

## Dollar Launches Their Exclusive Brand Outlet (EBO) In New Delhi

**New Delhi, 9<sup>th</sup> June, 2022: Dollar Industries Limited** today launched their Exclusive Brand Outlet (EBO) in New Delhi at Tilaknagar. Ranking among the topmost hosiery brands in India, Dollar has always been the quintessence of peerless fashion in its segment.

The 700 sq ft store, which is a one-stop destination for all Dollar products, will cater to the hosiery needs of men and women. With the new brand architecture and vision in place, the plush store will house a wide array of products such as briefs, vests, leggings, socks & athleisure under the brands - Big Boss, Missy, Bra, J Class, Force Nxt, Dollar Athleisure, Dollar Thermals and Socks. 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. We have continued to change and reinvent ourselves and revamped our brand and corporate portfolio over the years to make ourselves contemporary with time. Through our Exclusive Brand Outlets, we want to reach out to a wider mass and have a direct connect with our customers. This is our 2<sup>nd</sup> EBO after the first one was opened in Ayodhya. As a part of our expansion plans, we would be having 50 EBOs by this fiscal”, said **Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Limited**.

“It is a proud moment for us to launch our second EBO at the country’s capital. Though we would be opening EBOs primarily in Tier 2 & Tier 3 cities, we would be of course having some of the EBOs in the metro cities as well. Our next EBOs would come up in Alwar & Sri Ganganagar in Rajasthan, Thane in Maharashtra, and Jamshedpur in Jharkhand amongst others. As Dollar is headquartered in Kolkata, the city of joy will also have its third EBO soon. We would have 125 EBOs by 2025,” 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.

### **For further information, please contact:**

Sreeraj Mitra / Sayanjita Dey / Kaushik Chatterjee  
Sagittarius Communications  
Ph: 9007307884 / 8697719315 / 8697719310

Sreelogna Nandy  
Dollar Industries Limited  
Ph: 8013427263