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### Caution regarding forward-looking statements

This document contains statements about expected future events and financial and operating results of Dollar Industries Limited, which are forward-looking. By their nature, forward-looking statements require the Company to make assumptions and are subject to inherent risks and uncertainties. There is significant risk that the assumptions, predictions and other forward-looking statements will not prove to be accurate. Readers are cautioned not to place undue reliance on forward-looking statements as a number of factors could cause assumptions, actual future results and events to differ materially from those expressed in the forward-looking statements. Accordingly, this document is subject to the disclaimer and qualified in its entirety by the assumptions, qualifications and risk factors referred to in the management's discussion and analysis of the Dollar Industries Limited Annual Report FY 2019-20.



OUR VISION  
**To be a part of  
every Indian's home.**

**Dollar** Industries Limited commenced its journey in 1972.

Each year thereafter the brand grew attractively.

The result is that the brand that initially catered to two states in India has turned into a ₹1,000+ cr revenues organisation with 1,00,000+ multi-brand outlets across all states and the Dollar brand emerging as the highest selling innerwear label in the UAE and the Middle East.

The time has come for Dollar to transform its identity.

Dollar Industries Limited relaunched its brand identity directed to embrace the future.

**#DollarBadalGaya**

# The exciting world of **Dollar Industries Limited**

## Rich experience

Established in 1972, Dollar Industries Limited was founded by Mr. Din Dayal Gupta. The Company has emerged as one of the leading brands in the Indian innerwear sector and is an internationally-recognised innerwear manufacturer, addressing men, women and children. The Company is headed and managed by the second generation of the founder's family.

## Presence

Headquartered in Kolkata, the Company has established its presence across all states of India. The Company also exports its products to UAE, Oman, Qatar, Kuwait, Bahrain, Yemen, Iraq, Nepal, Nigeria, Myanmar, Algeria, Kenya and Ukraine.

## Diversified product portfolio

The Company offers a basket of products comprising vests, briefs, trunks, gym vests, socks, athleisure, casual wear, camisoles and thermals for men, women and children.

## Ethos

### Vision

Dollar in  
everyone's  
lives.

### Medium-term vision

Over the medium-term, we aspire to metamorphise 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.

### State of the art facilities

The Company's manufacturing facilities are located at Kolkata, Tirupur, Delhi and Ludhiana. These facilities comprise assets dedicated to spinning, knitting, processing, cutting, stitching and packaging.

### Strong distribution network

Over a last few years Dollar's relationships with its wholesalers and retailers enhanced logistical efficiency and revenue accretion.

### Brand and brand ambassador

Dollar has a restructured brand architecture comprising Dollar Man, Dollar Woman, Dollar Junior, Dollar Always and Dollar Thermal. Over the years, the Company has roped in various renowned celebrities with Mr. Akshay Kumar being a consistent brand ambassador of Dollar Big Boss over consecutive ten years.

