on clothes are a frequent problem; outfits don't dry and hence tend to be the main source of problem.

Potholes and water-logged roads encourage fashionistas to wear dark and beautiful colours after spending few months in pastels. Tunics can be styled with light leggings or capris, along with flat flip-flops and offer a highly comfortable dressing experience. Fabrics like cotton, chiffon, georgette and silk dries out quickly, and hence one must go for these during this time. The shirt-dress is a go-to outfit this monsoon because of its comfort and versatility. The colourful trench coats are a must-have this season. Avoid wearing whites during monsoon as it tends to get stained easily. Instead, wear dark colours and match it with bright accessories and printed umbrellas.

Hygiene is most important to avoid fungal infections during monsoon. Damp feet, socks and shoes in rain lead to skin related problems, so make sure they are dry and neat at all times. Also use a foot cream to leave your skin hydrated during monsoon. Extra care is also needed for your face. So apply a good moisturizer that helps keep the skin soft and smooth. Use a light foundation, a waterproof kajal or eyeliner.

Go stylish as ever, even during rains!

यां मेधां देवगणाः पितरश्चोपासते। तया मामद्य मेधयाग्रे मेधाविनं कुरु स्वाहा॥

मेधावृद्धि के अभिलाषियों को चाहिए कि वे जहाँ और पिलरों से सुशोभित मेधावृद्धि के लिए परंपरिता परम्परा से प्रार्थना करें वहाँ वे स्वयं भी उसी प्रीति के लिए दिव्य गुण-कर्म-स्वभावोंवाले ज्ञानी, महापुरुषों और मननशील, निःस्वार्थभाव से दूसरों का विधा, सुविधा आदि के द्वार पालन-पोषण करनेवाले बानप्रस्थ मुनिजनों की संरति में रहें और उनके धरम-विनोद पर अक्षर हो। यदि वे ऐसा करेंगे तो प्रभु उनपर अस्वयमेव कृपाकर उन्हें उनकी आशाओं से भी बढ़कर कृतार्थ करेंगे।

FEEDBACK

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CHAIRMAN'S NOTE

Dear Readers,

Dollar Industries Ltd extends season's greetings and wish that the coming festivals of Janmashtami and Muharram be filled with joy and prosperity. After the successful completion of our previous fiscal 2017-18, I would like to take this opportunity to congratulate the entire Dollar team, who has put on the right effort to get the Company where it is today.

If I share a brief run through, Dollar Industries Ltd registered total revenue of Rs 994.52 Crore for FY 2017 - 18 as against Rs 887.53 crores during the corresponding period of FY 2016-17. The profit before tax stood at Rs. 95.8 crores for FY 2017 - 18 as against Rs. 66.75 crore during the corresponding period of FY 2016 - 17, a rise of approximately 43%. The distributable profit (PAT) has also increased to Rs. 64.01 crores in 2017-18 from Rs.43.49 crores in the year 2016-17.

Apart from performing well in the last fiscal, we have added another feather to the cap by getting listed with NSE. Within a year after getting listed with NSE, we have made it to BSE on 7th June, 2018.

Two new TVCs of both Dollar Bigboss and Dollar Missy have been launched in this quarter. Bollywood diva, Ms Chitrangada Singh has been signed on as the brand ambassador for Dollar Missy. We have touched another milestone with our Dollar Bigboss TVC; it has created ripples in the digital space by reaching the highest views on YouTube & Facebook in the industry. We look forward to performing steady and well in our coming quarter.

A company that invests in EMPLOYEES is one that can shift gears and seamlessly move into the future. In fact, we believe that employees are the future. In order to grow in a global market scenario, the way forward is to nurture individual skills and harness the diverse cross-cultural experiences that employees bring with them.

The vision of the company with which I started has strictly adhered to and the reason probably which led to and will continue to our growth path. This is entirely the dedication and the hard work of every single individual who has been instrumental in helping us consolidating the position in the current hosiery market in India as well as abroad.

Your continued support and understanding of Dollar Industries are greatly appreciated.

Sincerely
Dindrajit Gupta
Chairman

DOLLAR MISSY ROPES IN CHITRANGADA SINGH AS BRAND AMBASSADOR



Dollar Industries Ltd, which has forayed into fashionable female wear such as leggings, capris and inner wears under the brand name Dollar Missy, signed model and Bollywood sensation, Ms Chitrangada Singh as their Brand Ambassador in this segment.

"Dollar Missy, launched in the last quarter of 2014, is an evolving brand and we had been looking for a face which could carry the brand image in the right spirit. Having met the Bollywood diva, Ms Chitrangada Singh, we knew she would be the best fit for the brand. She represents today's elegant and vivacious woman who takes on the world, beaming with confidence. We have recently shot a new ad campaign with her where she showcases our product style with loads of panache", said Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Ltd.

The new Dollar Missy Advertising campaign was shot in Bangkok by Mr Sachin Kotre for A La Carte Films. "Dollar Missy leggings are quite fashionable and trendy. It is very comfortable as it is made of super soft special fabric and has vast array of shades to choose from. I am in love with the entire collection of Missy" said Ms Chitrangada Singh, Brand Ambassador of Dollar Missy.

