

OVER 25 LAKHS PEOPLE GOT ENGAGED WITH OUR CAMPAIGN

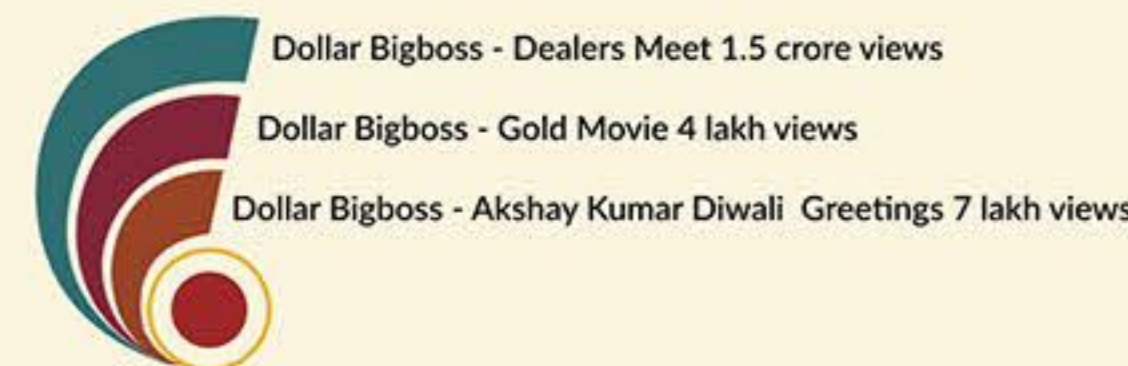
For Monsoon & Festive Campaign 2018 (July - Nov)



For Contest 2018 (July-Nov)



Video Views



CHAIRMAN'S NOTE

Dear Readers,  
"Creating a better world requires teamwork, partnerships, collaboration, and most importantly the same noble intention"  
I would like to extend my best wishes for the festive season and may a blessed, prosperous year lay ahead for all. I would like to take this opportunity to congratulate the entire Dollar Team, for all their efforts to keep the company steadily growing.  
I am happy to share the good news that we have been awarded the "Company of the Year" in the Textile category by Zee Business in the 'Dare to Dream Awards'. This is only possible for your continuous efforts to take the company forward.

We recently did a joint initiative with Jal Seva Trust & Metro Railways Kolkata to bring drinkable water for the metro passengers by setting up RO purified water dispensers called 'Water kiosks' across 24 metro stations present in Kolkata.  
Dollar proudly announced the gross revenue achievement of Rs. 984.53 crore for the year 2017-18 by registering a growth of 10.93%, with their share holders at Dollar's 25th Annual General Meeting. The Company has registered total revenue of Rs 243.02 Crore for quarter end 30th September, 2018 as against Rs. 196.56 crore during the corresponding quarter of FY 2017 - 18, at a growth of 23.63%.

The continuous customer focus, dedication, commitment, hard work and creativity of every employee of the group have brought glories to the organization. I look forward to the continued commitment from all members of Dollar family towards taking the company to new heights.

Warm Wishes.

Sincerely  
*Dindayal Gupta*  
Dindayal Gupta  
Chairman

FUNCTION AND FASHION - THE RISE IN HOSIERY MARKET

The comprehensive hosiery market is expected to multiply at a CAGR of 3.5% by 2024. With consumerism on the rise due to the changing fast paced lifestyle today, the hosiery market is not just expanding, but also demanding for functional wear to evolve into personal style statement.

E-revolution has made it convenient and time saving for today's consumer. This has led to increase in demand for hosiery as with a click of a button one can now buy product and not have to face any embarrassment associated with hosiery purchase.

Celebrity endorsements are on the rise, and with hosiery brands associating it with popular stars & fashion icons, are positively affecting the demand and thereby boosting the bottom line.

Consumers are now aware and educated about the products they buy and so they are looking beyond the simple functionality of existing products. For example before they would want 100 % cotton innerwear, today's consumers want Anti-Bacterial & Anti-Allergic innerwear to stay comfortable throughout the day. This is pushing brands to continuously seek innovation in all aspects of product development and keep pushing the bar for higher quality.

