



Draft Release

SHRIRAM BIOSEED Bt COTTON LUCKY DRAW FOR FARMERS

Many exciting prizes won like Gold, Silver, Motor Bikes and Many More

Hissar 7th May 2013: On a recently held function organized by Shriram Fertilizers & Chemicals many farmers were honored by giving prizes as a result of a limited period lucky draw scheme for farmers initiated by Shriram Fertilizers & Chemicals on its leading Bt Cotton Seeds brands Bioseed 6588, 6488, 6317 and Bunty.

A farmer on purchase of Shriram Bioseed Bt Cotton Seeds has to SMS a unique number mentioned on every packet to possibly win thousands of prizes like silver coins, gold coins, motor cycles and many more. The scheme is applicable from 25th April to 10th May for the states of Punjab, Haryana and North Rajasthan.

The scheme saw nearly a thousand farmers win prizes including 8 who won 5 g gold coins and 3 who won motor cycles. These and other prizes were distributed in functions organized across several locations on 7th May 2013.

Krishan Kumar farmer from Bichmada village- District Hissar and Ram Prakash farmer from Do Burja village -District Sirsa, Satyawan farmer from Julana village- District Jind won a motor bike each. They were excited about winning the prize from the Shriram Bioseed BT Cotton promotion campaign.

Many gifts were distributed in Punjab. Out of total gifts 129 silver and gold coins were given and 3 motor bikes were given. The coins are distributed in different function organized in Hanumangarh, Suratgarh and Rawatsir

mandies. Many more prizes are yet to be won as the scheme is on till the 10th of May.

About Farm Solutions Business:

Farm Solutions Business of Shriram Fertilisers & Chemicals, New Delhi- division of the Rs. 5000 crore conglomerate DCM Shriram Consolidated Ltd (DSCL) , has built considerable strength in agribusiness domain ranging from manufacturing capabilities to the delivery of agri-solutions. It has a pan India presence covering North, West & East India with regional marketing offices at 22 locations. Supported by a robust and extensive network to make the products and services available to the rural customers, it today has a turnover of Rs 1088 cr (2011-12) and is an important part of DSCL's Agri-business portfolio. The other major Agri/Rural businesses of DSCL are Sugar, Fertilizer and Bioseed- Hybrid Seeds.

DSCL's Farm Solution division has been serving farmers for over four decades through an extensive network of around 3000 channel partners and 30000 retailers.

For further information, please contact:

Pratibha Kashyap

LinOpinion – a PR division of Lowe Lintas

+91 9891049987

Pratibha.kashyap@loweandpartners.com