

Date:- 11th June, 2024

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| The Secretary National Stock Exchange of India Limited Exchange Plaza, C-1, Block 'G' Bandra- Kurla Complex, Bandra (E) Mumbai – 400 051 | The Secretary BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai – 400 001 |
| Symbol - DOLLAR | Scrip Code :541403 |

Sub: Intimation under Regulation 30 of SEBI (LODR) Regulations, 2015, for signing of South Indian Superstar Actor “Mahesh Babu” as Brand Ambassador.

Dear Sir/Mam,

In compliance with Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we wish to inform that the Company has appointed South Indian Superstar Actor ‘**Mahesh Babu**’ as Brand Ambassador for promoting Company’s Product Dollar Bigboss through electronic and print media advertisements.

In this connection, please find enclosed herewith our Press Release.

We are confident that Mr. Babu's presence will contribute significantly to the continued success and growth of the Dollar Bigboss brand in South India.

This is for your information and record.

Thanking you,
Yours Sincerely,

For Dollar Industries Limited

LALIT Digitally signed
by LALIT LOHIA
LOHIA Date: 2024.06.11
18:20:36 +05'30'

Lalit Lohia
Company Secretary and Compliance Officer

DOLLAR INDUSTRIES LTD.

(AN ISO 9001:2015 CERTIFIED ORGANISATION)

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CIN NO. : L17299WB1993PLC058969



Press Release

Dollar Industries Bullish About South India Market

- Signs Superstar, Mahesh Babu, As Brand Ambassador
- Records Highest Ever Revenue in 2023 - 24
- To Open 50 Exclusive Brand Outlet Across South India By 2027
- Aims 50% Sales Growth In South India In 2024 - 25

Hyderabad, 13th June, 2024: **Dollar Industries Limited**, one of the most trusted names in the lifestyle outerwear & innerwear business in India, today shared their **Vision for the South Indian markets**. As a major step, Dollar Industries has signed superstar, **Mr Mahesh Babu** as their **Brand Ambassador** for South India.

Dollar Industries Limited, which began its journey in 1972 under the able leadership of visionary par excellence **Mr Din Dayal Gupta**, as **Bhawani Textiles**, now holds 15% market share of the branded hosiery segment in India and the Group is targeting a growth of 11% - 12% at on a year-on-year basis. As a part of their Vision South India strategy, Dollar Industries is targeting around 50% growth in sales from Southern market as compared to current year.

“We have received a good response for our products from the Southern markets and consumers have accepted our quality products at affordable prices from the house of Dollar. The acceptance here is evident from our sales growth in these markets. Our domestic sales have recently increased from these markets and stands at around 8%. With Mahesh Babu now being our Brand Ambassador for southern market, it will act as a catalyst to boost our brand prominence and sales even more. We are extremely bullish and targeting to garner around 20% of our domestic revenue from South market”, said **Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Ltd.**

“Dollar Industries is experiencing robust demand and an increasing proportion of higher-margin products in our portfolio. This positive trend positions us well to achieve our desired topline and bottom-line growth in the near future. We also have plans to open 50 exclusive brand outlet across the south market in the coming 3 years where consumers can experience the entire range of Dollar products” said **Mr Binay Kumar Gupta, Joint Managing Director, Dollar Industries Ltd.**

The wide variety of Dollar products are spread across 6 categories - **MAN, WOMAN, JUNIOR, ALWAYS, THERMALS & PROTECT**. Bollywood superstar **Mr Akshay Kumar**, endorsing Dollar Man, is associated with Dollar as the brand ambassador for over 14 years. Actress, **Ms Yami Gautam** is the brand ambassador for Dollar Women i.e Missy and Actor, **Mr Saif Ali Khan** is the brand ambassador for Dollar Always i.e Lehar



Dollar Industries have manufacturing units in Kolkata, Ludhiana, Tirupur & New Delhi. The company has a goal to reach a revenue of Rs 2000 crore by FY26, and to achieve this revenue, the company has already announced a capex in the year 2021, for increasing the capacity of the spinning unit in Tirupur from 22000 spindles to 42000 spindles. That capex has already been incurred and very soon the additional production capacity will start which will help us internally in production.

“Tirupur being the hub for hosiery industry because of its economic and financial viability, we have our production system in Tirupur and the business has grown over the years. We have many dealers who are associated with us in southern market who are a great support for the Company in terms of selling and distribution of the products. In the recent past we have started our flagship initiative, **Project Lakshya**, for growing our sales in south market. The Pilot project was started in Karnataka in the year 2019. The response was so impressive that we decided to replicate the same model at Pan India level in phased manner”, added **Mr Vinod Kumar Gupta**.

For FY24, Dollar Industries’ gross profit grew 22.6% YoY to ₹ 50,588 Lacs, whereas EBITDA grew by 61.5% to ₹ 15,864 Lacs. The company achieved PAT of ₹ 9,020 Lacs, showing a growth of 71.7% YoY, registering a PAT margin of 5.7%.

Dollar’s growth is sustained by introducing newer designs and quality products according to the customer’s evolving specifications and demands. Brand loyalty too has also played an important role in the company’s growth. Adhering to latest technologies and innovations have helped the company in creating a benchmark in the industry. Dollar believes in eco-friendly ways of production, and thus have introduced a zero - discharge technique with evaporation system.

As a part of the company’s Green Mission initiative, the existing **4 MW** Solar Power Plant will be increased by further **2MW** unit taking it up at **6MW**.

About Dollar Industries

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 colour.

(<https://www.dollarglobal.in/>; BSE: Scrip Code 541403; NSE Scrip Code: DOLLAR).

For further information, please contact:

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