Mahindra Adventure Monsoon Challenge 2018 kicks off at Mangaluru

Auto

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One of India's biggest TSD (time, speed, distance) rally's with highest prize money on offer

- Mahindra Adventure Monsoon Challenge 2018, held under the Mahindra Adventure umbrella brand, is part of the Challenge series
- Motorsport TSD event with the highest total prize money of Rs. 3.5 lakh on offer
- Mahindra vehicles will traverse the challenging route starting from Mangaluru to Murudeshwar before ending in Goa
- More than 1,000 kms will be navigated over 2 days
- All set to challenge the monsoon and provide unlimited fun for enthusiasts

June 28, 2018, Mangaluru: Mahindra & Mahindra Ltd. (M&M) today announced the launch of the eight edition of the **Mahindra Adventure Monsoon Challenge 2018**. This is the biggest TSD (Time, Speed, Distance) rally on the circuit with the most rewarding prize money on offer, and

participation from over 40 Mahindra vehicles that will navigate the challenging route of over 1,000 kms in 2 days.

Held under the Mahindra Adventure umbrella, it is a part of the Challenges series of motorsport events that were launched seven years ago. A unique concept, as the name suggests, TSD rallies are not only about speed but also about the calculated precision of time and distance. The driver and navigator are expected to keep track of time in tandem with the distance covered.

The rally will be flagged off from Hotel Moti Mahal, Mangaluru on 29th June 2018, then make its way to Murudeshwar and end in Goa on 1st July. The route will have highways, roads and rough road stretches, with the magnificent Western Ghats as the omnipresent backdrop. Participants can compete under any one of the following categories – **Professional** Category and **Amateur** Category which includes the **Corporate** Category, **Ladies** Category, **Couple** Category & **Media** Category.

With a total prize money of Rs 3.5 lakh on offer, the **Monsoon Challenge** is one of India's richest TSD motorsport events. It has also been duly approved by the Federation of Motor Sports Clubs of India (FMSCI) and is held especially for Mahindra vehicle owners.

Speaking on the occasion, **Bijoy Kumar Y, Chief of Adventure Initiatives, M&M Ltd** said, "The Monsoon Challenge isn't merely a rally for deriving some adrenaline rush but also an occasion to become one with nature. The rally

will pass through a rain soaked region blessed with one of the most beautiful natural spectacle's encompassing a picturesque landscape all-around. Aided by their trusted Mahindra vehicles, this rally offers budding motorsport enthusiasts an opportunity to test their endurance and overcome challenges."

The Mahindra Adventure Monsoon Challenge 2018 route is planned by the Mahindra Adventure team in association with the IMSC (Indian Motor Sport Club of India), while the '*With You Hamesha*' service team will ensure that participants can enjoy the rally unhindered.

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) 2017.

For more details on Mahindra Adventure, you can visit
http://mahindraadventure.com/

Facebook: 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, defence, 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 / Twitter and Facebook: @MahindraRise

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Tags :

Monsoon Challenge

Mahindra Adventure	Personal Vehicles	Bijoy Kumar