Continuous demand for fresh styles and innovative products are pushing brands to reinvent themselves and have a positive impact on the market.

उदुत्तमं वरुण पाशमस्मदवाधमं वि्वि मध्यमं श्रथाय ।  
अथा वयमादित्य ब्रते तवानागसोऽदितये स्याम ॥

अन्वयार्थ :- वास्तव में किन्हीं विरलों के जीवन में ऐसे सौभाग्यशाली क्षण आते हैं जब वे अपने पुरुषार्थ से एवं प्रभु की महती अनुकम्पा से अधम पाश 9पुत्रैषणा" से और 9पुत्रैषणा" के कारण से होने वाली 9वितैषणा" से छूट पाते हैं । संसार में विद्वान्, ज्ञानी, योगी, संन्यासी और तपस्वी बनकर भी 9लोकैषणा" के उत्तम पाश में बँधे हुए अपने अभीष्ट लक्ष्य की ओर निर्बाध गति से अग्रसर नहीं हो पाते । वस्तुतः यह उत्तम पाश बड़ा ही सूक्ष्म पाश है जिससे मुक्त होने के लिए बड़ा भारी तप करना पड़ता है । सौभाग्य से जिस दिन मानव इस बन्धन से छूट जाता है वही दिन इसके जीवन का बड़ा सौभाग्यशाली दिन होता है और तभी वह प्रभु की व्यवस्था से सर्वथा निष्पाप होकर उसके अखण्डैकरस के पान करने का अधिकारी बन जाता है

FEEDBACK

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

Dollar Industries Bestowed With "Dare to Dream Awards"  
By Zee Business Award under the "Company of the Year - Textile" Category

India's leading Hosiery Company Dollar Industries Limited has been awarded as the "Company of the Year- Textile" at a star studded ceremony held at Kolkata by Zee Business. Zee Business in association with SAP India is honouring top entrepreneurs of India and recognizing those who dared to have big dreams.

"Awards are always encouraging and motivate you to give your best. The company was started by my grandfather around 43 years back, he saw a dream of making Dollar Hosiery as one of the leading hosiery brand of the country and we are working hand in hand fulfilling his dream. Today, we are the only company who has complete backward integrated system. We got listed in both NSE & BSE, we believe in adapting to the new technology and modern facilities. Our journey is not less than a roller-coaster ride, we started with basic economy products and today we have an array of products ranging from super premium products, kids wear, Men's wear, women's wear to winter wear. On behalf of hundreds of Dollar's employees and associates, we are thankful to Zee Business for this recognition of our work and certainly it will enhance the optimism to continue dreaming and realizing," said **Mr. Ankit Gupta, Vice President, Dollar Industries limited.**

The 'Dare to Dream Awards' is an initiative to identify the entrepreneurship and a celebration of home-grown innovative businesses. The series kick started on October 15 with the Delhi edition where Dr Arun Kumar Panda, Secretary, Ministry of Micro, Small and Medium Enterprises gave away 18 awards to shining stars of India's entrepreneurial ecosystem.

AGM 2018



Installation of Water Kiosks in Metro Stations present in Kolkata



Pujor Chhonde Mato Anonde - 2018



NEWS CLIPPINGS



Mahalaya proclaims the descent of Ma Durga to bestow her blessings during Durga Puja. As people begin preparing for the festivities that lay ahead, Dollar too had a grand start this year with their Durga Puja Initiative “**Pujor Chhonde Maato Anonde**” to celebrate the auspicious festival. Popular and loved celebrities like renowned fashion designer, Ms Sharbari Datta and Actress, Ms Pallabi Chatterjee among others were present to flag off the initiative which is aimed at capturing the fervor of the Durga Puja festival.

