



Press Release

Dollar Ropes In Akshay Kumar And Yami Gautam For Dollar Ultra Thermal

- The Pair Dazzles In The New TVC Of Dollar Thermal Ultra -

Kolkata, 4th November, 2022: Dollar Industries Limited, a leading name in the Indian hosiery industry ropes in Bollywood's biggest stars -**Akshay Kumar** and **Yami Gautam**- as brand ambassadors to promote its existing range of thermal wears.

Dollar has also shot their new TVC '**Thand Ka Weapon**' featuring both **Akshay Kumar & Yami Gautam** for **Dollar Ultra Thermal**. The TVC, created by **Lowе Lintas**, builds on the fun and entertainment quotient and showcases Dollar's thermal range as a must-have in every Indian winter wardrobe.

"As part of our vision to be part of every Indian's life, we wanted the new generation to experience our wide range of thermal wear which not only promises ultimate comfort but also keeps the wearer warm against extreme cold and harsh weather conditions. Thanks to extensive product research, our R&D team has come up with a unique technology intervention (Wintershield Technology) which helps retain latent heat, keeping the wearer warm. We wanted to convey the message that winters are not to be taken lightly and roped Bollywood superstars, Akshay Kumar & Yami Gautam, who also endorses our brands Dollar BigBoss and Dollar Missy respectively, to create a memorable campaign that would appeal to both men and women across every age group. We are affirmative that the Dollar Ultra Thermal range would be an instant hit and find its place in every winter wardrobe", **Vinod Kumar Gupta, Managing Director, Dollar Industries Limited**.

The TVC featuring the brand ambassadors is set against a chilly winter night. Two burglars break into the house through the fireplace flue. However, the sound draws Yami's attention who is terrified that the burglars have weapons in their hands. She wakes up a sleeping Akshay who assures her that they have a better weapon to combat the burglars. A synchronised song and dance sequence ensues as Akshay and Yami open all the windows and doors letting the cold in and ultimately freezing the two burglars. As the police arrive, Akshay warns the burglars against taking winter lightly and hands them over a pack of Dollar thermals -the ultimate weapon to combat cold.

"We wanted to break away from the usual stereotype of winter communication by creating an entertaining song and dance number that addresses the fact that winters are not to be taken lightly while clearly landing the message that Dollar Ultra is the ultimate Thand Ka Weapon to combat extreme weather conditions", said **Mr Sagar Kapoor, Chief Creative Officer, Lowе Lintas**.

Dollar Ultra Thermals are made from 100% Super Comb Siro Clean Cotton Yarn which is guaranteed to provide warmth and comfort. These are specially processed to control shrinkage and to hold its shape for a long time. The thermal range is tailored fit with interlock patterns which helps in withstanding severe chilly weather. The price range for their thermal wear is between INR 400 - INR 650 for adults.

The campaign is going live across online and offline platforms.

CREDITS

Agency: Lowе Lintas



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, 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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