Dollar Missy has a wide colour range of leggings and leg wears such as shorts, cycling shorts, relaxed capri, trousers, pyjamas and lounge pants. They also have trendy tee-shirts, racer backs, and affordable collection of innerwear include camisoles and panties. The collections in leggings made of 95/5 four way stretch fabric which is comfortable and ideal for party wear, casual wear and formal wear. The Dollar Missy products are perfect for everyday wear. Dollar will have a 360 degree advertising campaign across print, electronic, outdoor & online media to promote this new commercial.

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BSE Listing



Morning Fitness Party



Universal School of Business, Leadership Next Gen



NEWS CLIPPINGS



Fit Hai Boss.

Dollar Industries has recently released their TVC for Dollar Bigboss featuring Bollywood A List Star and their Brand Ambassador, Mr Akshay Kumar.

The TVC focuses on Akshay remaining unfazed and exuberating his style and confidence when faced with an adverse situation. The moment of truth reveals that brand is worn and preferred by people who believe in themselves and are confident that transcends into their physical appearance.

The TVC is set on a backdrop of a nightclub closing, when 2 young men come in and demand the place remain open after closing hour and is refused by Akshay. And on physical conflict is revealed to be wearing a Dollar BigBoss Vest. The ad closes with

the woman DJ behind the console delivering a dialogue "Jiske collar ke neeche Dollar ho, usse pange nahi lehte" followed by an agreeing woman reiterating the fact by saying "Fit hai boss"

Since Dollar and its brand ambassador Akshay both exude youthfulness, machismo and modernity, the soundtrack of the TVC has been created to bring out these traits effectively. It has action scenes with a bit of fun and humour element along with a subtle social message. The motive of the advertisement was to connect the brand and its product with the masses, and create awareness and brand recall through a visual exciting advertisement coupled with punchy dialogue backed with a peppy soundtrack. With a whopping 14+ million viewership on YouTube and over 5 million on Facebook the ad has become popular with the audiences around the country. Dollar has also embarked on a 360-degree media campaign to promote this Ad film on television, print, OOH and on digital platforms.

Truly Fit Hai Boss!

फिट है बॉस!

डॉलर इन्टरनेट ने हाल ही में वॉलिवुड सुपरस्टार और अपने ब्रांड एम्बेसडर श्री अक्षय कुमार की विशेषता वाले ब्रिग बॉस के लिए अपना टीवीसी जारी किया है। प्रतिकूल परिस्थिति का सामना करते समय टीवीसी अक्षय पर ध्यान केन्द्रित करती है और अपनी शैली और आत्मविश्वास को उजागर करती है। सचवाई का श्रम बताता है कि ब्रांड पहना जाता है और उन लोगों द्वारा पसंद किया जाता है जो खुद पर नियंत्रण करते हैं और आत्मविश्वास रखते हैं जो उनके शारीरिक रूप से आगे बढ़ते हैं। टीवीसी नाइटक्लब की पृष्ठभूमि पर सेट है, जब दो युवा पुरुष आते हैं और जगह की मांग करते हैं वह भी नाइटक्लब बंद होने के समय। यही वह समय है जब वे अक्षय का सामना करते हैं, जो उन्हें सम्मानने के इरादे से बुराजात में इनकार करते हैं, जबकि ये युवा लोग अशिरि है और सुपरस्टार के साथ शारीरिक संघर्ष में आते हैं। अक्षय के सुपरस्टार चाल और टीवीसी में डॉलर ब्रिग बॉस वेस्ट का खुलासा करने वाला अनुभव मजेदार है। यह विज्ञापन कंसोले के पीछे महिला DJ के साथ बंद हो गया है, जिसमें "जिसेकें कॉलर के निचे डॉलर हो, उससे पंगे नही लेते" यह संवाद देने वाली महिला है, जिसेकें बाद "फिट है बॉस" काकवर इस तथ्य को दोहराया जाता है।

डॉलर और उसके ब्रांड एम्बेसडर अक्षय दोनों युवा, माचोनेस और आपुनिकता को प्रभावी ढंग से लाने के लिए टीवीसी का साउंडट्रैक बनाया गया है। एक्सन दृश्य मजेदार है और एक सामाजिक संदेश देते हैं। इस टेलीविजन वाणिज्यिक को निर्देशित किया गया है "३० सेकेंड आप फेम" के द्वारा और निर्देशक हैं श्री उनेर खान। विज्ञापन का मकसद ब्रांड और उसके उत्पाद को लोगों से जोड़ना है और एक दृष्टि से रोमांचक विज्ञापन के माध्यम से जागरूकता और ब्रांड को याद कराना है जिसमें मजेदार कर्षों और एक पेपे साउंडट्रैक के साथ छेड़छाड़ की बातचीत के साथ मिलकर जागरूक बनाना है।

YouTube पर १४ मिलियन दर्शक और फेसबुक पर ५ मिलियन से अधिक दर्शकों के साथ विज्ञापन पूरे देश में दर्शकों के साथ लोकप्रिय हो गया है। डॉलर ने टीवी, प्रिंट, ऑनलाइन और डिजिटल प्लेटफॉर्म पर इस विज्ञापन फिल्म को बढ़ावा देने के लिए ३६० डिग्री के मिडिया अभियान की भी शुरुआत की है।

सचमुच, फिट है बॉस!