



Press Release

## Feel Comfortable And Stylish This Winter With Dollar's Thermal Collection

**Kolkata, 26th November, 2019:** To add warmth to the chilly winter season, Dollar Industries Ltd is offering a range of comfortable and stylish thermal collection. **Dollar Ultra Premium Thermal** has a product category - **Dollar Ultra Thermals**. While the generic range boasts of the brand's **Dollar Esteem** and **Dollar Wintercare**. These products are now available across leading retail stores and shopping portals.

"We have done a great amount of research to come up with the thermal range. This wear will make one feel comfortable and will also protect the person from cold and cold-related fungal infections", said **Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Limited**.

**Dollar Ultra Thermals**, are made from 100% Super Comb Siro Clean Cotton Yarn which is guaranteed to provide warmth and comfort. These are specially processed to control shrinkage and to hold its shape for a long time.

**Dollar Esteem** is specially designed keeping in mind the warmth and the comfort factor even in the extreme wintry weather. The fabric is quick-drying, soft to touch, helps the skin to breathe better and minimizes perspiration. **Dollar Wintercare** is another warm and comfortable product range created to withstand for severe chilly weather. The thick and soft fabric provides warmth and comfort without causing itching and irritation.

The thermals are available in V-neck and Round Neck patterns. It is available in full and half sleeves for men. While for women there is full sleeve and sleeveless vests.

On purchase of two Dollar Ultra Thermals, a pair of socks is being offered free under a promotional scheme. This offer is valid only at retail stores, pan India.

The price range for thermal wear is between Rs 300/- to Rs 375/- and the price for Dollar Ultra Premium thermal wear is between Rs 380/- to Rs 500/-.

### **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, is today amongst the top three hosiery brands in India. 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. Dollar has its presence in all states across India and is present in more than 95,000+ MBOs.

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

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