



Milan is the other name of haute couture. Arguably known as the fashion capital of the world, it is said if you have conquered Milan you have also conquered the market of high fashion.

Milan's orientation with fashion is so entrenched that streets & squares in the city are marked and identified by the presence of various niche brands.

In the so-called Quadrilatero d'Oro (the golden rectangle) of Milan, some of the world's best luxury, fashion and jewelry boutiques as well as workshops of many of the industry's biggest names are housed. This has been so named as the boutiques are clustered along the four streets - Via Monte Napoleone, Via Alessandro Manzoni, Via Della Spiga and Corso Venezia - and it is considered the district for excellence in terms of the best creations in high fashion.

Via Monte Napoleone is considered one of the most expensive and prestigious streets in the world. Its name dates back to 1804, to the time of Napoleon's rule. So, if your main aim is to go shopping, you can't go to Milan without stepping foot in each one of the boutiques that border this street.

Milano Unica is an event, which is a must do for any self-professed designers. This trade fair is dedicated to clothing and accessories made in Italy and Europe and it is a unique opportunity to see the most exclusive designs in the fashion world.

The designers of Milan organize a bi-annual event called Milan Fashion Week. If you have any link with high fashion, be that as a journalist, fashion lover or as an industry professional, this is an event you cannot miss. The designers who set the standard in the world present their collections at the September-October and February-March editions.

Last but not least, if you're planning a trip to Milan in March, you cannot miss out on The MICAM, the leading footwear exhibition where you can fix your eyes on next year's collections.

So, if you are a connoisseur of fashion, Milan is the destination for you this season.

तस्माद्दशवाऽअजायन्त ये के चोभयादतः।
गावो ह जज्ञिरे तस्मात्तस्माज्जाताऽअजावयः॥ -यजुः ० ३१।८॥

अन्वयार्थः - ये सभी पशु परमेश्वर हमारे सुख-सौभाग्य के लिए उत्पन्न करता है। हमें चाहिए कि उनका यथोचित पालन-पोषण कर गौ, बैल, भेड़-बकरी आदि से दुग्ध, खेती, ऊन आदि पदार्थों को खूब बढ़ावें, उनसे सुख पावें और बैल, अश्व आदि से अपनी यात्रा, बोझ ढोना आदि कार्य लेकर अपना सुख बढ़ावें।

FEEDBACK

Dollar Industries Ltd.
(AN ISO 9001:2015 CERTIFIED ORGANISATION)
Om Tower | 15th Floor | 32 J. L. Nehru Road | Kolkata - 700 071 | India
Phone: 2288 4064-66 | Fax: (033)2288 4063 | Email: care@dollarglobal.in | www.dollarglobal.in

Manufacturing Facilities Tirupur, Delhi, Ludhiana, Kolkata

Branches Tirupur | Delhi | Jaipur | Patna | Bhagalpur | Ranchi | Indore | Guwahati | Cuttack | Rudrapur | Vadodara | Mumbai | Nagpur | Bangalore
Hyderabad | Agra | Varanasi | Kanpur | Ludhiana | Rohtak | Raipur



DOLLAR EXPRESS



CHAIRMAN'S NOTE

At the outset, I wish a very happy and prosperous festival season to all of you. This being the last issue of the newsletter this year, I would like to share some of my thoughts about the success of Dollar Industries Limited.

Success is concurrent to growth: because the world is moving at an ever-quicken pace, stagnation really means sitting backward. Since the company's very beginning, Dollar has continued to demonstrate notable growth in terms of product offerings, research and development, geographic reach, number of customers, number of employees, and, of course, revenue. This growth has enabled us to be innovative, creative, and among the first—to provide the ever-trendy fashion in the innerwear shelf.

Our success attracted the attention of Pepe Jeans, London, a leading global denim and casual wear jeans brand established in London in 1973, and based in Spain. We have already entered into a manufacturing joint venture with Pepe Jeans, London. The collaboration with the global leader in fashion Innerwear, Loungewear, Gym wear, Sleepwear & Track Suits for Adults & Kids is expected to enhance our brand equity and market penetration in the premium segment.

