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### **DCM Shriram**

Diversified group DCM

Shriram Consolidated (DSCL) aims to achieve a revenue of Rs 700 crore from its rural retail business in this fiscal. The Rs 3,500-crore group also plans to increase the number of its retail outlets — Haryali Kisaan Bazaar — to around 500 stores in the next two-three years. “Haryali Kisaan Bazaar has seen a good growth and contributed to our improved performance this quarter. Going forward, we hope it will help significantly in company’s growth... This fiscal, we expect it will touch a revenue of around Rs 700 crore,” DCM Shriram Consolidated Chairman and MD Ajay Shriram told PTI.