

## **Mahindra Flags off 2nd Season of 'Xtreme U' in Kolkata on International Women's Day**

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*Author : mahindraadmin Category : Auto Published : 3/8/2019*

### **An off-roading challenge for women drivers, in association with Fever 104 FM**

**March 8, 2019, Kolkata:** Mahindra and Mahindra Ltd. (M&M), a part of the USD 20.7 billion Mahindra Group, is set to flag off the second season of **Xtreme U** – an off-roading challenge for women, in association with Fever 104 FM, in Kolkata. Aimed at empowering women and helping to prove that women can go beyond traditional boundaries, the two - day long off-roading event will be held at the Eco Urban Village on the 9th – 10th March 2019.

After the overwhelming success of the initiative during the first season, the City of Joy is all set to experience the power-packed second season of Xtreme U. A one of its kind off-roading event – Xtreme U, will celebrate women power in all its glory, on the occasion of International Women's Day.

Nidhi Tiwari, the founder of Women Beyond Boundaries (WBB), an organization that encourages women to embark on long-distance journeys, will inaugurate the event. Nidhi is the first Indian to drive to the coldest place on Earth, Oymyakon, Russia. She also has the distinction of successfully completing the first ever all women's drive to Lomanthang with Mahindra Adventure.

With specially fabricated off-roading turf created at Eco Urban Village, the culmination of the Xtreme U event will be held over a gala prize distribution ceremony where each participant will be felicitated with memorabilia, beside other grand prizes.

Apart from the off-roading event, exciting day-long activities such as Mahindra track drive and an exclusive off-road show will add to the excitement. The celebrations will end with live entertainment in the form of music bands, dance troupes, food stalls, games and other exciting events.

There are attractive prizes to be won by everyone who attend the event. Driving is not just a one-off thing for today's women. It is more of a passion that defines their true identity. Xtreme U challenges every myth about women drivers and shatters any presumptions.

### **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: @MahindraRise

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