The listing on NSE (National Stock Exchange) not only strengthens the quality of our balance sheet but going forward a continued enhancement in equity driven by our ever expanding brand equity will also be a transparent index to our performance.

With the Pepe Jeans London, our company will foray into South Asian markets that include Sri Lanka, Nepal, Bhutan & Bangladesh eventually. This makes our story an exciting growth narrative both in terms of balance sheet and brand entrenchment.

Before ending this message, I'd like to take this opportunity to thank the contributors to the current and previous issues of the newsletter and to express my appreciation to everyone at Dollar family for the hard work they have put in to accomplish this achievement.

Wishing you all a very Happy Durga Puja, Nava Ratri & Diwali in advance.

Warm regards,

Dindayal Gupta
Chairman

Dollar Goes More Premium with Pepe Jeans as Partner



It is indeed a proud moment for the Dollar Team to have entered into a Joint Venture with a leading international fashion brand, Pepe Jeans Europe with a 50 - 50 stake for both the JV partners. The Joint Venture Company will manufacture and market premium range of fashion Innerwear, Loungewear, Gym wear, Sleepwear & Track Suits for Adults & Kids, in India under the brand name Pepe Jeans Europe. These products will also be made available in Sri Lanka, Nepal, Bhutan & Bangladesh.

This tie up will help both the brands create the most premium innerwear brand in the country, offering an exciting and innovative range of aspirational products to the consumers. It will also give a boost to Dollar Industries as the company will be able to increase its market share and penetrate into the premium Innerwear segment.

Pepe Jeans and Dollar both believes in innovation, styling and creativity which will work in tandem for both the brands. Together they are looking to spearhead the growth and innovation in this category.

EVENT

JV Agreement



Mahalaya



Water Hut



Dollar celebrates the auspicious arrival of Durga Maa

Approaching the time nears for her annual descent to earth, Ma Durga is overcome by her anxieties. She was worried about whether the September rains will abate to allow her beautiful images, majestic abode and street montages to be completed in time for her arrival. But the constant pitter of rain couldn't dampen the smiles or spirits of the guests, who gathered on the afternoon of Mahalaya (Tuesday, 19th September, 2017), in the Town Hall of Kolkata for the auspicious flag off of the 8th year of Dollar Bigboss 'Pujor chahande mato anonde'. The playing of "saankh", 'dhunuchi' dance performance followed by a spectacular recital by the 'dhaakis' announced the wonderful beginning of the Devi Paksha. The renowned fashion designer Ms. Sharbari Dutta added newest wrinkle to the event with her views on how the celebration of pujo has changed over years with exciting campaigns and activities running across the city. She unveiled the trophy and flagged off the cantor with Mr. Ankit Gupta, Vice President, Dollar Industries Limited.

Like every year, this year also Dollar will celebrate Durgapuja with 24 Puja committees, from 'sashti' to 'nabami', which are the amalgamation of traditional North and contemporary South Kolkata. It is a celebration of togetherness and cheerfulness. Durga Puja is all about enlightenment of the soul and the conquest of the good over evil. The beats of Dhaak coupled with Dhunuchi Naach and the playing of the conch has become an integral part of the Puja since time immemorial. Instead of choosing best dancers and singers, we paved our way, a bit differently, a way towards the tradition by choosing the 'Best Para Dhunuchi Dancers', 'Best Para Dhak Player' and 'Best Para Shankho Player'.

"We have been celebrating Durga Puja with 'Pujor Chhonde Mato Anonde' over the past seven years and it has become very popular amongst the Puja revelers and the 'pandal' hoppers. It has become a trail to connect our people and our traditions. This is our 8th year and we are happy that we have come this long way reminiscing the previous year's successful campaign. We as part of Dollar Industries Ltd. will always try re-living the festive culture that comes with the season every year", said Mr Vinod Kr. Gupta, Managing Director, Dollar Industries Ltd.

