



**Press Release**

## **Keep It Warm & Stylish This Winter With Dollar Ultra Thermal Wear**

**Kolkata, 16<sup>th</sup> December, 2020:** With winters gripping the nation, **Dollar Industries Limited**, a leading brand name in the Indian hosiery sector, is offering a range of comfortable and stylish thermal collection – Dollar Ultra Thermal Wear.

“Dollar, as a brand always stands for comfort, style, quality and affordability which is reflected through all its product range. For the winters, Dollar brings to its customers a wide range of Thermal wear which not only promises to keep you safe and warm during the cold and harsh weather but also makes you look stylish. With our extensive product research, we have made the thermal wear in a way where the customer would not need anything else to make them feel warm. We are positive that the product range will strike a chord with our consumers”, 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. The thermal range is tailored fit with interlock patterns which helps in withstanding severe chilly weather.

Dollar Thermals boasts of Dollar’s wide range of thermal range which are now available both on online shopping portals and across leading retail stores. The range of thermal wear is available for men, women and kids.

The price range for their thermal wear is between INR 182 – INR 498 for kids and INR 310 – INR 938 for adults.

### **About Dollar Industries Limited:**

From a humble beginning as a hosiery brand to a leading name in the innerwear segment, Dollar Industries Limited ranks among the top hosiery and garment manufacturing giants in India, covering entire range of knitted garments, from basic wear to outer wear. Behind its success, lays a saga of business transformations, dedication, courage and confidence to swim against the tide and go beyond the call of duty. The focus has always remained on the demanding needs of a globalized world and end customer satisfaction. Today through its advanced quality products, Dollar has focused on achieving global excellence in cost, quality and productivity. The styles introduced by Dollar have always stayed in tune with the latest fashion.

Identical with top quality and value for money products, brand Dollar enjoys the trust of millions satisfied consumers across globe leaving far reaching footprints in global market. The company has a substantial pan-India presence and has established its market abroad, in countries like UAE, Oman, Jordan, Qatar, Kuwait, Bahrain, Yemen, Iraq, Nepal, and Sudan in past few years. The Company has also got listed in NSE & BSE in recent past.



Dollar Industries holds 15% of the total market share in the organised segment and is the first Indian innerwear company to have a fully integrated manufacturing unit which is equipped with all the latest processing technology and the top-most finishing range to produce finished raw material dyed in any possible colour. Dollar has focused on excellence in cost, quality and productivity.

Please visit website: ([www.dollarglobal.in/.in](http://www.dollarglobal.in/.in); BSE: Scrip Code 541403; NSE Scrip Code: DOLLAR)

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