



# Dollar Express

## JOKES

■ एक दिन टीवी पर शराबी फिल्म देखते हुए पत्नी बोली : अमिताभ बच्चन कितना अच्छा एक्टर है। शराब न पीकर भी पिए हुए की कितनी अच्छी एक्टिंग कर लेते हैं।

यह सुनकर पति सोचने लगा: अब इस पागल को कौन समझाए कि शराब न पीकर पिए हुए की एक्टिंग करने से ज्यादा मुश्किल होती है शराब पीकर न पीने की एक्टिंग करना।

■ पड़ोसी-माताजी, आप बार-बार घर के अंदर-बाहर क्यों आ-जा रही हैं? कोई प्रॉब्लम है क्या? बूढ़ी औरत-नहीं बेटा, मेरी बहू टीवी देखकर योगा कर रही है। उसमें बाबाजी कह रहे हैं कि सास को बाहर करो... सास को अंदर करो...

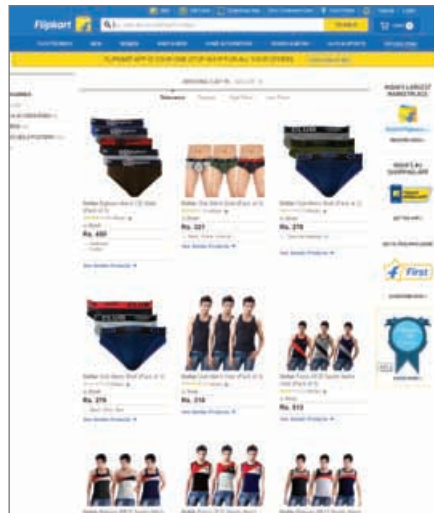
■ गप्पी: मेरे दादाजी इतने भुलकड़ थे कि रात में लाठी बिस्तर पर रख कर खुद कमरे के कोने में सो जाते थे दूसरा: मेरे दादा जी तो इतने भुलकड़ थे कि क्या बतायें... पान खाकर बिस्तर पर थूक देते थे और खुद खिड़की से कूद जाते थे

■ जिंदगी में शादी करना बड़ा जरूरी है।

प्रेमिका: क्यों?

क्योंकि, जिंदगी में खुशी ही सब कुछ नहीं होती।

## DOLLAR'S MOST TRENDING PRODUCTS ONLINE



BIGBOSS BRIEF, ACTIVA BRIEF, MINI TRUNK  
ZEBRA BRIEF, TRENDY TRUNK, LEGGINGS



BUY DOLLAR PRODUCT @www.dollarshoppe.in

## UPCOMING PRODUCTS



## CHAIRMAN'S NOTE



Dear Friends,

With the departing monsoon and with the advent of autumn, the drums of festivity start beating. I extend my greetings for this festive season, which has already begun with Ganesh Chaturthi and Vishwakarma Puja.

At the beginning of the festive season, we introduced an attractive scheme for our consumers across India and this brought us tremendous success in strengthening our brand presence. We offered luxury soaps for free on purchase of any two Dollar Bigboss or Dollar Club products.

We launched our much anticipated, premium and aspirational innerwear brand, Force NXT, which has already grabbed attention across the nation. The Iron Man of the Indian fashion industry, Mr. Milind Soman, amplified the promotion by participating in a scintillating fashion show held in Kolkata to mark the gala launch of Force NXT creating an unrivalled WOW factor.

The period from October to December will also witness the newer designs of Thermals – a new product which we are extremely enthusiastic about.

In Durga Puja, we once again hosted "Dollar PujorChhondeMaatoAnonde" in Kolkata, to spread joy during the festivities. With the hue and cheerfulness of much awaited festive flavour, we wish you all the best and happiness.

Thanking you,  
Sincerely,  
*Dindayal Gupta*  
Dindayal Gupta

Dollar is designing new thermal legwear for women under the brand 'Missy'.

This thermal legwear is warm and is designed to deliver a cosy experience.

It is designed in such a way that the body remains warm and comfortable even in extreme cold weather, The fabric is quick-drying, soft to the touch, helps the skin to breathe better and minimises perspiration while improving shape through a unique retaining technology.

- Unlike the other seasons, people tend to prepare a lot before the Pujas since they have to be picture perfect in terms of looks and health.
- With respect to food we should eat lighter food to keep us active and agile. We should also drink lots of water and fruit juice to remain fresh all day long. Good diet also erases tiredness and makes for a lively look.
- The autumn-winter season is full of vivid colours like red, yellow, purple, orange, pink, magenta, electric blue, fuchsia and brown. These colours embody liveliness, vividness and the desire for something new.