We have extended our hands to be the part of this festivity and to celebrate together the uninhibited spirit of Maa Durga. Dollar family wishes you all, very colourful and prosperous fiestas.

॥ "पूजो छंदे माते आनंदे" के साथ माँ दुर्गा का आगमन ॥

महालया दुर्गा पूजा का पहला दिन माना जाता है एवं मान्यता के अनुसार इस दिन लोग पूर्वजों को श्रद्धांजलि देते हैं।

डालर बिगबॉस द्वारा प्रत्येक वर्ष की भाँति दिनांक १९ सितम्बर २०१७ महालया की दोपहर को कोलकाता के टाउन हॉल में ८ वें वर्ष के शुभ ध्वज के लिए एकत्रित हुए साथ ही माँ दुर्गा के आगमन पर 'पूजो छंदे मातो आनंदे' के साथ शंख, ढाक-धनुची एवं नृत्य से सुशोभित प्रदर्शन के साथ शंखनाद की घोषणा की।

इस अवसर पर प्रसिद्ध फैशन डिजाइनर सुश्री शर्बरी दत्ता ने अपने विचारों, रोमांचक अभियानों और गतिविधियों के साथ नए सिरों को जोड़ा एवं ट्रॉफी का अनावरण भी किया। 'पूजो छंदे मातो आनंदे' का उद्घाटन डालर इंडस्ट्रीज लिमिटेड के उपाध्यक्ष श्री अंकित गुप्ता के द्वारा किया गया।

'पूजो छंदे मातो आनंदे' प्रत्येक वर्ष की तरह इस वर्ष भी सप्तमि से लेकर नवमी तक पूरे महानगर में २४ पूजा समितियों के साथ दुर्गापूजा मनाया गया, जो परंपरागत उत्तर और समकालीन दक्षिण कोलकाता का एकीकरण है। दुर्गापूजा एकता और उत्साह का उत्सव है एवं आत्मज्ञान के बारे में साथ ही बुराई पर अच्छाई की विजय के लिए मनाया जाता है। धनुची नाच के साथ ढाक की धड़कन और शंख की ध्वनी प्राचीन काल से पूजा का अभिन्न अंग है, डालर बिग बॉस के द्वारा सर्वश्रेष्ठ धनुची नृत्य, शंखनाद की परंपरा को एक परमपरागत तरीके से मनाने का मार्ग दिखाया है।

डालर इंडस्ट्रीज लि० के प्रबंध निदेशक श्री विनोद गुप्ता ने कहा कि हम पिछले ७ वर्षों से 'पूजो छंदे मातो आनंदे' के साथ दुर्गा पूजा का उत्सव मना रहे हैं और यह माँ के भक्तों के बीच एवं पूजा मंडली उम्मीदवारों के बीच बहुत लोकप्रिय हो गया है। यह हमारे लोगों और हमारी परंपराओं को जोड़ने के लिए एक बिन्दु बन गया है। यह हमारा ८ वां वर्ष है एव हम बहुत प्रसन्न हैं कि पिछले वर्ष के सफल अभियान को याद करते हुए इसे लंबे समय से मनाते आए हैं एवं प्रत्येक वर्ष की भाँति आने वाले त्यौहारों की संस्कृति के अनुसार पालन करके पूरी श्रद्धा के साथ मनाने का प्रयास करेंगे।

डालर बिगबॉस इस उत्सव का हिस्सा बनने के लिए आगे आया है और माँ दुर्गा के प्रति श्रद्धा की भावना के साथ मिलकर यह त्यौहार एक साथ मनाने का प्रयास किया है। डालर परिवार आप सभी को दुर्गापूजा के त्यौहार पर हार्दिक शुभकामनों के साथ, सुख समृद्धि की कामना करता है।



NEWS CLIPPINGS

