

## **Largest Congregation of Mahindra Thar Owners seen at 3rd Edition of Thar Fest in Kochi**

*Auto*

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### **Mahindra Adventure successfully concludes Fourth edition of 'Club Challenge'**

**March 11, 2019, Mumbai:** Mahindra & Mahindra Ltd. (M&M), concluded the third edition of Thar Fest held on March 10, 2019 in Kochi. Adding zest to the Thar Fest was the fourth edition of the Mahindra Adventure 'Club Challenge' where the top 11 off-roading clubs from across the country, competed for off-roading honours.

**Thar Fest** is aimed at celebrating the camaraderie between the off-roading community and 4 X 4 enthusiasts, while celebrating the iconic 'Thar' brand. Thrilling off-roading activities and Thar related contests kept the participants captivated throughout this day long festival. Spectators also indulged in other activities like the Thar Parade, 4\*4 Experience Zone, Heritage Mahindra Display, Customized Vehicle Display and a Live Music performance.

Participants from 11 off-roading clubs from across India fought a ferocious battle at the '**Club Challenge**' to win the coveted title of 'Best Off-Roading Club' in India. However, the obstacles here focused more on teamwork rather than on individual performances. The '**Club Challenge**' was kicked

off on March 9, 2019 with exciting night stages from 6:30 PM till midnight. The next day, March 10, 2019 witnessed the day stages between 10:00 AM and 6:00 PM.

Some of the obstacles were the famous '**Demolition Derby**', an event where the off-road vehicles had to negotiate a path over a pile of junk vehicles. Another long-standing obstacle was '**Pass the Baton**' where all classes of vehicles run a relay format of driving and have to pass the baton from one vehicle to another and cross the finish line.

After an arduous battle, over two days and 8 obstacles, the overall winner trophy was presented to **Kannur Riders and Off-Roaders Club (KROC)**. The first runner up title was won by **Bangalore Off-Road Driver's Association (BODA)**, while **Northern India Off-Road Club (NIOC)** bagged the second runner up title. Other than **KROC, BODA and NIOC** the other participating clubs this year included Team Ejamsa, Extreme Riders Motorsports Club of Meghalaya, Kerala Adventure Sports Club, R&T Autocatalyst, KTM Jeepers, Kannur Jeepers and Team Flywheel.

**According to Veejay Nakra, Chief of Sales & Marketing, Auto Division, Mahindra & Mahindra Ltd.**, "The Mahindra Thar is an iconic brand, and holds a very special place in the hearts of auto enthusiasts and the off-roading community. It is an extension of the Mahindra legacy, and reflects the company's tough & rugged, go-anywhere capabilities. With '**Club Challenge and Thar Fest**', we are delighted to see the passion of off-roading enthusiasts.

Like in previous years, this year too, the '**Thar Fest**' saw scores of 4x4 enthusiasts come together to celebrate the tough & rugged DNA of Mahindra vehicles. Furthermore, in '**Club Challenge**', diverse off-roading clubs fought for the title of "Best Off-Roading Club", facing some of the toughest obstacles through challenging terrain."

## **About the Thar CRDe**

Launched in 2010, the Thar CRDe is a true-blue, stylish off roader, an evolved version of the Mahindra the MM 540. In 2015, the company introduced the New Thar CRDe with the first in class feature - the auto engaging differential lock. A cult off-roader, the New Thar CRDe can triumph over any terrain and reflects the company's legendary tough and rugged DNA like no other model. Today it is the most favored recreational 4x4 vehicle among enthusiasts. The Thar is central to Mahindra Adventure off-roading events and is also the lead training vehicle at India's off-road training academies located at Igatpuri and Mangalore.

Over the years, the Thar has played a significant role in shaping the lifestyle vehicle segment in India. Its powerful CRDe engine delivers both power and fuel economy. The cabin can seat six, while two rear bench seats can be folded to create a massive luggage area.

It is available in a BS IV variant with power steering as a standard fitment, allowing for a comfortable drive. A wide range of genuine accessories & customization options are also available.

## **About Mahindra Adventure**

A unique concept to showcase the tough and rugged DNA of Mahindra vehicles, Mahindra Adventure functions as an umbrella brand with a series of self-drive overland adventure expeditions organized under its banner. Mahindra Adventure was launched as an independent entity for all adventurous activities, in 2011, headed by Bijoy Kumar Y, Chief of Adventure Initiatives. He is a motoring enthusiast and the erstwhile editor of a popular motoring magazine.

The Mahindra Adventure calendar comprises a series of experiential marketing events throughout the year such as the popular off-roading event,

the Great Escape, several Challenges (sporting events in keeping with the company's promise of providing adrenaline pumping challenges), Multi-Day Special Escapes, such as the Monastery Escape (10 days), , TriNation Escape (10 days), One lap of Iran (9 days), Authentic Mustang (10 days), Himalayan Spiti Escape (10 days), The Snow Escape (7 days) & the Summit - a drive to the Everest base camp (14 days).

To spread the DNA of off-roading, the Mahindra Adventure team has also recently launched the Mahindra Adventure Off-Road Training Academy in Mangalore to encourage off-roading amongst the adventure seekers. This is the second Off-Road Training Academy after the first one in Igatpuri.

Mahindra Adventure Off-road Training Academy is 28-acre facility, India's first dedicated facility providing a one stop solution to learning everything about a Mahindra 4WD vehicle and how to use it to its full potential.

Through this, we hope to leverage the brand's off-road heritage, showcase the vehicles abilities and give the participants the confidence to explore the limits of the vehicles. Custom-made Mahindra Thars equipped with radio sets are exclusively used as training vehicles at the facility. Team Mahindra Adventure has also been blazing the motorsport arena with their rally-prepared– Super XUV500, since its inception. Mahindra's cheetah inspired XUV500 won the overall championship at the Indian National Rally Championship (INRC) 2017.

For more details on Mahindra Adventure, you can visit

<http://mahindraadventure.com/>

Facebook: <https://www.facebook.com/MahindraAdventure/>

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Instagram: mahindraadventure

YouTube : Mahindra Adventure

## **About Mahindra**

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook:  
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Tags :

Mahindra Adventure Off-roading Adventure Club Challenge 2019  
Thar Fest Mahindra Thar Off-Roading Challenge 4\*4 tough &  
rugged DNA Thar enthusiasts and off-roading clubs