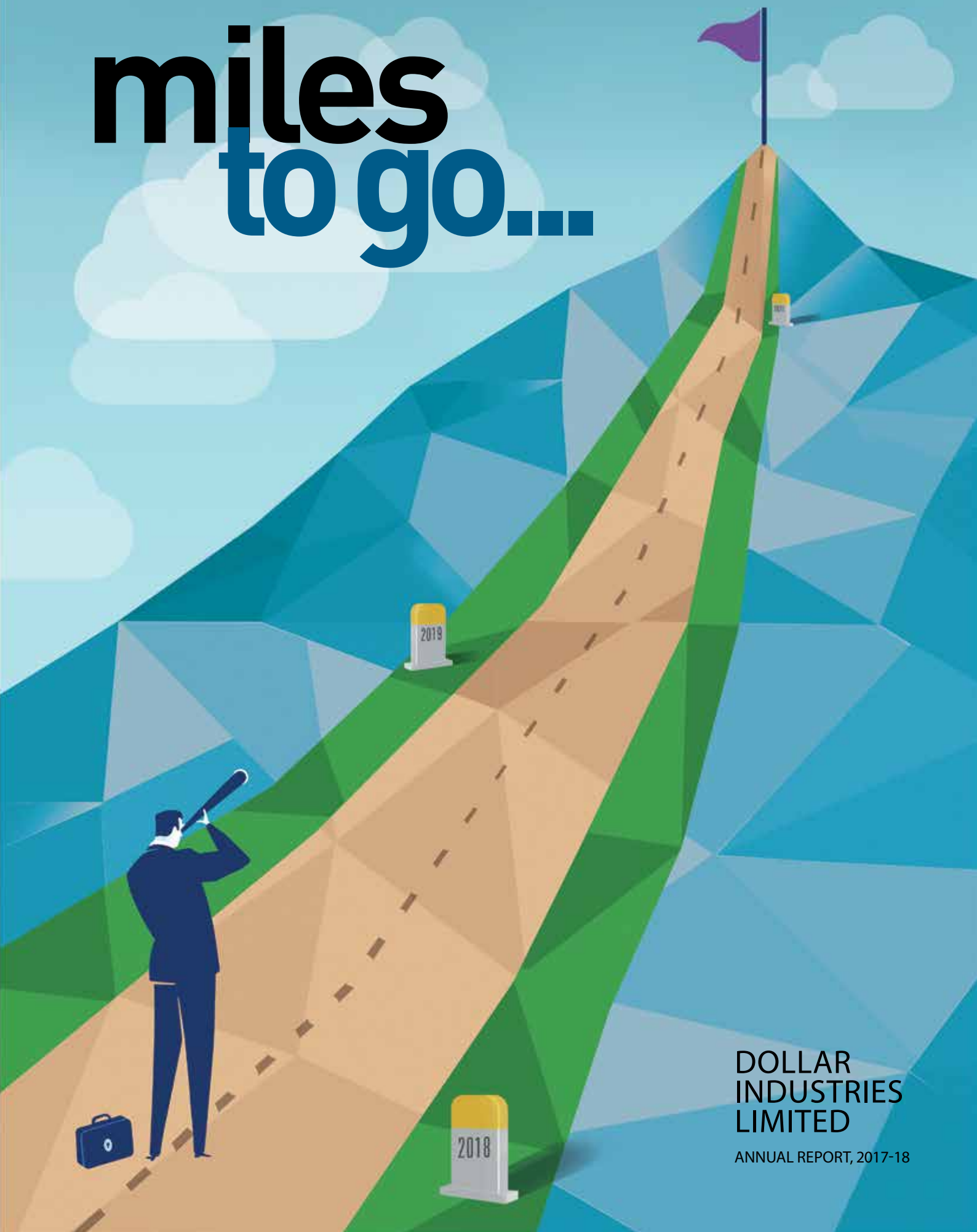


miles to go...



**DOLLAR
INDUSTRIES
LIMITED**

ANNUAL REPORT, 2017-18



Cautionary statement

In this Annual Report we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements – written and oral – that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes' and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

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REVENUES

₹
690.00
crore

FY2014-15

₹
984.53
crore

FY2017-18

EBIDTA

₹
45.06
crore

FY2014-15

₹
125.87
crore

FY2017-18

NET PROFIT

₹
13.72
crore

FY2014-15

₹
64.25
crore

FY2017-18

miles to go...

