

## **Mahindra Salutes the Challenger Spirit of Every Indian with New 'Rise Up' Challenge**

*Brand*

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The Mahindra Group marked its 75<sup>th</sup> anniversary today by celebrating and igniting the challenger spirit of every Indian to 'Rise' and emerge victorious in these difficult times, through its latest social media campaign --- Mahindra [#RiseUp Challenge](#).

According to research done during the ongoing pandemic and prolonged lockdown, music has been a sanctuary for many. Backed by this insight and in alignment with the Group's corporate purpose 'Rise', the new campaign is designed to celebrate the hope & optimism within each Indian that will propel them to victory by overcoming seemingly unsurmountable adversities. While, millennials will be the key drivers of the message, the campaign aims to reach a wider target group through social media.

**Jay Shah, Vice President, Head – Cultural Outreach, Mahindra Group,** said. "In these times of social distancing we are proud to present an innovative way of celebrating our 75<sup>th</sup> year with everyone's participation. The #RiseUpChallenge is about being unrelenting in achieving your goals and it is about celebrating success with a spring in your step and a song on your lips! Come spread joy and happiness and be part of the challenge!"

The film follows the journey of three individuals – a doctor who devotes himself to the call of duty towards mankind and exudes the spirit of service while remaining far away from his loved ones; a taxi driver who loses his daily earnings and takes up an alternate job to come out stronger from financial troubles, and a COVID survivor who gets back on her feet and fights her illness to set out on a new career path.

This campaign will be promoted across all social media platforms and urges people to:

1. Watch the video
2. Make their own video using the soundtrack
3. Download the soundtrack from [www.mahindra.com/riseupchallenge](http://www.mahindra.com/riseupchallenge) and share on their social media handles using the hashtag #RiseUpChallenge

#### **Video details:**

- Composed & Produced by: Clinton Cerejo & Bianca Gomes (Shor Police)
- Lyrics by: Anuraag Dubey, Jizzy, Ricardo Pereira
- Vocals: Clinton Cerejo, Jizzy, Ricardo Pereira
- Mixed & Mastered by: Clinton Cerejo @ The Groove Room, Mumbai
- Track Language: Hinglish

#### **About Mahindra**

The Mahindra Group is a USD 19.4 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 renewable energy, agribusiness, logistics and real estate development.

Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

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

@MahindraRise

Tags :

'Mahindra Rise Up' Challenge   Jay Shah   #RiseUp