

Press Release

Dollar Industries Limited Ties Up With Rajasthan Royals As Principal Sponsor

Kolkata, 8th March, 2022: Dollar Industries Limited begins a new innings with ‘**Rajasthan Royals**’, as one of their Principal Sponsors for the 15th edition of **Indian Premier League (IPL)**, the annual cricketing extravaganza. As part of the multi-year partnership, the Royals will sport the Dollar logo in the Top Right Chest position of the official Rajasthan Royals team clothing.

Being one of the key players in the hosiery market, **Dollar Industries Limited** is spread across the country, with Rajasthan particularly being identified as a priority market in terms of business. Meanwhile, the company’s recent brand addition - **Athleisure** is also set to complement this significant association with the Royals. Since athleisure is a relatively new category, Dollar also intends to enhance the brand visibility of this product portfolio pan India since IPL is one of the closely followed and watched tournament by this cricket loving country. The 14th Edition of IPL happens to have clocked nearly 400 million in viewership.

“**Rajasthan Royals**, which won the maiden edition of IPL is one of the most popular IPL franchisees and an extremely competitive team with marquee national and international players representing them. Our association with Rajasthan Royals will give us an opportunity to leverage our brand - Athleisure nationally. Rajasthan also happens to be a key market for Dollar over the years. With the Athleisure segment growing exponentially since the pandemic and contributing significantly towards enhancing the market share of our company, we are confident that this association will benefit the brand to a major extent,” said **Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Limited**.

“We have been impressed and excited by the brand transformation at Dollar Industries Limited and are pleased to have them associate with the franchise. Being a brand that serves millions of consumers across the country, with a large focus on our home state of Rajasthan, we felt there is a strong alignment and we’re looking forward to supporting their growth.” said, **Mr Jake Lush McCrum, Chief Executive Officer, Rajasthan Royals**.

Rajasthan Royals features some of the best-known names including its current captain Sanju Samson, besides Ravichandran Ashwin, Jos Buttler, Yuzvendra Chahal, Devdutt Padikkal, Shemron Hetmyer, Rassie Van Der Dusen, James Neesham among others. The year 2021 also saw the Royals attract global attention, when equity firm RedBird Capital Partners, who hold stakes in Liverpool FC, Boston Red Sox, Toulouse FC, etc., bought a 15% stake in the Rajasthan-based franchise.

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, Basra, Qatar, Kuwait, Bahrain, Yemen, Iraq, Nepal, Sudan and Nigeria in the past few years. The Company has also been listed in NSE & BSE a few years ago.



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 colour.

About Rajasthan Royals

Rajasthan Royals, were the champions of the inaugural 2008 season and have recently completed a major shareholding restructure, with Emerging Media having the majority ownership of the franchise with support from new co-investor RedBird Capital Partners.

For more information, please go to www.rajasthanroyals.com/

Download the Rajasthan Royals Official App <https://bit.ly/RRApp2022> to stay updated about your favourite players, participate in exciting games to win prizes as well as interact with fellow fans.

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