Dollar Industries Limited has been in business for the last four-and-a-half decades.

And yet, we believe that we are only just starting out.

This is largely because of the robust long-term India story.

Where the implementation of GST will progressively level the field for organized manufacturers.

Where the population will get younger – while growing larger.

Where disposable incomes will increase.

Where aspirations will largely centre around wearing and living better.

The result is that Dollar wants to replicate what it achieved in the last 45 years of its existence, in only the next six years.

We've only just begun...

11 things about Dollar Industries Limited

01

Our promoters and management

Dollar's promoters comprise Mr. Dindayal Gupta, Chairman and Founder, with decades of sectoral experience. Mr. Vinod Kumar Gupta and Mr. Binay Kumar Gupta, Managing Directors, possess precious hands-on experience. Mr. Krishan Kumar Gupta and Mr. Bajrang Kumar Gupta, Whole-Time Directors, possess over three decades of industry experience. The next generation of the promoter family – Mr. Ankit Gupta, Mr. Gaurav Gupta and Mr. Aayush Gupta – handle the responsibility of growing the business. They are assisted by competent professionals with longstanding familiarity of the innerwear sector.

02

Our businesses

Dollar Industries Limited was established as a family-run innerwear company in 1972; over the years, the Company has evolved into one of India's prominent innerwear brands through its premium apparel range, pocket-friendly costs and top-notch quality. Dollar is now a widely recognized Indian innerwear and outerwear brand addressing the needs of men, women and children.

03

Our locations

The Company is headquartered in Kolkata and its manufacturing facilities are located in Kolkata, Tirupur, Delhi and Ludhiana. These facilities manage end-to-end operations (procurement, spinning, knitting, processing, dyeing, bleaching, cutting, stitching, packaging and dispatch). Dollar's Tirupur facility comprises a 1,000 kilolitre eco-friendly effluent treatment plant, which has eliminated liquid discharge. A 5- megawatts wind energy facility in Dindigul provides the energy needed to run the Company's spinning mills. The Company is also engaged in responsible product outsourcing from units in Kolkata, Tirupur, Delhi and Ludhiana.

07

Our brands

Categories	Brands
Class	Present through Pepe Jeans Innerwear Fashion Pvt Ltd, a JV company of Dollar and Force NXT
Class-for-mass	Force Go Wear, Missy, Ultra Thermals, Champion and Bigboss
Mass	Lehar, RKG, Comfort and Commando

08

Our ethics and goals

Vision

Dollar in everyone's lives

Medium-term vision

Over the medium-term, we aspire to metamorphize the company into an aspirational innerwear company by offering premium and super-premium products

Long-term vision

The long-term vision is to emerge as a complete brand and distribution company present across multiple categories of fashion wear – from garments to innerwear

Goal

To be a ₹ 2,000-crore revenue company by 2024

Mission

- To emerge as India's best-loved innerwear brand
- To make fashionable yet affordable outerwear and innerwear
- To graduate customers to a higher apparel standard
- To reach customers conveniently (modern trade and e-commerce)
- To invest in highly productive manufacturing facilities
- To outperform industry standards in terms of profitability
- To improve the lives of people centred around Dollar
- To achieve high governance standards

which you need to know

04

Our footprint

Dollar Industries enjoys a pan-India presence comprising 915+ distributors and 95,000+ MBOs. Besides, Dollar's products are marketed in 19 countries (the UAE, Oman, Jordan, Qatar, Kuwait, Bahrain, Yemen, Iraq, Nepal, Bhutan, Nigeria, Ghana, Algeria, Kenya, Iran, Ukraine, Togo, Riga and Sudan)

05

Our accreditations and awards

Dollar is an ISO 9001:2015-certified Company and has obtained 'One Star Export House' certificate from the Directorate General of Foreign Trade, Department of Commerce, Ministry of Commerce and Industry, Government of India.

06

Our listing

Dollar's equity shares are listed and actively traded on the National Stock Exchange (NSE). The Company enjoyed a market capitalisation of ₹2,109.82 crore as on 31 March 2018. The promoters and promoter's group owned 56.84% of the Company's equity share capital. On 11 May 2018, the Company received principal approval from BSE Limited under the direct listing route for its existing shares. On 7 June 2018, its shares got listed on BSE Limited.

09

Our revenues

Dollar's revenues grew by 10.93% from ₹887.53 crore in FY2016-17 to ₹984.53 crore in FY2017-18.

