

CHAIRMAN'S NOTE

WE'RE ALL IN THIS TOGETHER



space and wearing masks are a few steps that we need to follow dedicatedly for our well-being.

At Dollar Industries Ltd., we firmly believe in changing and innovating with time. Hence, keeping in mind Government's norms of social distancing, we hosted our first ever digital e-press conference to launch our new brand identity and TVC, along with our brand ambassador and superstar, Mr. Akshay Kumar, with whom we share a decade long association.

Dear Readers,

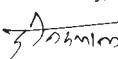
With the coronavirus pandemic still looming on us, it has not only impacted our society but also disrupted our workspaces, wherein everyone is confined to their own homes trying their level best to maintain their jobs or businesses. India is a developing country and hence cannot stay under lockdown for an extended period of time as it would hamper not only the economy but also the basic lifestyle of the people.

Till a vaccine is developed, we will have to adapt to the 'New Normal'. As a nation, we must follow the 'Four Pillars' that will help us to bounce back from the lockdown. Social distancing, maintaining hygiene and sanitization, adopting some screening measures before entering any public

As we were getting accustomed to staying and working from home, the Government of India announced the Unlock 1.0 wherein they provided few relaxations to industries and businesses in a phased manner. Shops, malls, salons, factories, offices have reopened with caution and have been directed to follow a series of guidelines for everyone's safety.

There will be a drastic change in people's lifestyle once the situation normalises and the only way to move ahead is to get habituated to the 'new normal' and a new world.

Thanking you,
Sincerely,



Din Dayal Gupta



Dollar Industries Limited Unveils Its Revamped Vision – 'WEAR THE CHANGE' #DollarBadalGaya

portfolio.

The primary reason to implement the re-branding exercise was that the company aimed at keeping pace with the evolving times as well as innovate as per the market requirements and need for youthfulness and vigour. The brand unveiled its new corporate brand identity with a fresh vision of 'WEAR THE CHANGE'. Bollywood superstar and brand ambassador, Mr. Akshay Kumar along with Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Limited addressed the e-press conference.

During the webinar, Mr. Akshay Kumar commented, "My association with Dollar has been stupendous since the last ten years and I am thrilled to be unveiling their new brand logo and identity through the virtual activity." Mr. Akshay Kumar launched the new TVC that not only gives out a message about wearing the change but also of women empowerment and breaking stereotypes.

"Our new vision focuses on 'Wear The Change' which is aligned with our business ethics to constantly innovate and keep up with the trends and changing consumer needs.

"My association with Dollar has been stupendous since the last ten years and I am thrilled to be unveiling their new brand logo & identity through the virtual activity", said Mr. Akshay Kumar, Brand Ambassador, Dollar Industries Ltd.

The reinvigorated brand identity will provide a new dynamism to the Dollar business profile internally, to the end customers and stakeholders", informed Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Limited.

The 'knitted and overlapping D' in the new logo symbolizes the knitting industry as well as provides a distinct brand identity which makes the brand stand out. Furthermore, the new brand identity is aligned with the strong business ethics to relentlessly re-invent and keep up with changing consumer needs. This new identity will not only provide new dynamism to the business profile but also to the end customers and stakeholders. This rebranding exercise also gave an opportunity to consolidate the product portfolio, making the brand more noticeable as well as simpler for the customers to connect.

The brand has created 5 broad categories - Dollar Man, Dollar Woman, Dollar Junior, Dollar Always and Dollar Thermals under which there are various products.

With the entire nation reeling under the lockdown during the COVID-19 pandemic, everything from the economy to lifestyle to businesses have been impacted very critically.

Since Dollar Industries Limited is synonymous to evolving and innovating with changing times, the company took a very conscious and calculated decision to not only create a youthful-brand image but also simplify the brand architecture and create a user-friendly interface. On 28th May 2020, the brand hosted its first ever digital launch of their new logo, TVC as well as their revamped brand

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DOLLAR INDUSTRIES LTD. HOSTS ITS FIRST EVER DIGITAL LAUNCH ... *(from pg. 1)*



Additionally, Force NXT, RKG, Force Go Wear and Club are stand-alone brands.

Moreover, due to the prevailing lockdown and social distancing norms, consumers are opting for online shopping which led Dollar to revamp its e-commerce platform and make it consumer friendly.

Journey of The 'Dollar' Brand

A lot is said about a company through its logo. A logo makes up a brand's identity and how others perceive the company. Dollar, one of the leading hosiery brands in India, has recently unveiled its new corporate brand identity and logo with a vision - 'Wear The Change'. However, this is not the first time that the company has undergone a rebranding exercise.

