

CHAIRMAN'S NOTE



wear, we have launched trailblazing TVC campaigns featuring Bollywood superstar Mr. Akshay Kumar, Bollywood actress Ms. Chitrangada Singh and Anchor and Bollywood actor Maniesh Paul, respectively.

We also witnessed a profit after tax of ₹22.3 crore for the second quarter against ₹13.66 crore a year ago. Our total revenue rose to ₹259 crore from ₹243 crore a year ago. We will continue with our endeavors to achieve growth in the coming quarters as well.

We look at 2021 with a lot of hope and excitement, despite this year being a bumpy ride. All the lessons we have learned from the pandemic will help us conquer obstacles and greet 2021 with vigour and ambition.

I wanted to take this opportunity to thank all our customers, our incredible workforce and our stakeholders who have trusted us this year and helped us steer through this challenging year.

Hoping 2021 will be filled with positivity and abundance for everyone.

Thanking You.

Sincerely,

Din Dayal Gupta
Chairman Emeritus

Dear Readers,

As the great Martin Luther King Jr. said, "The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands in times of challenge and controversy." This great quote resonates the spirit of all of us this year. As the year comes to an end, we reflect on how we have survived the many storms and challenges that the year has brought our way.

Amidst the ongoing pandemic, we have resumed normal operations not only in production but also in supply chain management. As part of our green mission, we have also commissioned a 4MV solar power plant in Tirupur, which will contribute to our sustainable practices.

To promote our existing range of Bigboss, Missy and Thermal

A step closer to our 'Green Mission' Solar power plant installation in Tirupur

Committed to its sustainable practices, Dollar Industries Limited commissioned a 4MW solar power plant at Tirupur. With a power generation capacity of 75 lakh units annually, the plant will support Dollar's manufacturing unit. In addition to power cost reduction, the plant has been installed to make the manufacturing plant at Tirupur sustainable and self-reliant. To produce 1 kg of cotton yarn, the cost of power is approximately ₹27-28, which is expected to feed almost 50% of the daily consumption at the spinning unit. Moreover, the solar plant is supposed to help in curbing the CO2 emissions, keeping them at bay by 9000 kgs/day with a sustainable environment.

As one of the leading apparel brands in India, Dollar has invested 18 crores for the plant, and the breakeven period for the same is expected to be 5 years. Further, in the past the company has invested in superior quality manufacturing assets and has utilized state of the art technologies for developing an environmentally sustainable work atmosphere. From installing a windmill for the energy needs of the manufacturing facility, utilizing Zero Discharge Water Treatment, to recycle and reuse the water waste from the facility, Dollar Industries limited has always integrated an environmental friendly initiative in its business practices, realizing their responsibility towards Mother Nature at large.



Mr. Vinod Kumar Gupta,
Managing Director

We have always been a responsible corporate with a substantial focus on environment friendly practices. With the current pandemic situation, it is imperative to reduce costs and at the same time also create a clean and eco-friendly manufacturing facility protecting the environment. We at Dollar have been making

constant efforts to operate in an environmentally friendly and sustainable manner. By keeping a close watch on the development process, we mainly maximize the utilization of water, energy and our natural resources, safeguarding the earth by reducing our carbon footprints. This project is in line with Dollar's commitment to develop renewable production capabilities to develop quality products for our consumers.



Mr. Binay Kumar Gupta,
Executive Managing Director - Promoter

The solar plant has been commissioned by Indway Power Energy Pvt. Ltd., which is the EPC (Engineering, Procurement and Construction) partner from Coimbatore.

The power generated from the solar plant will primarily be used for our spinning unit. In case of excess power, it will be utilized to feed the dyeing unit, which is located at SIPCOT Industrial Park, Perundurai.



Mr. Bajrang Kumar Gupta,
Executive Whole Time Director - Promoter

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of the manufacturing facility, utilizing Zero Discharge Water Treatment to recycle and reuse the water waste from the facility, Dollar has always integrated the environmental friendly initiative in its business practices. These help us to not only reduce costs but also conserve natural resources.