10

Our product portfolio

Dollar's portfolio comprises products for men, women and children in the class, class-for-mass and mass categories:

- Innerwear
- Casual wear
- Lounge wear
- Thermal wear
- Kids' wear

11

Our visibility



1972-73

- Started Bhawani Textiles under the leadership of Shri Dindayal Gupta.

1994-95

- Began exporting

2005-06

- Roped in Salman Khan as the brand ambassador of Dollar Club.
- Received National Award for 'Best Brand' and 'Excellence in Men's Innerwear' from the Clothing Manufacturing Association of India (CMAI)

2007-08

- Rebranded as Dollar Industries Limited
- Bestowed with National Award for 'Excellence in Men's Innerwear' by the Clothing Manufacturing Association of India (CMAI)

2008-09

- Bestowed with National Award for 'Excellence in Men's Innerwear' by the Clothing Manufacturing Association of India (CMAI)



Our journey over the years

2009-10

- Roped in Akshay Kumar as the brand ambassador of Dollar Bigboss

2014-15

- Established presence across 26 states of India

2015-16

- Expanded to more than 75,000+ MBOs across India
- Emerged as the highest selling innerwear brand in the UAE and the Middle East
- Carved out a 15% share of the branded body-wear market
- Introduced Brand Force NXT and Dollar Missy

2016-17

- Entered the MRT and e-commerce segments
- Achieved a 2% share of overall revenues from Force NXT within one year of launch
- Added products to the Bigboss (J Series) and Dollar Missy ranges

2017-18

- Got shares listed on the NSE on 21 April 2017
- Entered into a JV with Pepe Jeans Europe B.V. in August 2017

Our brands

DOLLAR HAS CREATED A FAMILY OF BRANDS THAT HAVE ENHANCED ITS RECALL.

