



Today's generation likes to wear comfortable clothes. Whether you are heading to the gym, heading for a brunch or just having a movie night at home, Athleisure has become an integral part of the wardrobe. Dollar recently has introduced a new range of Athleisure under the flagship brands Bigboss & Force NXT. This Athleisure collection is a new fashion trend which gives fitness wear a new status and embodies a comfort fit and everyday style.

The Bigboss Athleisure collection consists of attractively designed Tank tops, Crew neck and Polo T-Shirts (available in a wide array of attractive colours), Bermudas, Capris, Track pants and Joggers. There is also a teenage range under this category for the age group 13-18 years. Force NXT Athleisure line consists of Tank Tops, Round and Henley Neck Tees, Polo T-shirts, Joggers, Track Pants, Bermudas, Printed Pyjamas and Boxers. International design and cuts are the major highlights of this range.

"The Athleisure Collection is all about comfort and flexibility and it targets the young consumers. It is our passion to bring interesting innovation in our products focusing on ideas. The peppy colours along with the super soft fabric is a trend setter and this new range of Athleisure goes hand in hand with the newest trends in global fashion", said Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Ltd.

ओ३म् विभक्तारं हवामहे वसोश्चित्रस्य राधसः ।
सवितारं नृचक्षसम् ॥

वह सविता सर्वोत्पादक, सबको प्रेरणा देने वाला, सबका साक्षी, सर्वज्ञ परमेश्वर हम सबके कर्मों को भली-भाँति देखता है, अर्थात् हम कोई भी ऐसी चेष्टा नहीं कर सकते जो उसकी दृष्टि से ओझल हो । हमारे कर्मों को देखकर ही वह सविता देव अपनी अद्वितीय न्यायव्यवस्था से तदनु रूप धनादि प्रदान करता है । हमें चाहिए कि उसकी अनुपम न्यायव्यवस्था से अपने कर्मानुसार जो कुछ भी हमें उपलब्ध हो, हम उसपर ही सन्तोष कर नित्यप्रति उसका आह्वान करें, और उसी की आज्ञाओं और प्रेरणाओं के अनुरूप उस धन-धान्य का ऐसा ढङ्ग से व्यय करें कि जिससे जहाँ हमारा लोक सुधरे वहाँ हमारा परलोक भी सुधरे ।



Dollar Industries Ltd.

AN ISO 9001:2015 CERTIFIED ORGANISATION

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



"Successful people do what unsuccessful people are not willing to do. Don't wish it were easier; wish you were better."

- Jim Rohn



Chairman's Note

We have shown a persistent performance in spite of the slow market growth and sluggish economic condition. We are hoping for a stable environment for business in the coming days, and shall be working towards a better 2019-20. Around this time last year we got listed in BSE, which has increased the visibility and widened the investor's base of the company. It has given us the access to trade in the equity shares of the Company from anywhere globally. Financial year 2019-20 has been fruitful for Dollar Industries. We are now a Family Knitwear Company that caters to the entire family.

During our 26th Annual General Meeting in September, 2019 held in Kolkata, in accordance with the internal dividend policy and the commitment of the Board to reward the stakeholders of the Company, the Board has recommended a dividend of 85% on the paid up value of the equity shares for the financial year 2018-19. Dollar is also committed towards portraying its responsibility as a corporate citizen. We did a voting awareness campaign, #Ungliuthanafithaiboss for Lok Sabha Elections 2019. The Idea behind this campaign was to connect with the youth. We created a series of voting awareness videos focusing on the importance of voting and encouraging people to cast their vote. The campaign became extremely popular.

#BeFreeBeYou is a passion project for us at Dollar. We have tied up with SEED for this initiative. 100 sanitary napkin vending machines are installed across schools in Kolkata & Sub-Urban areas as a first phase of this initiative. We are planning to replicate the same in other regions.

As the journey continues and we maintain steady progress, we look forward to your continued support to reach our goals.

Sincerely,

Dindayal Gupta, Chairman

Dollar Industries Introduces #BeFreeBeYou Campaign

In many parts of India, menstruation is still a taboo but Dollar Industries has taken the initiative to break the ice. Girls from low socio-economic classes still shy away from talking about the subject and some even refer to it as a 'problem'. Dollar Industries, in association with SEED (Society for Socio Economic and Ecological Development) launched a campaign #BeFreeBeYou as a part of the company's CSR initiative. The campaign has been aimed to improve the menstrual hygiene of the underprivileged girls, where sanitary napkin vending machines are being installed in Government schools across West Bengal. In the first phase 100 sanitary napkin vending machines will be installed around Kolkata & suburban areas. These machines will provide good quality sanitary napkins at a nominal cost.

