

# Powering Mobility: Mahindra Announces Road trip to Goa

*Brand*

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*Mahindra Open Drive from 5 cities followed by a festival in Goa to celebrate mobility – the spirit of Mahindra Rise*

**September 4, 2019, Mumbai:** Mahindra & Mahindra Ltd. (M&M Ltd.), the US\$ 20.7 billion global enterprise announces a quintessential road trip to Goa starting November 6, 2019. The road-trip will be followed by a 2-day festival on November 8-9, 2019, at the Bandodkar Grounds, Panjim, Goa.

The event – called the Mahindra Open Drive - is a celebration of mobility, of the freedom of movement and the incentives that come with it. Mahindra envisaged creating and spreading the joy of traveling on uninterrupted roads with cherished companions in the midst of breathtaking natural surroundings. This led it to conceptualize the drive to Goa. The Mahindra Open Drive will commence from four cities: Mumbai, Pune, Hyderabad, Bangalore and Delhi.

Mahindra offers a product range that embraces every mode of transportation - two-wheelers, coupés, trucks, boats, airplanes, et al, - the brand has tenaciously worked towards crafting holistic mobility solutions to meet the requirements of a bustling smart city and the road trip to Goa is a means to encourage people to pick their favourite vehicle and move towards

avenues of rekindling their connections – with people, with nature and with travel.

Speaking about Mahindra Open Drive, **Anand Mahindra, Chairman, Mahindra Group** said "While the automotive industry is seeing changing ownership models for personal mobility, it is our belief that vehicles used to enjoy drives and the open outdoors will always be in demand. Families, groups of friends or individuals will always want to take a break from their hectic lives and head out into the countryside. It is this aspect of mobility we had in mind while conceptualizing Mahindra Open Drive".

The drive will be a thrilling and inspiring journey to Goa that embodies a sense of camaraderie, bringing together people from diverse cultural backgrounds and bonding them through stimulating local cuisine and enroute activities. With a fully equipped car service team available at regular pit stops and F&B amenities, Mahindra & Mahindra is offering a safeguarded experience to participants of the drive.

The drive will be trailed by a festival with music, arts and culture allowing the audience to experience and understand the intended cause by means of story-telling, fundraising, entertainment and adventure. The festival will comprise of fundraising for various causes, a souk, an exhibition of Goa's culture, performances by international and Indian artists, installation artists and a food fiesta.

### **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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