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Dollar's solar power plant

Dollar launches new TVC campaigns for Bigboss and Missy

Being pioneers in the field of peerless fashion, Dollar Industries Limited in its redefined avatar, blazed a trail with its new TVC campaigns to promote their existing range of Dollar Bigboss and Dollar Missy. Post a meticulous remodeling of Dollar's brand architecture; the new TVC campaigns reflects the brand's alacrity to adapt to

changing consumer trends and highlight the best features of the products offered. The campaigns are a powerful celebration of Dollar's extensive product portfolio and rightly boast about the quality and innovation.



The Dollar Bigboss commercial starring brand ambassador, Akshay Kumar reveals the actor's perfect clone effectively devised, failing in the final and most vital test. Unlike the Dollar Bigboss vest worn by Akshay, his clone's vest gets easily ripped off portraying that, only the original brand can stand up to the test of advanced strength and durability. The brand focuses on delivering the very best in comfort by promising a great fit, premium fabrics and uncompromising quality.

The Dollar Missy campaign film, featuring brand ambassador, Chitrangada Singh, contradicts the popular notion of women taking a prolonged time period to dress up.



The campaign showcases how Dollar Missy enables today's Gen Y women to get ready in a jiffy so that she may seamlessly juggle between her personal, professional and social lives and effortlessly take up multitasking. Over the years, Dollar Missy has been supportive of women through their products, exuding the feeling of complete confidence and providing fit solutions for all shapes and sizes.



Mr. Vinod Kumar Gupta
Managing Director

We have expanded the Bigboss portfolio to include not just innerwear but also athleisure, gym wear and casuals for men. With our decade long association with Akshay Kumar, our brand has witnessed a 3x time's growth. Coming to Dollar Missy, for women, armed with an enviable range of womenswear, we felt it was time for us to break old-standing beliefs as well. Our leggings cater to various occasions and are a perfect fit for the women across various leagues of life.

Fit Hai Boss as a tagline has always worked wonders for Dollar Bigboss and this time around we have used the phrase to develop a

plot which is futuristic but at the same time it delivers a key message - Bigboss can't be cloned. This imagery goes hand-in-hand with the newly created Dollar brand identity which speaks of the modern times, the science and innovation involved. Akshay is a brilliant actor who pulls off the film with flying colours. With regards to Missy, the concept was derived from the product itself. These easy-to-slip-on legwear are meant for a wide variety of occasions and uses and also lends itself perfectly to the idea that today's multi-tasking woman is game for #SpeedDressing.

Keeps You Warm, Dil Se - Dollar Thermals Ultra



To add warmth to the chilly winter season, Dollar Industries Limited introduced a range of comfortable and stylish winter collection. Dollar Thermals Ultra are extremely helpful in beating the cold since they're made from 100% super comb siro clean cotton yarn which provides warmth and comfort. These are specially processed to control shrinkage and to hold its shape for a long time. The thermal range is tailored fit with interlock patterns which help to withstand extreme chilly weather.

Dollar Industries Limited recently launched a new television campaign ideated and conceived by Lowe Lintas, featuring Bollywood actor Maniesh Paul. The light hearted and yet heart-warming TVC campaign, starts

with Maniesh Paul taking a selfie with his wife during his vacation to a hill station where a guy snatches his sweater and runs away. Paul chases the guy around and finally catches him and understands that the guys stole the sweater as he was feeling cold. Paul gives all his warm clothes to the guy as he doesn't need them as he wears Dollar Ultra Thermals which not only protects him but looks fashionable as well. With the tagline, 'Dollar Ultra Hai Na, Toh Kuch Extra Nahi Chahiye.' the brand urges people to choose only Dollar Ultra this winter to keep themselves warm and stylish.

Sharing his thoughts about the new campaign, Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Limited stated, "Our product range is a result of thorough research and development processes. As a brand, we always stand for comfort, style, quality and affordability. These qualities are reflected across our product categories."

Dollar Industries Limited Announces Q2 FY21 Results

Dollar Industries Limited has announced its financial results for the quarter ended September 30, 2020.

