

## HYPERCITY RETAIL TIES-UP WITH IBADAT ON THE OCCASION OF HOLI

By : INVC Team Published On : 16 Mar, 2016 08:21 PM IST



INVC NEWS Chandigarh,

HyperCITY Retail Ltd., one of the largest hypermarket chains in the country, today announced its collaboration with IBADAT, a Non-Profit Organization working in the field of disability and development. The initiative intends to inspire people to use natural colours made out of flower waste collected from temples. In furtherance to the tie-up, Ibadat's driven individuals with intellectual disabilities, will prepare natural colours from the enormous quantities of flower waste collected at the temples. As an attempt towards Waste Flower Management and encourage the voluntary group, the eco-friendly colours will be sold at HyperCITY Retail, Amritsar Store. The generated amount will be donated to the NGO, aiming to help them celebrate a sparkle, this Holi. In describing the partnership with the NGO, Mr. Manoj Jain, Vice President: Marketing, Loyalty & Visual Merchandising at HyperCITY Retail (India) Ltd, said, "With increased awareness about hazardous industrial chemicals in Holi colours, at HyperCITY, we offer organic and non-toxic colours only to our customers. Our association with Ibadat is a collective effort towards the use of environment-friendly colors and waste flower management. There is no better way to spread the Holi cheer than the warm feeling of helping an institution with a cause."

URL : <https://www.internationalnewsandviews.com/hypercity-retail-ties-up-with-ibadat-on-the-occasion-of-holi/>