**Pujor Chhonde Maato Anonde** initiative was held across various Pujo Pandals like Naktala Palli Mangal Samity, Brahmapur Nibha Park Phase-III, Pragati Sangha, Kudghat, Golf Green Phase II, IV & VI, Udayan, Abosar, Sakti Sangha, Nandibagan Adhibasi Brindo, Surhid Sangha, Behala Panchanantala, S.M. Nagar, Maheshtala, Chetla Sabjibagan, Sangrami (BRS-3), Kalindi Durga Puja Committee, Saltlake AE Part -1, Mitra Sangha, Beliaghata; Manicktala CDF, Halsi Bagan, Maniktala; Pathuriaghata 5-er Palli, Amra Sabai (Ramdulal Sarkar Street), Raja Subodh Mullick Square, Mohan Bagan Barowari, 9 Para Dada Bhai Sangha and Ashokgarh Sarbojonin Durgotsav Committee. The members actively participated in this initiative.

The beats of Dhaak with Dhunuchi Naach are always an integral part of the Durga Puja and add more vigor to the festivity. **Pujor Chhonde Mato Anonde** emphasizes on the importance of community engagement through some unique inter-locality fun competitions like choosing the ‘Best Para Dhunuchi Dancers’, ‘Best Para Dhak Players’ & ‘Best Para Shankho Players’, to revive the spirit of Durga Pujo.

पुजोर छोंदें मातो आनोन्दें

दुर्गाोत्सव - माँ दुर्गा के उत्सव के नाम से जाना जाता है, यह उत्सव भारत के प्रायः सभी राज्यों में मनाया जाता है परन्तु खासकर पश्चिम बंगाल में इस पूजा को एक बड़े उत्सव के रूप में मनाया जाता है । यह उत्सव हिन्दु धर्म के पारम्परिक त्योहारों में से एक है । भारतवर्ष में जैसे-जैसे लोग आगे आने वाले उत्सवों की तैयारी प्रारम्भ करते हैं वैसे ही डॉलर ने भी इस वर्ष की दुर्गा पूजा की पहल ” पुजोर छोंदें मातो आनोन्दें “ के साथ त्योहार मनाने के लिए की । जानी-मानी फैशन डिजाइनर, सुश्री शरबरी दत्ता और अभिनेत्री, सुश्री पल्लबी चटर्जी जैसी लोकप्रिय और चर्चित हस्तियां इस पहल को हरी झंडी दिखाने के लिए मौजूद थीं, जिसका उद्देश्य दुर्गा पूजा उत्सव के पर्व को मनाना है ।

पुजोर छोंदें मातो आनोन्दें की पहल विभिन्न पुजा मंडालों में की गई थी जैसे कि नकटला पल्ली, मंगल समिति, ब्रहमपुर निभा पार्क फेज - 3, प्रगति संघ, कुदघाट, गोल्फ ग्रीन फेज II, IV एवं VI, उदयन, अबोसर, शक्ति संघ, नंदीबाग आदिवासी बंदो, सुरेंद्र संघ, बेहला पंचाननतला, एस०एम० नगर, महेशतला, चेतला सबजीबागन, संग्रामी (बीआरएस-3), कालिंदी दुर्गा पूजा समिति, साल्ललेक आई पार्ड-1, मित्रा संघ, बेलियाघाटा, मणिकटला सीडीएफ, हलसी बागान बावरी, 9 पारा दादा भाई संघ और अशोकगढ़ सरबंजिन दुर्गाोत्सव समिति । इस पहल में सदस्यों ने सक्रिय रूप से भाग लिया ।

धनुची नाच के साथ ढाक की धड़कनें हमेशा दुर्गा पूजा का एक अभिन्न हिस्सा होती है और उत्सव में अधिक जोश भरती है । पुजोर छोंदें मातो आनोन्दें ने दुर्गा पूजा की भावना को पुनर्जीवित करने के लिए कुछ सर्वश्रेष्ठ स्थानीयता, मजेदार प्रतियोगिताओं के माध्यम से सामुदायिक सगाई के महत्व पर जोर दिया, जैसे ”सर्वश्रेष्ठ पैरा धानुची नर्तक”, सर्वश्रेष्ठ पारा धाक खिलाड़ी” और ”सर्वश्रेष्ठ पारा शंखो खिलाड़ी” ।