The motto of the campaign is to decrease the school dropout rate of underprivileged girls due to lack of proper menstrual hygiene management facilities. Through this initiative, the girls will be educated about the



taboos, myths and restrictions related to menstruation, wrong cultural practices and hygiene routines. This initiative focuses to enlighten the girls about the proper use of sanitary

napkins and impart proper knowledge and create awareness related to the physiology of menstruation.

"#BeFreeBeYou is a passion project for us at Dollar. A comparative study on menstrual hygiene for West Bengal undertaken in the recent past revealed that only a limited percentage of adolescent girls are aware of menstruation prior to attainment of menarche. Menstrual hygiene is lowest in Eastern India, with 83% women saying their families cannot afford sanitary napkins. Thus, we decided to tie up with SEED for this initiative. We have plans to install - 100 sanitary napkin vending machines across schools in Kolkata & suburban areas as a first phase of this initiative", said Ms. Vedika Gupta, Vice President, Dollar Industries Ltd.

It is a great initiative which will benefit scores of school children from the underprivileged strata of the society with regards to improved hygienic practices. Thus, more such projects are the need of the hour for improving menstrual hygiene in both rural and urban areas.

Modi Government 2.0 – Impact On MSME And Textile Sector

- The MSME sector has provided employment to almost 120 Million people and has been growing at a consistent rate of 10%
- In Union Budget 2019, the Hon'ble Finance Minister proposed faster credit lines for MSMEs
- The government has decided to extend the pension benefit to about 3 crore to retail traders & small shopkeepers

Budget 2019-20 has made a clean break from the past by focusing on the big picture and setting out a clear direction for the Modi 2.0 government. This is an unconventional budget with clear approach and long term vision.

Micro and Small Medium Enterprises (MSMEs) form the backbone of the national economic structure of India. They play a crucial role in creating employment opportunities as well as in the industrialisation of the rural and backward areas. With almost 63.4 Million units across India, this sector has provided employment to almost 120 Million people and has been growing at a consistent rate of 10%. It comprises of manufacturing, service industry, logistics, infrastructure, food processing, packaging, chemicals, IT & MSMEs ward off the global economic shocks and are also an important employment generator for the country.

But despite its contributions, MSMEs suffer from many structural impediments. Keeping in mind the challenges, the Hon'ble Finance Minister, Ms. Nirmala Sitharaman has introduced multiple schemes to boost the sentiments of MSME sector. They include:

- In continuation to bolstering MSME sector growth, interest subvention of 2% has been announced for fresh or incremental loans.
- The Finance Minister said that the Government will create a payment platform for MSMEs to enable filing of bills and payment.
- The government will also extend pension benefit to about three crore retail traders and small shopkeepers whose annual turnover is less than INR 1.5 Crore under a new scheme named Pradhan Mantri Karam Yogi Maandhan Scheme.



Barcode Pool Party at The Westin, Rajarhat



#BeFreeBeYou



Break Free Retailers Meet



Eid



Ganesh Chaturthi, Mumbai



Omkareshwar



Ungli Uthana Fit Hai Boss



People who work outdoors, remain under the sunlight for long hours and move around in public transport are bound to sweat considerably which leads to the body odour spreading on undergarments. An undergarment with odour would not only affect one's self-confidence but also there remains a threat of bacteria breeding. If we all are so particular about the laundry of our outfits then why not show a little care towards our undergarments? Undergarments are the most bacteria prone and for that the following tips for maintaining the hygiene of the undergarments are to be kept in mind:

Cotton: Fabric comes first. Always go for cotton as other synthetic fabrics will not only tend to stink but also give you rashes and there might be a breeding ground for bacteria.
Never Reuse Your Underwear: You should have atleast 7 pairs of underwear. Always wear clean, washed and completely dry undergarments.

Wash The Underwear Well: Washing well is so important and always wash your undergarments in cold water. Stains should be taken care of. Use a little amount of baking soda if needed. Even vinegar can be used to remove the odour and keep it smelling fresh. Substituting vinegar with fabric conditioner is an even better option.

Do Not Share Undergarments: Sharing undergarments would be the most unhygienic habit a person can have because that might lead to infections and all unpleasant things.

It is better that you change your undergarment every six months as undergarments tend to start smelling or getting worn out.

Never use a perfume or a spray on your undergarment: Using a spray or a perfume for undergarments might lead to skin rashes, allergy and finally the fresh smelling perfume might end up with unexpected bad odour.

Storing of undergarment: The way and the place in which undergarments are stored is very essential. Undergarments should be completely dry before stored, it should be stored neatly folded in a clean and dry place.



Artsy Bitsy Corner for the Dollar Family

Jitendra Kalra's daughter Jiya Kalra participated in an Online Art Contest organized by Gouraagni Arts in association with L.M. Ishwar Foundation on the topic "Humara India" at Gallery Parijaat II, Jawahar Kala Kendra, Jaipur.



We invite all the members of Dollar Family to share their pictures, so that we can share their interesting visits to places, children's craftsmanship, etc. from time to time in our **newsletter**.