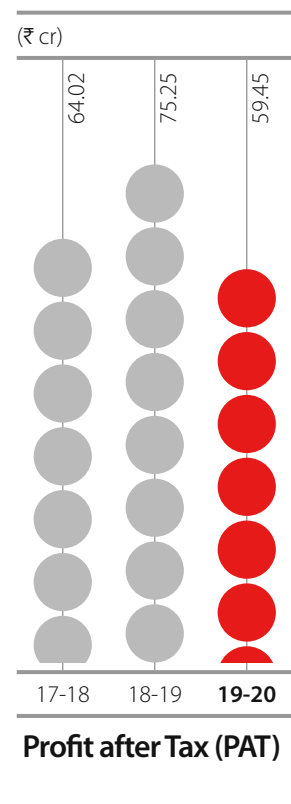
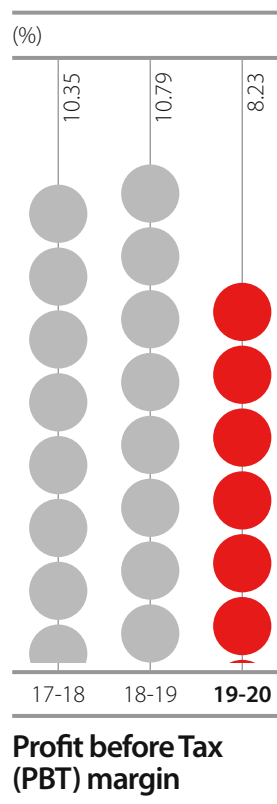
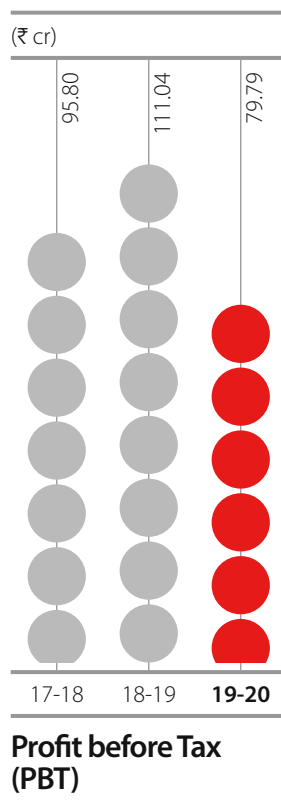
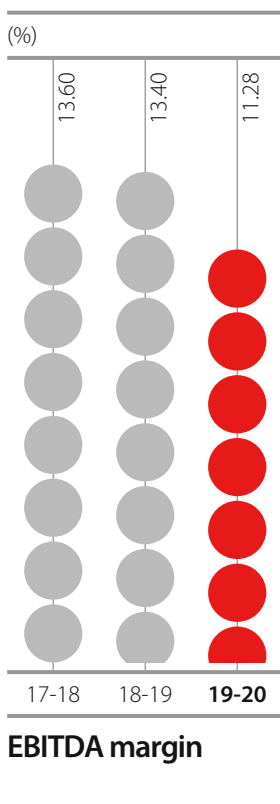
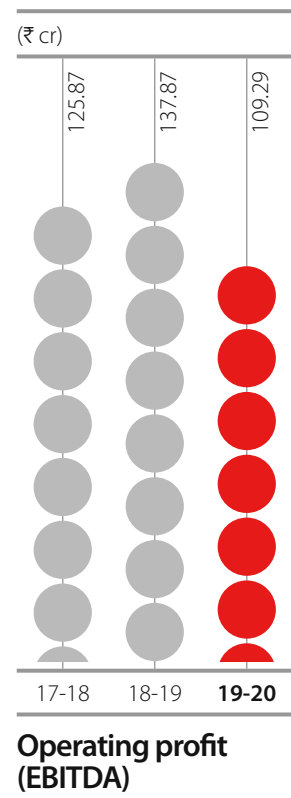
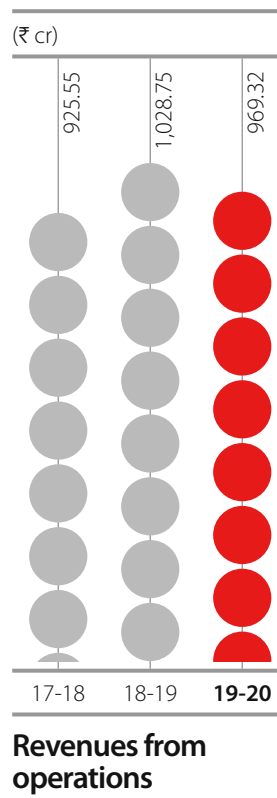
### Mission

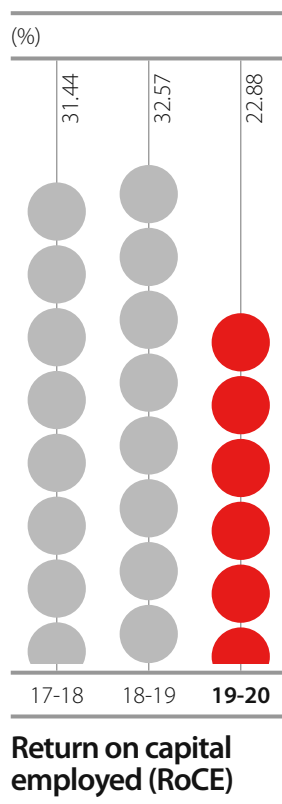
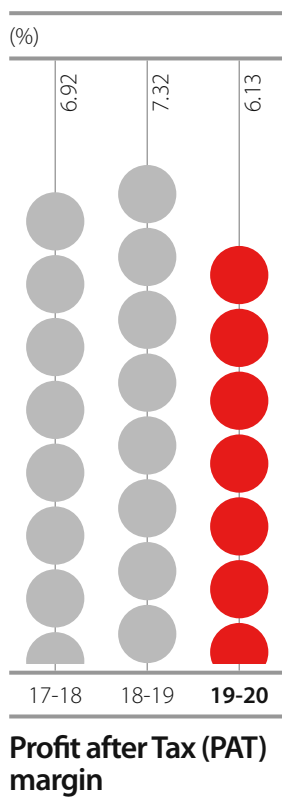
- To emerge as India's best-loved innerwear brand.
- To make fashionable yet affordable outerwear and innerwear.
- To graduate customers to a higher apparel standard.
- To reach customers conveniently (modern trade and e-commerce).
- To invest in highly productive manufacturing facilities.
- To outperform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