Total Revenue for Q2FY21 & H1FY21 stood at ₹258.98 & ₹419.16 crore as compared to ₹243.76 & ₹477.71 crores for Q2FY20 & H1FY20 growth of 6.24% for Q2FY21 & de-growth of 12.26 % for H1FY21

Operating Revenue for Q2FY21 & H1FY21 stood at ₹258.45 & ₹418.45 crore as compared to ₹243.25 & ₹476.85 crores for Q2FY20 & H1FY20, growth of 6.25% for Q2FY21 & de-growth of 12.25 % for H1FY21.

EBITDA for Q2FY21 & H1FY21 stood at ₹35.67 crore i.e., 13.77% & ₹64.50 crore i.e., 15.39% as compared to ₹23.82 crore i.e., 9.77% & ₹51.13 crores i.e., 10.70% for Q2FY20 & H1FY20, growth of 49.75% & 26.15% for Q2FY21 & H1FY21.

PAT for Q2FY21 & H1FY21 stood at ₹22.37 crore i.e., 9% & ₹38.80 crore i.e., 9% as compared to ₹13.66crore i.e., 6% & ₹26.56 crores i.e., 6% for Q2FY20 H1FY20, growth of 63.76%. & 46.08% for Q2FY21 & H1FY21. Q2FY21 & H1FY21.

'Vocal for Local' - The New Emerging Mantra

With 'Vocal for Local' being the millennium term for the extension of the Swadeshi Movement, it has probably become the most powerful slogan in the midst of the pandemic. The Vocal for Local Movement aims in creating a self-reliant country by upholding, promoting and supporting indigenous businesses. It calls for people to not only support but also proactively promote local and small scale business. Indian Prime Minister, Shri Narendra Modi emphasized on the need for this campaign on 12th May, 2020 for us to step up and join hands collectively to revive the Indian economy in the midst of the ongoing crisis, announcing a 20 lakh crore package for the same.

With the concept of the 'Vocal for Local' been conceived by the great minds of our freedom fighters in the 1900s, the campaign resulted in giving foreign goods a tough competition. With the nation facing a severe economic crisis, the campaign shall help rebuild the fallen economy, while uplifting those businesses which are highly in need. It shall lead to the creation of more jobs, skill development and an increasingly

efficient workforce. The movement shall also lead to a more sustainable environment, providing us with a healthier way of life.

Market awareness about local products is also abysmal. 'Vocal for Local' shall promote awareness of home bred products, driving the indigenous industries towards market research. The local products of India form the backbone of the Indian economy, both cost as well as availability wise. Moreover, this movement acts as an impetus for creating more jobs and employment opportunities in the rural sector, encouraging business development. With a plethora of indigenous brands doing exponentially well and gaining a lot of ground in the Indian market, the promotion of 'Vocal For Local' shall boost the pace of Indian brands.

Going 'Vocal for Local' isn't synonymous with rejecting globalization, but is only a new form of the same. By ameliorating our local manufacturing and productive efficiency, India can compete with the world, by simultaneously helping it as well. The campaign shall also lead to the establishment of several small scale units

spread across the country, thereby challenging the monopoly of a handful of large units.

'Vocal for Local' is not only limited to the big brands as the Indian desire for self-sufficiency, which is the need of the hour is aptly reflected in this campaign. The pillars of this movement include innovation, skill development and reshaping, investments, intellectual property and infrastructure. In a highly globalized world, 'Vocal for Local' is an assertive medium for strengthening brand ownership for indigenous ideas and products. Thus, in order to make India self-reliant and independent, one and all must resolve to appreciate and support the ideas, innovations and products that are home bred, originating from within our country. 'Vocal for Local' has grown to become a global need, inching towards a much called for universal balance.



The Recession-Proof Marketer Resolute, Resilient and Reconstructed in a Robust Digital Economy

Taking a look at history, it can be safely asserted that the most successful businesses were the ones that considered "no recession" to be a reason for closing down on their marketing and advertising efforts. They firmly faced the hardships and impossibilities brought about by the unstable economy with good strategies, positioning themselves for further development with the gradual rise in economy. Although it is unclear to pinpoint for how long the Covid-19 induced recession will last, one must keep marketing and advertising in order to have the odds in their favour.

