



Press Release

Dollar Thermals - The Best Way To Stay Warm And Stylish During Winter

Kolkata, 21st November, 2023: Now, add warmth to the chilly winter months with Dollar Industries' range of comfortable and stylish thermal collection designed with all customers in mind.

Dollar Ultra Premium Thermal range are available across India in leading retail stores and on shopping portals. **Dollar Ultra Thermals** are made from 100% Super Comb Siro Clean Cotton Yarn guaranteed to provide warmth and comfort to the wearer. They are specially processed to control shrinkage and to retain shape for an extended time.

“We have done considerable research to come up with this thermal range to suit our customers, especially in regions where winter months can be quite challenging. Our collection includes versatile neck designs such as the trendy V-cut, classic U-cut, and cosy high-neck options. Whether it’s a stylish night out in the cold weather or some much-needed extra warmth during an outdoor adventure, our thermal wear suits every occasion perfectly”, said **Mr. Vinod Kumar Gupta, Managing Director, Dollar Industries Limited.**

“We have seen a significant growth this year in this segment which has scaled up to 15% compared to the last financial year”, added **Mr Gupta.**

Dollar boasts off varied categories in their Thermal range. They are **Dollar Esteem, Thermal Deep Color Collection** and **Thermal 0% Shrinkage.**

Dollar Esteem is specially designed to provide the user with warmth and comfort even in extreme wintry weather. Its fabric is quick-drying, soft to touch, helps the skin to breathe better and minimizes perspiration.

Customers can experience the ultimate warmth and style with the **Thermal Deep Color Collection.** Crafted from cosy fleece fabric, the garments provide an extra layer of insulation for those unpleasantly cold days. They come with a spandex ribbed neck and a durable yet soft waistband, comfortable fabric, and trusted quality. Available in both full and half sleeves, this thermal wear range comes in a solid color that adds an extra touch of shine to any outfit. The soft elastic construction ensures an itch-free feel against the skin.

Go ahead and embrace the winter season with confidence with **Dollar's Thermal Collection**, boasting of 0% shrinkage to keep the garments looking and feeling perfect wash after wash. These cosy pieces are expertly crafted from high-quality fleece fabric, ensuring that you stay warm and comfortable throughout the day. With a snug tailored fit, the garments offer an exceptional level of comfort without compromising on the style quotient.



With a variety of neck designs that include both traditional and new-age trendy options, you are sure to find the perfect fit for any occasion. The price range for thermal wear is between 225 INR to 350 INR while the price for Dollar Ultra Premium thermal wear is between 285 INR to 385 INR.

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 lies a saga of continual 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 globalised world and end customer satisfaction. Today, through advanced quality products, Dollar is focused on achieving global excellence in cost, quality, and productivity.

The styles introduced by Dollar have always stayed in tune with the latest fashion.

Synonymous 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 an established market abroad in countries like UAE, Oman, Jordan, Qatar, Kuwait, Bahrain, Yemen, Iraq, Nepal, and Sudan.

The Company is listed in the NSE and BSE.

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 equipped with the latest processing technology and the top-most finishing range to produce finished raw material dyed in any possible color.

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