

UPNVJ Student Wins BYD SEALION 7 Car from Teh Pucuk Harum Program

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Public Relations of UPNVJ - Ivana Mahardika Dewi, a student of the Accounting Undergraduate Program at the Faculty of Economics and Business at the National Development University "Veteran" Jakarta (UPNVJ), won the grand prize of a BYD SEALION 7 car from the Teh Pucuk Harum lottery program.

The award was presented to Ivana at the UPNVJ Ceremony Field in Jakarta on Monday, June 15, 2026. During the ceremony, Ivana was accompanied by Ria Maria Theresa, Vice Rector for Student Affairs, Cooperation, and Information Systems.

Ivana entered the raffle after purchasing Pucuk Harum Tea from the UPNVJ Cooperative. After undergoing verification and drawing, she was declared one of the grand prize recipients.

Ivana admitted she was surprised to learn she had won the car. She had previously purchased it as usual from the campus cooperative.

"I was very surprised and grateful. I initially just bought Pucuk Harum Tea from the UPNVJ Cooperative as usual. I never expected to receive such a big gift. Thank you to Pucuk Harum Tea and UPNVJ," said Ivana.

Ria congratulated Ivana and hoped that the gift would be useful.

"We are happy and congratulate Ivana Mahardika Dewi who won the grand prize of a BYD SEALION 7 car. We hope this prize will be beneficial and motivate Ivana to continue her studies," said Ria.

A representative of Teh Pucuk Harum said that the lottery program was a form of the company's appreciation to consumers.

"We congratulate Ivana Mahardika Dewi on winning the grand prize. This program is a token of appreciation for Pucuk Harum Tea consumers throughout Indonesia. We hope this prize brings you joy," he said.

The car handover ceremony on campus was witnessed by several members of the UPNVJ academic community. Ivana's experience demonstrates that opportunities to participate in consumer programs can begin with simple activities, including shopping at the campus cooperative.