As quoted by Seth Godins, "The key to success is to find a way to stand out - to be the purple cow in a field of monochrome Holsteins". This quote has a subtle but magical power, the ability to shift the product you make, the story you tell and where you tell it. The same applies to marketing where there is a paradigm shift in the consumer behavior from offline to online. With the world slowly adapting to a digital lifestyle, the key to outsmarting the present is by changing the existing marketing strategies. Marketing costs must be re-evaluated and irrelevant campaigns must be turned off. Further, it is pertinent to create and focus on selling essential and economic items.

It is also equally important to reduce operating costs, narrow down distribution margin, re-evaluate and re-prioritize activities, restructure agreements and consolidate where feasible. After undergoing a major disruption, the marketing industry has presently relocated its resource, which should positively be viewed as an opportunity to challenge the existing norms and rethinking different strategies on how to target, connect and engage with the masses.

The fact that the internet is advancing every day is a proof of the fact that digital marketing is gaining popularity by the minute, providing other favours to the company than acting just as a marketing tool. Digital marketing is probably the only one thing that has strengthened itself and turned into a boon during the pandemic. With the lockdowns and norms of having to follow social distancing protocols, the only communication route left is digital. The Covid-19 crisis is heightening the shift to digitization, redefining the overall business landscape with the digital transformation.

In the new normal situation, Dollar Industries has also undergone a change in its marketing campaigns. We at

Dollar, planned to launch our new corporate identity and brand architecture in March, 2020, targeting our peak season. But with the global spread of coronavirus and subsequent lockdown, we decided to unveil our brand identity and improved brand architecture in our first-ever digital press conference. Furthermore, with the lifting of the lockdown, we at Dollar launched our range of anti-viral face masks and innerwear to help keep the virus at bay through an insightful and knowledge driven webinar, something which we had never done before and got a very positive response for the same.

Dollar Industries Limited is constantly trying to boost and increase its presence on various social media platforms, as the pandemic has led to an increase in screen time for the general populace. With regards to e-commerce, we have witnessed a 4x growth in our online sales. The whole sector has seen a major shift in consumer behavior from offline to online shopping during the pandemic which really pushed brands to venture into e-commerce space as a part of sustenance.



5 Steps to stay COVID-19 Safe this Winter

With winters setting in, people are mostly spending their time indoors as being outdoors increases the risk of the spreading of coronavirus. Here are few steps to help you ward of diseases and illnesses during the winter season:



AVOID CROWDED SPACES

After the advent of the disease COVID-19, always believe in avoiding 3 C's - Closed, Crowded and Close Contact. Maintain social distance as well as hygiene so that you can protect yourself as well as your loved ones during this season.



WEAR A FACE MASK

The usage of a facemask decreases the spread of the virus by stopping droplets people breathe out and filter it when they breathe in. They are important for crowded and ineffectively ventilated areas.



WASH YOUR HANDS

By just washing of hands can decrease the spread of the coronavirus. Also do sanitize your hands with alcohol based sanitizers which eliminates germs and viruses.



EXERCISE REGULARLY

Do plan your daily exercise routine for a healthy body and mind. It not helps to maintain healthy weight but also boosts your mood and improves your sleep cycle.



PLAN A HEALTHY DIET

Do make sure to include immunity boosting food in your daily routine to fight off diseases and illnesses. Also do include foods that not only keep you warm but also healthy such as dry fruits and nuts.

Key Coverage

Akshay Kumar, Chitrangada Singh feature in Dollar Industries' new campaign

The company said the campaign is a powerful celebration for those unconstrained by norms and definitions.

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Dollar Industries has unveiled a new campaign to promote its existing range of Dollar Bigshow and Dollar Mixup. Developed by Lowe Lintas Kolkata, it reflects the brand's ability to adapt to changing consumer trends and break existing stereotypes when it comes to fashion, both for men and women.

