



Press Release

Dollar Celebrates The Spirit Of Durga Puja With “Pujor Chhonde Mato Anonde”

Abir Chatterjee, Raj Chakraborty & Rudranil Ghosh flagged off the initiative

Kolkata, 10th October, 2015: Durga Puja is not simply about celebrations and feasting. The actual carousing of the Puja is all about enlightenment of the soul and the triumph of the good over evil.

Dollar Industries Limited, the leading hosiery brand of India, commenced the celebration of this year’s Durgo Puja with the much sought after annual initiative “Pujor Chhonde Mato Anonde”, an unique proposition of choosing the ‘Best Para Dhunuchi Dancers’, ‘Best Para Dhak Player’, ‘Best Para Shankho Player’. Actor **Abir Chatterjee**, director **Raj Chakraborty** & actor **Rudranil Ghosh** from the most awaited Romcom of the year, ‘Kathmundu’, started the competition by playing ‘Dhaak’ along with proficient Dhaakis and Dhunuchi dancers. Dollar Cars will zoom into different Puja Pandal during the four days of Puja to locate the talented dancers.

“Durga Puja is about sustaining the mass believe of emergence of an almighty savior whenever evil tries to take over the goodness in the universe. So, the Puja is much beyond the glamour and glitter of pandals and the grandeur of the celebrations. The beats of Dhaak and the essential buzzing sound it creates are unmatched to any music. One can get energized and be enthralled by sheer listening to them. The dancing with the mesmerized beats of Dhaak is an essential fervor of Bengalis during Pujas. Hence, we at Dollar decided to be a part of the festivities again this year and celebrate with the uninhibited spirit of Maa Durga with **Pujor Chhonde Mato Anonde**”, said **Mr Vinod Gupta, Managing Director, Dollar Industries Limited**.

Dhunuchi naach is another viewer’s delight during pujas. The sheer art of dancing actuating with controlled Dhunuchi is not an easy task, hence the skilled artists gets all the attention they deserve.

The competition is expected to be really tough as various pujo committees are taking part in this competition like Barisha Club, Sangha Shree, Pally Mangal, Rajdanga Naba Uday Sangha, Haridebpur 41 Pally, Naba Durga, Simla Bayam Samity, Kasi Bose Lane, Nalin Sarkar Street, Salt Lake BD Block, Tala Barowari Durgotsab, Dumdum Park Tarun Sangha to name a few.

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’s existing export markets are in Middle East and South East Asian Countries.

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