

Mahindra Adventure successfully concludes the 'Himalayan Spiti Escape' Expedition 2019

Auto

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- Flagged off from Chandigarh the expedition covered 1,600km in 10 days

Mumbai, October 10, 2019: The 'Himalayan Spiti Escape', organized by Mahindra Adventure in association with Bridgestone Tyres, Valvoline, KingCamp and Nova eyewear, successfully concluded in September 2019. The picturesque expedition culminated in Chandigarh and focussed on the Lahul-Spiti region of the Himalayas.

Over the course of 10 days, a convoy of 27 Mahindra 4*4 SUVs with over 55 expedition crew members, explored the scenic route from Chandigarh to Sangla Valley, Tabo and Kaza before returning to Chandigarh via Manali. The convoy started off from Chandigarh to Narkanda, a 1,600kms drive through treacherous terrain.

The following day, the participants traveled to Sangla, driving through scenic hilly terrain and a mesmerizing view of apple orchards. The drive to Tabo village had no proper roads, allowing the Mahindra SUVs to demonstrate their tough and rugged DNA, steering their way through this difficult terrain.

After Tabo, the convoy navigated to Kaza to spend two nights and soak in the spirit of off-roading. The first night was solely for relaxation after the

drive from Tabo. The second day was a masterclass in river fording and an off-road climb to Key Monestary in Komic village, located 14,000 ft above sea level.

Other highlights included the visit to the highest post office in the world located at Hikkim and India's last village Chitkul. The convoy traveled the boulder strewn roads to catch a glimpse of the beautiful Chandrataal lake as the 4*4s from the Mahindra stable steered their way through the challenging terrain of the Rohtang pass on their way to Manali.

Truly an adventure to remember for all the participants

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 (11 days), One lap of Iran (9 days), Himalayan Spiti Escape (10 days), The Snow Escape (7 days).

Mahindra Adventure Off-road Training Academy at Igatpuri 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

For more details on Mahindra Adventure, you can visit

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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 has 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, components, commercial vehicles, speedboats, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook:

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