Dollar Industries eyeing acquisition opportunities to enter lingerie business

By Lokeshwari Das W. October 01, 2021 01:29:17

New Delhi: Hosiery major Dollar Industries (DOLLAR) is looking at acquisition opportunities as it plans to enter the booming lingerie business. The company is also eyeing up to 50 per cent growth in revenue or about Rs 1,000 crore in the current fiscal.



"We are looking at inorganic opportunities to enter into the lingerie business. We have looked at some companies, but didn't get good value. We see huge opportunity in the lingerie business," Dollar Industries Chief Financial Officer Ashish Gupta told.

Dollar Industries Limited launches new campaigns for the festive season

By: Anirban Ghoshal October 13, 2020 9:30 PM

The campaign have been conceptualised by Lowe Lintas Kolkata



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इस सरी में डॉलर अल्ट्रा थिनल विपर के साथ खुद को गर्म और स्टाइलिश रखें

अल्ट्रा थिनल विपर, डॉलर इंडस्ट्रीज लिमिटेड की नई श्रृंखला में है। यह सरी में डॉलर अल्ट्रा थिनल विपर के साथ खुद को गर्म और स्टाइलिश रखें।



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डॉलर इंडस्ट्रीज ने उनका अल्ट्रा थिनल विपर

डॉलर इंडस्ट्रीज लिमिटेड ने अपने अल्ट्रा थिनल विपर की नई श्रृंखला में डॉलर अल्ट्रा थिनल विपर के साथ खुद को गर्म और स्टाइलिश रखें।



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Christmas celebration @ Dollar



Employee milestone



"Having been associated with Dollar for almost three decades, I can look back beaming with pride over my association with them. Dollar to me is my other family, and we have stuck together on days of joy and sorrow, alike. I shall forever be obliged to Dollar for allowing me to grow both professionally as well as personally. Having been part of Dollar Industries for so long, I have been able to change my perspective on life into a more positive one, imbibing their values and culture and can never disregard their contribution in making me who I am today."

Ashish Saha Deputy Manager, IT & Billing

Trivia

- 1. An airline crashed in Iran this year - where was it flying from? A. Ukraine, B. Beijing, C. United States
2. On what date the World Health Organisation declare the coronavirus a pandemic? A. 1st March, 2020, B. 11th March, 2020, C. 20th March, 2020
3. Who won US Presidential Election 2020? A. Donald Trump, B. Joe Biden, C. Kanye West
4. Which film won Best Picture at the Oscars 2020? A. Parasite, B. Little Women, C. Once Upon a Time in Hollywood
5. What is the new official height of Mount Everest? A. 8848.86 meters, B. 8,844.43 meters, C. 8,844.40 meters

ANSWER - 11.A, 2.B, 3.B, 4.A, 5.A

ओ३म् अग्निमीळे पुरोहितं यज्ञस्य देवमृत्विजम् । होतारं रत्नधातमम् ॥ - ऋ० मं० १।१।१॥

अन्वयः - पुरोहितं यज्ञस्य देवम् ऋत्विजं होतारं रत्नधातमम् अग्निम् ईडे । (१) अन्वयार्थ :- (पुरोहितम्) सृष्टि उत्पत्ति से पूर्व ही विद्यमान (यज्ञस्य देवम्) सृष्टि-उत्पत्ति-रूप यज्ञ के प्रकाशक (ऋत्विजम्) ऋतु-ऋतु में नाना प्रकार के पदार्थों के उत्पादक (होतारम्) सब सुखों के दाता और (रत्नधातमम्) सूर्य-चन्द्रमा, हीरे-मोती, स्वर्ण-रजत आदि श्रेष्ठ रमणीय एवं उपकारी पदार्थों के अतिशय करके धारण करने एवं करानेवाले (अग्निम् ईडे) ज्ञानस्वरूप प्रकाशस्वरूप अग्रणी परमेश्वर की मैं स्तुति करता हूँ, मैं पूजा करता हूँ ।