

## **Team Mahindra Adventure's Gaurav Gill Clinches Sixth INRC Title Triumph**

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**December 18, 2018, Mumbai:** Rally legend Gaurav Gill of Team Mahindra Adventure sealed his sixth MRF FMSCI Indian National Rally Championship title with victory in the Popular Rally in Cochin on Sunday, December 16, 2018.

Gill, also a three-time winner of the Asia Pacific Rally Championship, and co-driver Musa Sherif dominated the event in their Super XUV 500, remaining unbeaten across most of the twelve special stages, with an overall time of 1:31:47. The diesel-powered Mahindra Adventure Super XUV 500 driven by Gaurav Gill (co- driver Musa Sherif) took the top honors while team- mate, Amitrajit Ghosh (co-driver Ashwin Naik) also driving a Super XUV 500 had an amazing run at the rally.

The competition was fierce but the rally prepared XUV500s along with their drivers proved unbeatable and won the INRC class one while finishing fastest overall. Since entering the Indian Rally Championship in 2013, Mahindra Adventure's Super XUV 500 has been setting the trails ablaze.

### **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), Royal Escape (6 days), Authentic Bhutan (8 days), Himalayan Spiti Escape (10 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 Igatpuri to encourage off-roading amongst the adventure seekers.

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) 2018.

For more details on Mahindra Adventure, you can visit

[www.mahindraadventure.com](http://www.mahindraadventure.com)

Facebook: [www.facebook.com/MahindraAdventure](https://www.facebook.com/MahindraAdventure)

Twitter: <https://twitter.com/MahindraAdvntre>

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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