



Hariyali Kisaan Bazaar announces the National Lucky draw winner of Tata Nano

The promotional offer - Any customer buying goods above Rs.350.00 from Hariyali Kisaan Bazaar gets a chance to win Tata Nano

17th March 2011, Narwana -Hayrana: Hariyali Kisaan Bazaar, a rural retail initiative by DCM Shriram Consolidated Ltd (DSCL) today announced Shri. Harender Nain of Saccha Khera Village, Tehsil Narwana, Dist Jind, as the lucky winner of the Tata Nano as part of the exciting lucky draw scheme wherein customers purchasing goods above Rs. 350/-from any of the Hariyali outlets could win a Tata Nano in the National lucky Draw.

Shri Harender was handed over the Tata Nano by Mr Rajesh Sihag, Sub Divisional Officer, Agriculture (Chief Guest) at Hariyali Kisaan Bazaar, Narwana amid much fanfare. Shri Harender was very excited about winning the Tata Nano, he came along with 5 members of his family.

Announcing the winner, Mr. Rajesh Gupta, President, Hariyali Kisaan Bazaar said, "Hariyali Kisaan Bazaar is dedicated to its consumers and keeps adding value to its offerings on a regular basis. This lucky draw scheme is just another step towards thanking our customers for their constant support. We hope our customers will benefit from the scheme and take home these exciting prizes. We will continue bringing such offers in the benefit of our customers"

About Hariyali Kisaan Bazaar:

Hariyali Kisaan Bazaar is one of the largest national rural retail chain in India with a total of 275 outlets spread across eight states U.P, Rajasthan, Punjab, Harayana, Chattisgarh, Maharashtra, M.P and A.P. Hariyali Kisaan Bazaar with its unique business model has evolved as a 'Rural Business Centre', symbolizing trust, reliability and respect among the rural community.

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