



Press Release

## Dollar Introduces First Ever Exclusive Brand Outlet

### The First Exclusive Brand Outlet comes up in Ayodhya

**26<sup>th</sup> October, 2021: Dollar Industries Limited** today launched their first Exclusive Brand Outlet (EBO) in Ayodhya. Ranking among the topmost hosiery brands in India, Dollar has always been the quintessence of peerless fashion in its segment. The store was inaugurated by **Mr. Ankit Gupta Gupta, President, Marketing, Dollar Industries Limited.**

These stores will be the one-stop destination for all Dollar products, catering to the hosiery needs of men, women and kids. With the new brand architecture and vision in place, these plush stores will house a wide array of products such as briefs, vests, leggings, socks & athleisure under the brands - Bigboss, Missy, NXT and Athleisure. The company has various categories which are youth-friendly and aspires to make a positive change in the market.

“Dollar has seen increasing demand over the years and the products are available both in the retail market and the online space. It has been our desire to open our Exclusive Brand Outlet (EBO) for long and it gives me immense pleasure to see fruition of our efforts today as we open our first prestigious EBO in Ayodhya. This place has been our first choice as we always desired to start our EBO journey from Ram Janmabhoomi. The patrons will have a unique shopping experience at these stores, where we our newly launched premium products will also be available have introduced our premium range of products. We have earmarked Rs 1.5 crore in this fiscal to open 10 EBOs in this financial year across the country”, said **Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Limited.**

“The newly launched store adds a new feather in our cap. Conventionally known as a male dominant brand, our new venture will help us reach out to a wider base of loyal customers as it is an amalgamation of the best brands from the house of Dollar. These stores will be family shops and will showcase innerwear as well as outerwear for men, women and kids. A range from fashionable athleisure, winter outfits to necessities will be available at these stores,” said **Mr. Ankit Gupta President, Marketing, Dollar Industries Limited.**

In present times, sustainability is the need of the hour, where Dollar with its brand new EBO will help the region’s consumers to enjoy buying varied products that are designed for comfort and luxury.

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

**(<https://www.dollarglobal.in/>; BSE: Scrip Code 541403; NSE Scrip Code: DOLLAR)**

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 the entire range



of knitted garments, from basic wear to outer wear. Behind its success lay a saga of business transformation, 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 of satisfied consumers across the globe leaving far reaching footprints in the 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 the past few years. The Company has also been listed in NSE & BSE a few years ago.

Dollar Industries Limited holds 15% of the total market share in the organized 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 color.

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