### Values

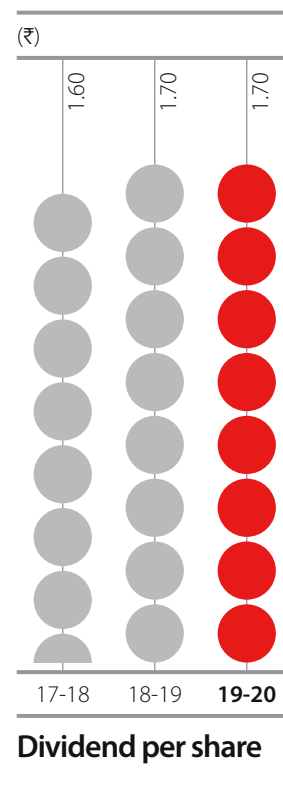
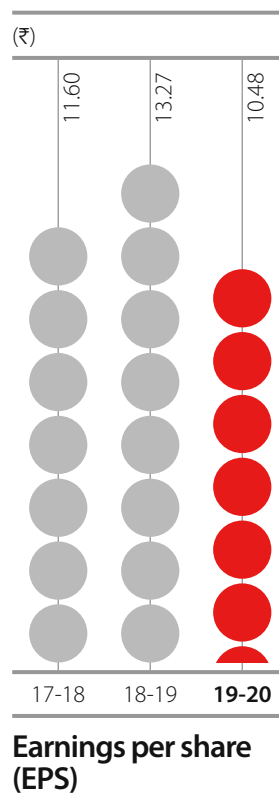
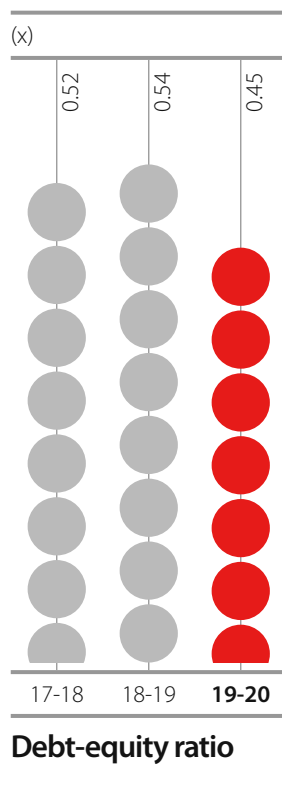
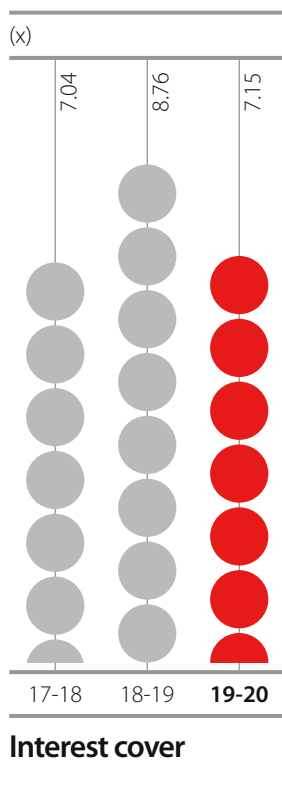
- Insights and innovation are a way for Dollar. We also add value to the Dollar experience so as to keep it more vibrant and relevant.
- The benchmark for Dollar success is customer satisfaction.
- Dollar delights its customers through a range of products that not only deliver comfort, but are constantly upgraded to keep the styling in line with the latest trends.
- Business integrity is the way of life at Dollar. The Company is proud to stand by integrity and transparency in all its dealings and ensures adherence to the highest standards of business ethics.
- In Dollar, we value time. We try and utilise valuable time and drive better decision faster.

