**Press Release**

**Dollar Missy Launches Tees for Women**

**Kolkata, 13th February, 2018:** Dollar Industries Ltd., introduced women’s tees under their existing brand **Dollar Missy** for the very first time.

The collection presents an exclusive range of active wear, leisure wear, lounge wear and is available in Black, Red, Pak Green, Hot Falsa, Fawn, Mustard, Steel Grey, Mango, White, Sea Blue, Fuchsia, Romantic Rani, Light Lemon, Parrot Green, True Blue, Skin, Bubblegum colors.

The Missy Women’s tees include V-Neck and Round-Neck full and half sleeves tees made of cool comfy cotton rich fabric so that women can stay comfortable yet stylish all day long in summers.

“We already had the Missy Leggings and Capris for women and it is really doing so well among our consumers that we thought of introducing casual tees to give a young and chic look. These lighthearted tees are a simple way to celebrate summer and have fun with your style this season”, said **Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Ltd.**

The Missy Women’s solid color t-shirts are priced between Rs 145/- to Rs 165/- are available pan India, across all retail stores and online platforms. Missy Women’s front printed T-shirts are ranges from Rs.163-295/- and are available in all retail stores across India.

**About Dollar Industries:**

Dollar Industries Ltd, is today amongst the top three hosiery brands in India. The Company has four manufacturing units in Kolkata, Tirupur (TN), Delhi and Ludhiana. Dollar Industries enjoys a 15% market share in the branded hosiery segment in India. Dollar Industries has recently started business in African market with Nigeria to enhance export revenue. The Company’s existing export markets are in the Gulf, Middle East and Nepal.

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