



Press Release

Dollar Upar Gaya

- Akshay Kumar Mesmerises In The New TVC Of Dollar Bigboss -

Kolkata, 22nd March, 2022: A sunny Saturday morning of February was little different at a posh IT park at the Andheri, Mumbai. The hustle bustle of the offices, employees and visitors soon turned their curious eyes to an athletic man running up the stairs at jet speed. A second look revealed that the macho man was none other than superstar, Akshay Kumar. Before they could realise what was happening, a voice from nowhere said “Cut”! and Akshay stopped and smiled back.

Yes, Akshay Kumar was shooting Dollar Industries Limited’s latest Television Commercial which has the tagline, “**Dollar Upar Gaya**”. An action-packed fun commercial, to further boost the brand popularity of the Dollar’s Big Boss segment, Akshay makes it more realistic with his persona.

The film is set against the backdrop of a stock market. Akshay Kumar suddenly spots a delivery person carrying a Dollar packaging up the elevator. The reaction from Akshay saying, “**Dollar Upar Gaya**” creates a chain of hilarious events unfolds when the brokers misunderstand his reaction to be the rising value of the currency Dollar. This leads to action-packed sequences where Akshay runs to get hold of his favourite Dollar, making this new film memorable and eye catchy.

“With our decade long association with Akshay Kumar, our brand has witnessed a 5x times growth. The concept of the commercial clearly speaks how Dollar has lived upto the expectations of its consumers and thus maintaining its position as one of the three major players in the hosiery industry with 15 % market share. Our new tagline ‘Dollar Upar Gaya’ explains the brand’s soaring market acceptability. We also wanted our long-time payoff to have a new meaning, a different take for the brand”, said **Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Limited**.

Speaking on the idea behind the campaigns, **Sagar Kapoor, Chief Creative Officer, Lowe Lintas**, said, “Fit hai Boss as a payoff has always worked wonders for Dollar Bigboss. This time we used the phrase to develop a witty plot which establishes the growing value of the brand. Akshay is a brilliant actor who pulls off the film with flying colours.”

The commercial has been directed by the renowned ad-film maker **Uzer Khan**. The campaign has been released on both electronic and online platforms. The advertising campaign will be featured and supported by digital, social media, high impact outdoor locations, print and TV. The new campaign marks the next chapter of the iconic Dollar story. The campaign portrays the authenticity and individuality that empowers the consumers focused on expressions of masculinity.

CREDITS

Agency: Lowe Lintas

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Account Management: Indranil Mitra, Rohit Chakraborty

Production: 30 Seconds Of Fame (**Director:** Uzer Khan)

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.

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