

Mahindra Excellence in Theatre Awards kicks off in the city

10 best shortlisted entries to be showcased at Sriram centre and Kamani Auditorium



The distinguished Jury at the META 2010 Awards conference. Left to Right: Mr. Ravi Dubey, Mr. Ranjit Kapoor, Mr. M.S. Sathyu, Dr. Vijaya Mehta, Ms. Nayantara Sahgal, Mr. Dhritiman Chatterji and Ms. Seema Biswas

March 02, 2010, New Delhi: After the extended festival weekend the celebration continues as India's most prestigious theatre honour Mahindra Excellence in Theatre Awards 2010 commences today showcasing their 10 best shortlisted entries. The five-day theatre festival from March 2nd to 6th will culminate in a gala Awards Night on 7th March 2010 in the capital.

Rajeev Dubey, President, After Market, HR and Corporate Services, Mahindra & Mahindra Ltd. said "The first five years of META have seen us cover a lot of ground towards our goal of promoting theatre in India. The exponential growth in number of entries from all over India, the outstanding quality of productions and the unravelling of hidden talent have made this journey a satisfying one for the Mahindra Group."

Ravi Dubey, Creative Director, META said "Theatre lovers in Delhi are in for a treat as India's best theatre productions will compete in front of the illustrious Grand Jury. This is a culmination of a year's hard work by the performers and directors and I am sure the plays will talk for themselves. I invite each one of you to be part of META's fifth anniversary celebration."

The Grand Jury comprising of M. S. Sathyu, Dr. Vijaya Mehta, Dhritiman Chatterji, Nayantara Sahgal, Ranjeet Kapoor and Seema Biswas were also present on the occasion.

META is staging its first Hindi play 'Roop Aroop' at Sriram centre on Tuesday, March 2nd at 5: 00 pm. This play has the popular performing tradition of "NAUTANKI" as its backdrop. The tussle between the male accomplished actor and the aspiring woman entrails could not have been an easy one. This is an attempt by two young actors to explore some human dimensions of this phenomenon. The man may exit but the popular female persona continues to persist.

The tickets for Mahindra theatre festival priced at Rs 100 each are available at Teksons' Book Shop, South Extension-1, New Delhi as well as online at www.buzzintown.com. All proceeds go to Nanhi Kali – a project supporting the girl child.



About The Mahindra Group

Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$6.3 billion Indian multinational. It employs over 1,00,000 people across the globe and enjoys a leadership position in utility vehicles, tractors and information technology, with a significant and growing presence in financial services, tourism, infrastructure development, trade and logistics. The Mahindra Group today is an embodiment of global excellence and enjoys a strong corporate brand image.

Mahindra is the only Indian company among the top tractor brands in the world and has made an entry in the two-wheeler segment, which will see the company emerge as a full-range player with a presence in almost every segment of the automobile industry.

The Mahindra Group recently expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company, Satyam Computer Services. The company is now known as Mahindra Satyam.

Mahindra's Farm Equipment Sector is the proud recipient of the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. The US based Reputation Institute recently ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08.

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