



Press Note

Hariyali Kisaan Bazaar announces the Bumper Lucky draw winner of the Hero Honda CD – Deluxe bike

Any customer buying goods above Rs. 200 from Hariyali Kisaan Bazaars across U.P gets a chance to win Hero Honda bike, Motorola Mobile Phone and many more exciting prizes

12th October 2009, Lucknow: India's very own Hariyali Kisaan Bazaar, a rural retail initiative by DCM Shriram Consolidated Ltd (DSCL) today announced Shri. Balveer Singh of Jaspur , Western Uttar Pradesh, as the lucky winner of the Hero Honda Bike as part of the exciting lucky draw scheme wherein customers purchasing goods above Rs. 200 from any of the Hariyali outlets in Uttar Pradesh can win a Hero Honda Bike in the Bumper Lucky Draw. There were also monthly draws at the outlet level in which the lucky draw coupon holders won Motorola Mobile Phones, Steel Dinner sets, tea sets et al.

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 the largest national rural retail chain in India with a total of 302 outlets spread across eight states---U.P, Rajasthan, Punjab, Harayana, Chattisgarh, Maharashtra, M.P and A.P. With each center reaching out to 20,000 farming families, the Hariyali with its unique business model has evolved as a 'Rural Business Centre', symbolizing trust, reliability and respect among the rural community.



For further information, please contact :

Maria Mishra

(0) 9873 001136

LINOpinion – The LINTAS PR Division