



Press Release

## **Dollar Industries Flags Off 10<sup>th</sup> Edition Of “Pujor Chhonde Mato Anonde”**

**- To Award The Best Dhunuchi Dancers, Dhaakis And Shankho Players  
Of Various Barowari Pujos Of The City -**

**Kolkata, 27<sup>th</sup> September, 2019:** Dollar Industries Ltd flagged off today, the **10<sup>th</sup> Edition** of their annual property, **Pujor Chhonde Mato Anonde**, which celebrates the festive fervour with uninhibited exuberance. Durga Puja is the biggest festival in West Bengal where Dhunuchi, Dhaak & Shankho plays an integral part in the celebrations. Through **Pujor Chhonde Mato Anonde** Dollar recognises and rewards the **‘Best Para Dhunuchi Dancer’, ‘Best Para Dhaaki’ & ‘Best Para Shankho Player’** in various Barowari Pujos of Kolkata.

The cast and crew of the most awaited movie of this year’s Pujo, **Satyanweshi Byomkesh**, including **Parambrata Chattopadhyay, Rudranil Ghosh, Ayoshi Talukdar & Sayantan Ghosal** along with **Mr Gautam De, Regional Director, Indian Council Of Cultural Relations**, were present to flag off the initiative.

“What started as a small initiative 10 years ago, has become one of the most sought after event across various Barowari Pujos of Kolkata. Pujor Chhonde Mato Anonde is a fun filled initiative which creates a bonhomie amongst the Puja revellers. The competitive spirit that we witness amongst the participants and their supporters is paramount. We at Dollar believe in and support eco-friendly processes. This year we are introducing a green initiative by handing over five tree samplings to each Pujoc committees which will be kept in their respective Pujo Pandals,” said **Mr Ankit Gupta, Vice President, Dollar Industries Ltd.**

The participating Pujo committees this year are Brahma Pur Nibha Park Phase - III, Naktala Pally Mangal Samity, New Santoshpur Adi Durgotsab Committee, Nandibagan Adhibasi Brindo, Golf Green Phase - II, V, VI, Bawli Mondal Road Southend Club, Udayan, Abosar, Surhid Sangha, Behala Player’s Corner, Behala Panchanantala and Chetla Sabjibagan.

A Dollar Big Boss Van will visit these above mentioned Pujos from 4<sup>th</sup> – 7<sup>th</sup> October, 2019 to run the competition and give away the Trophies to the respective winners.

### **About Dollar Industries Ltd:**

Dollar Industries Ltd, today amongst the top three hosiery brands enjoys a 15% market share in the branded hosiery segment in India. It has got listed in both NSE & BSE. Dollar is headquartered in Kolkata and has four manufacturing units in Kolkata, Tirupur (TN), Delhi and Ludhiana. The company has 13 branches in Tirupur, Delhi, Jaipur, Patna, Ranchi, Indore, Cuttack, Vadodara, Nagpur, Bangalore, Agra, Ludhiana, and Raipur.

### **For further information please contact:**

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