

**Date: 28-05-2020**

✓The Secretary,
National Stock Exchange of India Ltd.,
Exchange Plaza, C-1, Block 'G',
Bandra-Kurla Complex, Bandra (E),
Mumbai – 400 051.
Symbol - DOLLAR

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code :541403

Dear Sir,

Reg: Disclosure under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 with respect to Rebranding

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, this is to inform you that the Company has redesigned its brand identity to improve its business reputation and image.

In view of prevailing lockdown in the country due to Covid-19 pandemic, the Company organised a web launch of its revamped brand identity at 3:00 p.m. today, which marked the presence of our brand ambassador, Mr. Akshay Kumar and our Managing Director, Mr. Vinod Kumar Gupta.

The Company also sent e-invites for the aforesaid web launch to its employees/distributors/agencies/associates and other concerned stakeholders to enable them to attend the event through web login.

The Company is confident that its reinvigorated brand identity will provide a new dynamism to its business profile internally and to its customers and stakeholders.

“Dollar” is a brand name owned by Bhawani Textiles (a sister concern of Dollar Industries Limited), the right to use the above brand name is given to Dollar Industries Limited on a royalty basis.

The aforesaid rebranding exercise is clear statement of intent to stakeholders that the Company is a growing, evolving, ambitious Company and is responsive to changing market dynamics and the same shall have a positive impact on its customers, investors and shareholders at large.

The official press release for the aforesaid rebranding will be made in due course and will be published in the leading print as well as electronic media.

In order to avoid any misconception about the Company's rebranding exercise, we would further like to state that as the Company sells and markets its product on pan India basis, its products including marketing accessories and advertisement under the existing logo shall take a reasonable amount of time to get replaced with the new brand identity.

The images for existing brand identity vis-a-vis the new brand identity are enclosed herewith for your perusal and record.

This may please be informed to all concerned.

Please acknowledge the receipt

Thanking You,

Yours faithfully,

For Dollar Industries Limited


Abhishek Mishra
Company Secretary
Encl: As stated

Existing Brand Identity



New Brand Identity