# Our **value** dashboard

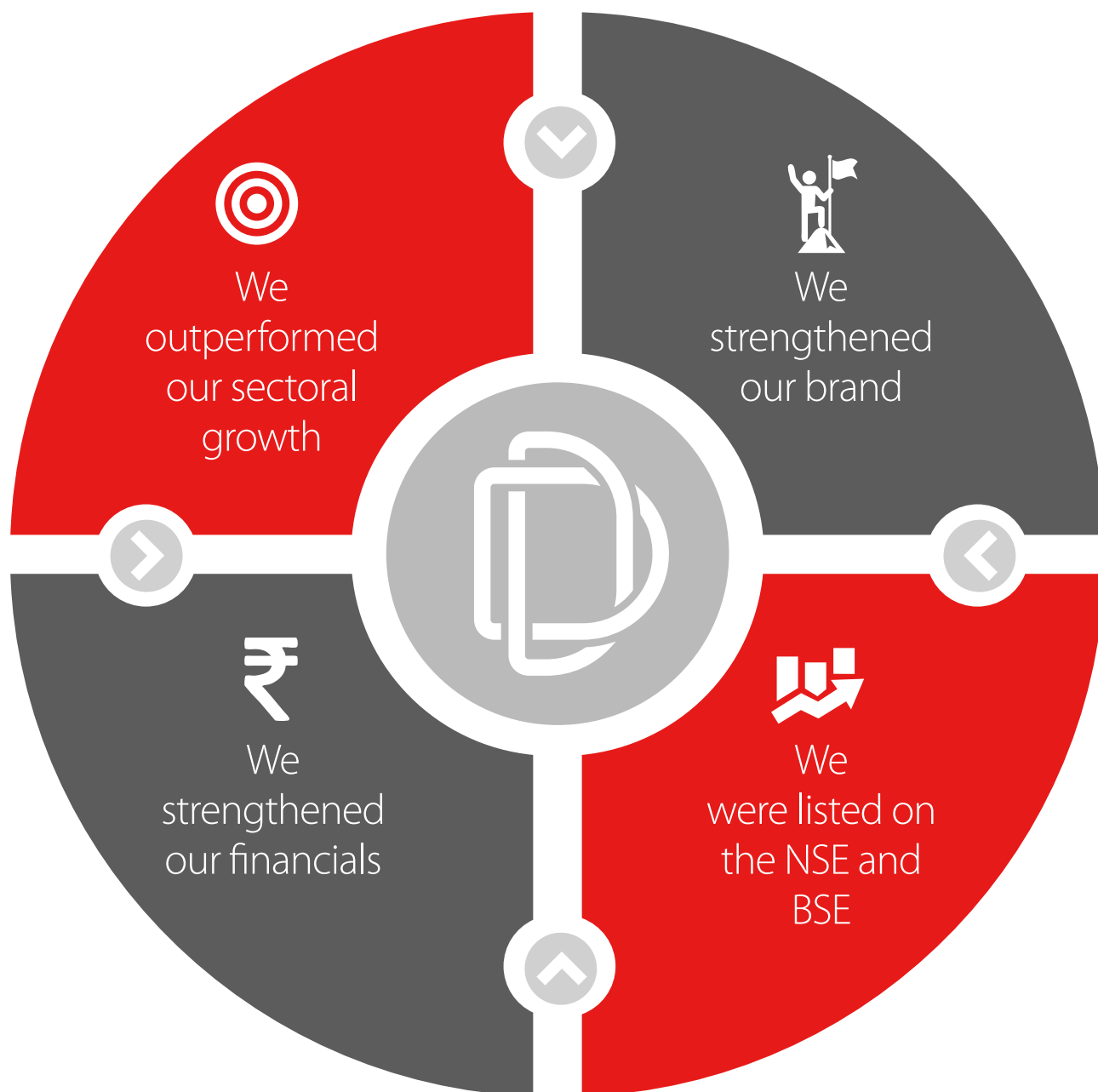




**Note:** Previous year's figures have been reclassified/ regrouped to conform with the presentation requirements under IND AS and the requirements laid down in Schedule-III of the Companies Act, 2013.



# The **big picture** of the last five years





# Most companies with a successful track record would have said **'Let things be as they are'**

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**But** the world is getting younger in preferences of products, applications and colour

**But** design and fashion trends are getting shorter

**But** competition is increasing; brand launches are accelerating

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**But** the effectiveness of the traditional media is weakening

**But** digitalisation is helping accelerate consumer data collection and analysis

**But** everyone seeks to look younger

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**But** more people are spending time on their smartphones than elsewhere

**But** more people are wearing colours they would never dreamt of getting into earlier

**But** 60 is the new 40 when it comes to mindsets and preferences

In view of the sweeping changes, the Dollar of today is not content with moderate annual growth.

It has drawn out a larger vision instead.

**To be present in every Indian home.**