Dollar Industries Limited embarked on its journey in 1972-73 as

Bhawani Textiles. During that time, the brand had a very simple logo. In 1990, the original logo went through few changes to meet the demands of the open market economy. Again in 2005, the brand associated with Bollywood Superstar Salman Khan and a new logo was introduced. In 2010, Dollar associated itself with Superstar, Akshay Kumar as their brand ambassador and launched its 'Fit Hai Boss' campaign in 2010 and revamped its

brand identity that year as well. After a decade, with a new outlook and vision in place and with a rock-solid association continuing with Akshay Kumar, Dollar has now come up with a completely new brand architecture and logo to reach out to maximum people with their new messaging.

CHANGING TO FIT THE TIMES!



1972



1990



2005



2010



2020

Changing To Fit The Times

‘Duke in Distress’ – Dollar breaks gender stereotypes with its new TVC with superstar Akshay Kumar



The company has recently introduced its new brand identity by unveiling a new logo as well as a new TVC with the vision ‘Wear The Change’. The 30-second-long TVC, featuring Bollywood superstar and brand ambassador, Mr. Akshay Kumar has been conceptualized by Lowe Lintas. Directed by the renowned ad-film maker, Mr. Shiven Surendranath, the advertisement showcases the gender stereotyping in our society. The film opens with Akshay Kumar, who is seen narrating a bedtime typical fairy-tale to his on-screen daughter from an ‘old’ book. In the end of the story, we witness an unpredictable twist where the duchess saves the duke in distress. The film takes an unconventional outlook by switching gender roles decided by our society and basically

echoing the brand’s philosophy of evolving with the times. With this TVC, Dollar grasped the attention amongst female audience and paved the way for establishing a strong connectivity between the brand and the female consumer base. The change depicted in the TVC was synonymous to Dollar’s new vision ‘Wear the Change’ and beyond the brand’s conventional approach. The TVC addresses and breaks the pre-conceived notions about Dollar being only a ‘Male Oriented’ brand. Despite launching a plethora of products for women and promoting them across various platforms, Dollar was always recognized as a brand for men. Therefore, the TVC highlighted that the brand is changing its core values and vision

with time and it is a brand for everyone – Men, Women and Kids. The brand executed the campaign in three phases. In the first phase, the brand e-launched the TVC via webinar with brand ambassador Mr. Akshay Kumar and Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Ltd. Second phase witnessed a robust campaign across digital platforms and Television. Consumers and stakeholders were communicated about the brand’s identity and logo change. In the third phase, the brand primarily focussed on a massive 21 days OOH Campaign which was spread across 800 sites PAN India.

A quantitative result of the TVC campaign:

Total Reach- 500 million
Unique Reach- 250 Million
Total Engagement- 40 Million

Total Video Views- 100 Million
YouTube true Views- 36 Million
Facebook Views- 22 Million

“These are fascinating times. We are perhaps living through every cliché about the change we had ever heard. If ever there was a time to embrace change and new thinking, it is now. Dollar’s new point-of-view reflects this and urges us to begin from within and wear the change we’d like to see in the world”, said **Mr. Janmenjoy Mohanty, Regional Creative Officer, Lowe Lintas.**

CREDITS

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Production:
Dharma 2.0
(Director: Shiven Surendranath)

Dollar Industries Limited Partners With Platinum Outdoor To Launch Its New Brand Identity

Post the launch of the new brand identity, Dollar Industries Limited partnered with Platinum Outdoor and opted for a robust OOH campaign across 800 plus sites in 200 cities and towns of the country for three weeks.

The brand strategically outlined the media deployment for the campaign. Moreover, for premium impact media like billboards, gantry, unipole and utility were shortlisted to establish top of the mind brand recall of the new brand identity. These sites were strategically identified and selected to gain maximum visibility for the on-road mobility during lockdown.



Mr. Dipankar Sanyal, CEO, Platinum Outdoor.

"It was imperative for us to communicate the change in brand architecture to our customers and stakeholders. Due to the Covid-19 pandemic movements were restricted and we thus focused on digital and social media platforms for promotions initially. However, with the lockdown restrictions easing out across various states, we started utilising the OOH media which, we feel, would effectively contribute to our communication campaign. We firmly believe that outdoor media has immense potential and is here to co-exist alongside new age mediums. OOH has amazing traction across traffic junctions, marketplaces and transit venues like airports and railway stations", informed Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Limited.

"We have been associated with Dollar Industries Limited for over a decade. We feel proud to be part of the change in Dollar's brand identity. Dollar has always been a believer in the power of out of home and they pursued this campaign with the same belief and rigor. Dollar's campaign has set the comeback sign for the outdoor industry which was badly affected due to the lockdown", said, Mr. Dipankar Sanyal, CEO, Platinum Outdoor.

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Dollar in News...



FEEDBACK

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