



Press Release

Dollar Industries Limited Celebrates World Yoga Day By Launching Their New Digital Campaign

Kolkata, 21st June, 2021: Dollar Industries Limited, a leading name in the Indian hosiery sector, will be launching a digital campaign, **Make Everyday Fit**, on **International Yoga Day** (21st June) to increase awareness of yoga, highlight its importance and the significance of staying active in the present times. The campaign highlights the necessity for athleisure wear for Yoga-related activities.

Yoga is a form of exercise that integrates physical and mental well-being. When performed correctly, each asana or position may boost practitioners' personal health by assisting in the management or even reversal of conditions like stress, digestive diseases, posture, and anxiety. As the pandemic persists, athleisure wear has never been more prevalent as it is right now. Active clothing, no longer confined to the gym, has increasingly made its way into mainstream fashion and our daily life.

"In line with our mission to assist people in maintaining a holistic approach towards their health and well-being, we have introduced the athleisure wear category. Athleisure wear has become a staple in today's time as people are mainly confined to their homes for their safety and the wellbeing of the world. It provides much needed comfort for efficient functioning as it has excellent fit and stretch, facilitating ease and movement. Yoga has been a part of our Indian culture since time immemorial and we believe that World Yoga Day was the ideal day for us to launch this campaign as we can best highlight the necessity of such wear, coupled with motivating the masses to inculcate a healthy everyday practice like yoga as part of their lifestyle", said **Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Limited.**

Dollar Industries Limited boasts of a range of athleisure wears such as joggers, track pants, t-shirts and vests, made of premium quality for both men and women. These athleisure wears are gradually becoming a staple for every individual due to its fit, elasticity, material and affordability. By drawing a connection between athleisure and yoga, Dollar rightly aspires to widen the usefulness of the product, resonating it further with the mass.

The digital campaign, Make Everyday Fit, has been created by Lowe Lintas and the campaign has approximate reach of about 40 Lakhs as well as engagement rate of 1 Lakh on the social media platforms.

The price range for Dollar's athleisure wear ranges between Rs. 225 - Rs.860.

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; BSE: Scrip Code 541403; NSE Scrip Code: DOLLAR)

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