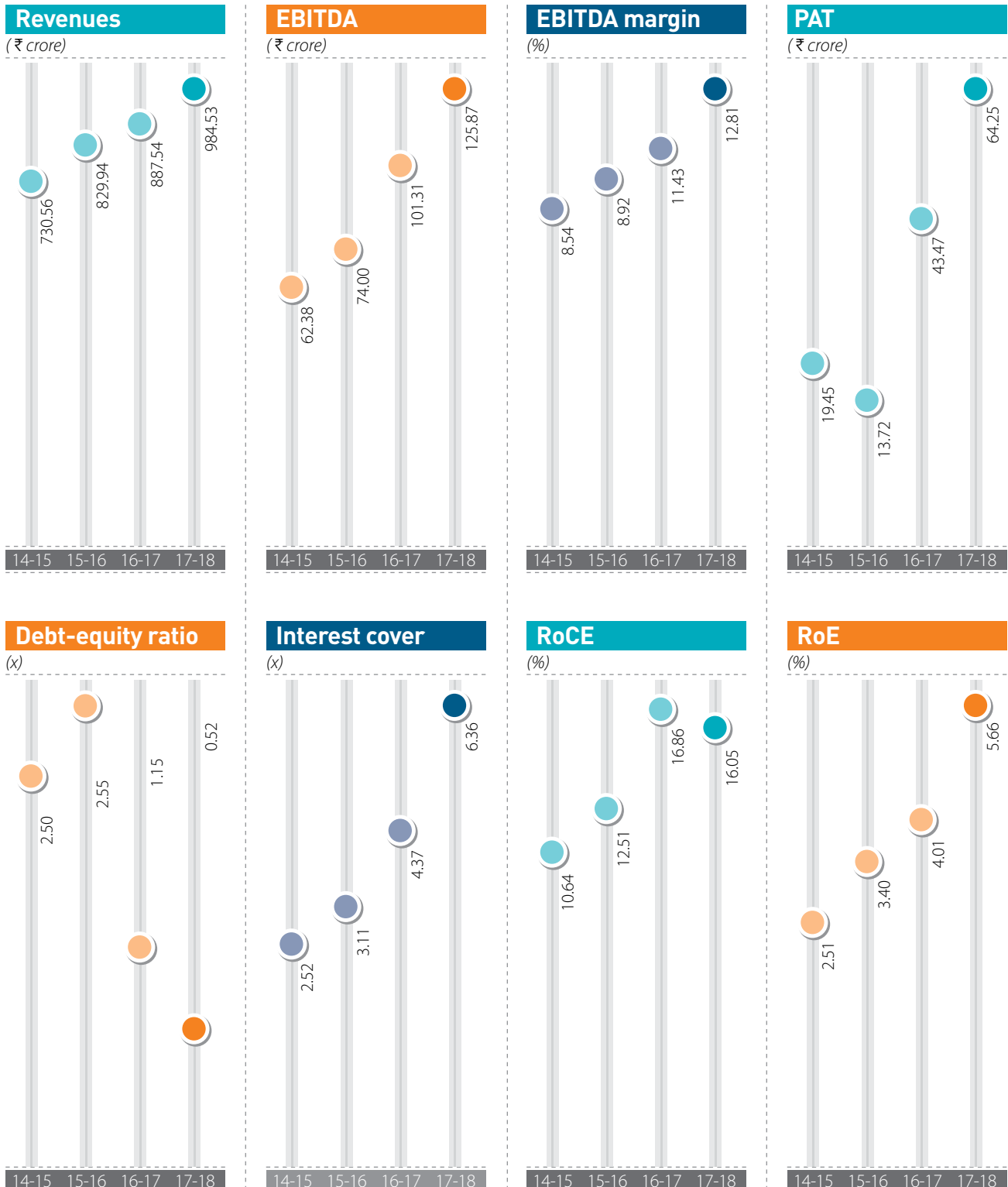
	Category	Brand name	Key facets
	Class	Force NXT	<ul style="list-style-type: none"> ● USP: International quality and globally fashionable products ● Target audience: Aspirational people with high disposable incomes ● Tagline: Inner fashion
 Bigboss PREMIUM INNERWEAR	Class-for-mass	Bigboss	<ul style="list-style-type: none"> ● USP: Affordable, fashionable, sporty and comfortable ● Target audience: Men with a sizeable monthly income of looking for a value-for-money product ● Tagline: Fit Hai Boss
	Class-for-mass	Missy	<ul style="list-style-type: none"> ● USP: Comfortable fit and wide product variety (sizes and colours) at affordable prices ● Target audience: Average wage earners who follow trends ● Tagline: Carry on Missy
 ULTRA THERMALS HOT HAI BOSS	Class-for-mass	Ultra Thermals	<ul style="list-style-type: none"> ● USP: Ultra-light, comfortable and stylish winter-wear ● Target audience: People with a sizeable monthly income of looking for a value-for-money product ● Tagline: Hot Hai Boss
	Class-for-mass	Champion	<ul style="list-style-type: none"> ● USP: Affordable, sporty and primarily caters to suburban and rural customers ● Target audience: People with a sizeable monthly income of looking for value-for-money and vibrant products in rural and suburban locations
	Class-for-mass	Force Go Wear	<ul style="list-style-type: none"> ● USP: Affordable and comfortable clothing catering to the mass market ● Target audience: People with growing incomes who follow trends

Our products are priced between ₹50 and ₹65 and are available at organized and retail MBOs across India.

Products	Demographic	Age group	Team headed by
Vests, briefs, trunks and t-shirts	Men	20-40 years	Mr. Gaurav Gupta, Vice President
Vests, briefs and trunks	Men	30-60 years	Mr. Vinod Kumar Gupta and Mr. Binay Kumar Gupta, Managing Directors and Mr. Krishan Kumar Gupta and Mr. Bajrang Kumar Gupta, Whole Time Directors and Mr. Aayush Gupta, Vice President
Camisoles, panties, leggings and lounge wear	Women and girls	18-45 years of age	Mr. Ankit Gupta, Vice President
V-necks with trousers and long and short camisoles	Men, women and kids	18-60 years	Mr. Vinod Kumar Gupta and Mr. Binay Kumar Gupta, Managing Directors and Mr. Krishan Kumar Gupta and Mr. Bajrang Kumar Gupta, Whole Time Directors
T-shirts, bermudas and trousers	Kids	5-15 years	Mr. Gaurav Gupta, Vice President
T-shirts (round-neck and collared), vests (innerwear and sports vests), briefs, boxers, bermudas, capris and track pants	Men	20-50 years	Mr. Vinod Kumar Gupta and Mr. Binay Kumar Gupta, Managing Directors and Mr. Krishan Kumar Gupta, Whole Time Director

Our Force NXT brand has an exclusive website: www.forcenxt.com.

This is how we have grown



"Figures of FY 2017-18 and FY 2016-17 of the Company have been reported as per Ind AS and other previous years are as per IGAAP"