## #TIPS

## ओउम् उत नः सुभगाँ अरिवोयेयुर्दस्म कृष्टयः ।

स्यामेदिन्द्रस्य शर्मणि ॥

भावार्थः हे पापों का उपक्षय करनेवाले वा दर्शनीय दिव्य देव!

शत्रु तक भी हमें सौभाग्यशाली कहे अथवा हमारे गुणों को कहे, सामान्य जन तो कहें ही। ऐसा होने पर भी हम तुझ इन्द्र की ही – तुझ परमेश्व की ही शरण में सदा वर्तमान रहें।

### FEEDBACK

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

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



## DOLLAR CONSUMERS SCHEME, 2015

In Dollar Industries Ltd. we constantly endeavour to be recognised as an integrated apparel brand. It is only the number of satisfied customers who are the measure for a brand's success. To improve relations with consumers, schemes are an effective way to enhance satisfaction level.

To this end, Dollar Industries Ltd. had introduced a pan-India consumer scheme where Park Avenue luxury soaps were given out free with a purchase of any two Dollar Bigboss or Dollar Club products. The scheme became immensely popular and the offer period had to be extended.

The scheme was launched during the peak of summer and targeted a wider audience base apart from our regular consumers. We had initiated high-decibel marketing strategies for the same including both ATL and BTL activities, covering an expanding platform, like newspaper ads, TVCs, OOHs, retail branding and also in the digital domain.

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# FORCE NXT BRAND LAUNCH



Force NXT is fashionably comfortable, sporty, knitted with premium quality yarn and priced reasonably. If you can think of underwear like this then Force NXT is the next biggest thing in men's fashionable underwear in India currently.

Arched for great comfort with finely knitted material, the ForceNXT collection symbolises simple yet sophisticated inners. The fabric used is superior combed cotton which is anti-bacterial and quick drying.

The Indian undergarment industry has undergone a transformation in the past few years and men are experimenting more with new looks, comfortable and stylish brands. The advent of branded hosiery garments in India is therefore at its peak with their sudden acceptability. Thus, your leading Hosiery Brand, Dollar Industries Limited, launched a premium men's undergarment brand, Force NXT.

Force NXT, a blend of fashion and comfort, offers a range of briefs, trunks and vests available in 3 categories – FINEZ, RELAXZ and FLEXZ. Each of the categories have been thoroughly researched for maximum reach and appeal.

For a person who thrives on class and simplicity, FINEZ is the only thing he would settle for. Superb comfort with finely knitted material, FINEZ is neatly tailored to find a special place in one's wardrobe.

Perfectly designed to suit your daily wear needs, RELAXZ goes by its name to provide a comfortable and flexible fit. It is ideal for the man who believes in exploring life himself.

Style is a reflection of one's attitude and personality. With FLEXZ one can make a bold fashion statement with the finely-crafted, uber-cool designs.

## FORCE NXT COVERAGE



## MEASURES SHOULD BE TAKEN TO COMBAT THE SHORTCOMINGS OF THE HOSIERY INDUSTRY



The textile industry in India is a strong and vibrant sector contributing greatly to India's economic growth. The sector contributes about 14% to industrial production, 4% to the gross domestic product (GDP), and 17% to the country's export earnings. Abundant availability of raw materials and skilled workforce has given India a fillip to the textile exports.

With the phasing out of the quota regime, the sector was exposed to open competition. India's textile exports comprise of cotton textiles, readymade garments, hosiery, man-made textiles, technical textiles etc. Out of these the hosiery segment contributes significantly to India's exports. An assessment of this industry's performance over a period of 10 years (2005-2014) that followed the dismantling of quotas would throw light on the emerging pattern of trade



and the areas to be revamped to enhance the industry's competitiveness. Though the international environment is conducive for the industry, it is plagued by domestic problems that add to its cost of production. Tamil Nadu has been experiencing severe power crisis and it has taken its toll on this industry. The acute power shortage has forced many units to run on generator sets which cost Rs 18-19 per unit compared to the grid rate of Rs 6.50. Therefore measures have to be taken to overcome such shortcomings in order to enable the industry to perform swiftly and ensure the economic growth that India benefits from the industry.