**Press Release**

**Dollar Sets Up India’s First Fully Integrated Apparel Manufacturing Unit**

* **Turnover Up By 19%**
* **First Hosiery Company Of The Country To Introduce Micro Modal Range Of products**
* **Exports Witnessing Significant Growth**
* **Processing Division Has A Production Capacity Of 13.5 Tons A Days**

**Kolkata, 11th August, 2014:** Dollar Industries Limited, today, announced the setting up of India’s first fully integrated Apparel Manufacturing Unit. This state-of-art New Processing division in SIPCOT, Perundurai, near Tirupur is equipped with the Latest Processing Technology with Sclavos and MCS Dyeing Machines and the Top Most Finishing Range like Bianco Padder, Strahm Padder, Strahm Dryer, Monfong’s Stenter, Lafer Compacting Machines to produce finished raw material dyed in any possible color.

It has got its production capacity of about 13.5 tons a day having 6 HPHT (High Pressure High Temperature) machines installed. This factory is maintaining Zero Liquid Discharge and comprises an RO capacity for a tune of 10 Lakh litres enhancing purification of the dyeing waste. Having the versatile technology Dollar steps up into a new era of its Knit operations.

The annual turnover of Dollar Industries in FY 2013 - 14 is Rs 688.93 crore, which is 19 % higher than FY 2012 – 13 against the Industry average of approx 13%. Dollar’s annual growth rate is averaging more than 15% year-on-year. The Exports have grown to Rs 61.41 crore.

“It has been a satisfying year for us at Dollar Industries with the brand making inroads in newer territories and also consolidating its position in the existing hosiery markets in India and abroad. Research & Development is an integral part of our Group as we constantly keep on striving for quality enhancement. Dollar is the most preferred Indian brand and is among one of the fastest growing in the Middle East countries”, said **Mr Vinod Gupta, Managing Director, Dollar Industries Limited**.

Dollar Industries has recently launched their fourth advertisement film featuring Brand Ambassador, **Mr Akshay Kumar**, who is seen wearing a Dollar vest and playing the role of an electrician who saves girls from a gang of bullies by simply using his brain than the brawn.

“Ever since Mr. Akshay Kumar became the Brand Ambassador, Dollar has witnessed exponential growth. Dollar has a 360 degree advertising campaign plan across print, electronic, outdoor & online media to promote this new commercial”, added **Mr Gupta**.

Dollar Industries is the largest Indian Brand in the gulf region.  It also has strong presence in Myanmer and the products are available now in Africa as well.

Dollar Industries is the first Indian hosiery brand to introduce micro modal range of products in the country with the launch of Dollar Bigboss Trendy Trunks for the new generation youth and middle age people. The Micro Modal fiber is made of European Beech wood and is completely natural. The

fabric is soft to touch, Ihelps your skin to breath better and minimizes perspiration. The Dollar Bigboss Trendy Trunks are bright in colour and remain both vibrant and intensive. Micro Modal product’s smooth fiber surface makes fabrics shine perceptibly more intensively than 100% cotton fabrics.

**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. The company has tied up with national and international retail giants like Carrefour, Lulus, Bharti Walmart, Reliance Retail and others. Dollar Industries have recently started business in African market with Nigeria to reserve more export revenue. The company’s existing export markets are in Middle East and South East Asian Countries.

**For further information please contact:**

Sreeraj Mitra / Debarjun Kar / Saurav Mukherjee

Sagittarius Communications

Ph: 9007307884 / 8697719300 / 8697719310