



Press Release

LUCKY GUWAHATI CUSTOMER WINS RS 5 LAKH JACKPOT IN SURYA CEMENT'S KAUN BANEGA LAKHPATI SCHEME

Guwahati, 17th July 2021: While people across India are caught in the whirlpool of #CovidSecondWave, there is good news for **Mr. Parama Deka** in Guwahati.

Mr. Parama Deka, a resident of Kahalipara, Power House, Guwahati- 781019, is a 'lucky' customer of Surya Cement is the first person in Assam to get one Rs 5 lakh coupon in a Surya Gold cement bag he bought for his building construction works on 9th, July, 2021. **Mr. Parama Deka** had purchased the 'lucky' Surya Gold Cement bag from M/s Poddar Steel Trading, Stores at Sawkuchi, Guwahati .

The reward cheque of Rs 5 lakhs was presented to **Mr. Parama Deka** by Surya Cement Brand Ambassador and popular heartthrob singer of Assam **Mr. Zubeen Garg** and **Mr. Sunil Agarwal**, **Director, Purbanchal Cements** and **Mr. Ranjeet Singh, DGM (Sales & Marketing)** at Guwahati on July 17, 2021.

Congratulating the lucky winner, **Mr. Zubeen Garg** said, "Seeing a Surya Cement customer winning big prize is always exciting."

Surya Cement, one of the preferred and leading brands of North East India's building material industry, had launched **KAUN BANEGA LAKHPATI** promotion scheme to encourage its customers to get lucky amid the difficult times. The four month-long **KAUN BANEGA LAKHPATI** scheme was launched on May 15, 2021 by Surya Cement to offer 'luck' of 'happiness' to its customers across Assam. Since the launch, the scheme received huge response, and more than 8 lakhs nos. of bags of Surya Cement were sold in Assam. **Kaun Banega Lakhpati** coupons of Rs. 1 lakh each were already won by 7 nos. customers of Surya Cement in Nagaon, Golapara, Dhubri, , Sonitpur, Darrang, Nalbari and Dibrugarh.

Commenting on the success of the scheme **Shri. Madhur Agarwalla, M.D. Purbanchal Cement Limited.** " I am glad that **Kaun Banega Lakhpati** continues to excite our customers. At Surya Cement, we believe in maintaining a strong equity and resonance with our valuable customers



while providing them reliable products and services. This region is a crucial market for us and we have strong foothold here”.

There are more than 25 lakhs nos. of bags on offer with more than Rs.2 crores prizes to be won by the customers as part of the **KAUN BANEGA LAKHPATI** scheme. Anyone buying a Surya Cement product till September 15, 2021, will win assured cash reward of Rs 5 to Rs 5 lakhs. The cash reward varies from Rs 5 to Rs 5 lakhs, and only a lucky few will be able to win the ‘jackpot’ amount of Rs 5 lakhs.

“We have been receiving tremendous response from our dealers and channel partners. This offer has helped in creating value for our customers and will further strengthen our market presence.” said Mr. Ranjeet Singh, DGM (Sales & Marketing) highlighting the success of the offer.

Surya Cement is one of the leading players in Assam and has stepped up efforts to mark its presence and expand its footprint in the Northeast India market in line with its vision to be a part of the Indian Infrastructure Development Story.