Mahindra Group announces the Third Mahindra Excellence in Theatre Awards (META) 2008

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To recognize and reward the best in Indian theatre, The Mahindra and Mahindra group is proud to present META (Mahindra Excellence in Theatre Awards) for the third consecutive year. The only award of its kind, META was designed to showcase the best in theatre being produced in India. The objective is to encourage all aspects of theatre craft such as playwriting, set design, costume and light design, direction and performance. This year's award function will take place at The Taj Mahal Hotel, New Delhi on 7 March 2008.

Applications are currently being invited from different parts of India of productions in English, Hindi as well as regional languages. A selection committee will review these productions, and select the finalists in January 2008. The applications are open till 31st December 2007. The criteria for application and associated terms and conditions are enclosed in this press kit. DVD recordings of every production will be viewed by the selection committee, which will select the best 10 productions. These productions will

be invited to Delhi for live performances during the Mahindra Theatre Festival in the 1st week of March.

An eminent jury comprising of experienced and respected people from the world of performing arts will view these productions to select the award winners in the different categories, which will be announced in a glittering ceremony on March 7, 2008.

The awards would be in the following categories:

Best Play, Best Director, Best Stage Design, Best Lightning Director, Best Innovative Sound Design, Best Costume Design, Best Actor (Male) in a leading role, Best Actor (Female) in a leading role, Best Supporting Actor (Male), Best Supporting Actor (Female), Best Original Script.

These plays may be adapted or original works by Indian or international play rights. Theatre productions may be verbal or non-verbal; it may include physical theatre, puppetry, multi-media and dance. The plays can be in English, Hindi or any Indian regional language thus giving small regional theatre groups and individuals an opportunity to showcase their talent to larger audiences.

Mr. Ravi Dubey, Creative Director, META said, ' I am delighted that META is now in its 3rd year. In the second year itself, we had 90 entries in different languages from across the country. This year I have traveled to the emerging metros such as Patna, Lucknow, Pune, Chandigarh, Ahemdabad, Baroda &

Cochin – to extend the scope of META to all parts of the country.

On this occasion renowned theatre and film actor Neena Gupta said 'META is one of the most wonderful developments to the world of Indian theatre. It is playing a critical role in the revival and encouragement of theatre across the country'

Some of the highlights from the previous years

- In its second year, META invited entries from all over India of productions not only in English and Hindi but also regional languages like Kannada, Tamil, Manipuri, Oriya and Assamese.
- The selection committee appointed to short-list the final nominees had eminent personalities from the world of theatre from different parts of the country like Deepa Gahlot (Mumbai), Anuja Sharma (Bangalore), V.Swaminathan (Chennai), Jaidev Taneja (Delhi)
- The committee reviewed more than 90 entries from all over the country
- The esteemed jury, that consisted of art and theatre professionals like Mr. Shyam Benegal, Ms. Anita Ratnam, Ms. Joy Michael, Mr. Amol Palekar and Mr. Mahesh Elkunchwar watched the short listed plays and selected the winners.
- In the inaugural year, which was held in Delhi, META featured a list of well-known personalities as part of the jury- Shabana Azmi, Ila Arun, Shyamanand Jalan, M.S. Sathyu, Zafar Hai and M.K. Raina.

About The Mahindra Group

The US $4.5 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top three tractor manufacturers in the world. Mahindra's Farm Equipment Sector has recently won 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. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with Logan, a product of its JV with Renault SA. The Group has a leading presence in key sectors of the Indian economy, including the financial services (Mahindra & Mahindra Financial Services Ltd, Mahindra Insurance Brokers Ltd., Mahindra Rural Housing Ltd.), trade and logistics (Mahindra Intertrade Ltd., Mahindra Steel Service Ltd., Mahindra Middleeast Electrical Steel Service Centre FZE, Mahindra Logistics) automotive components, information technology (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra Lifespaces, Mahindra Holidays & Resorts India Ltd., Mahindra World City.

With over 62 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key in its evolution as a customer-centric organization and has recently announced the setting up its retail venture, Mahindra Retail. The Group employs over 40,000 people and has several state-of-the-art facilities in India and overseas. The Mahindra Group has ambitious global aspirations and has a presence in five continents. Mahindra products are today available

in every continent except Antarctica. M&M has one tractor manufacturing plant in China, three assembly plants in the United States and one at Brisbane, Australia. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (Germany).

Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa. M&M has entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. Forbes has ranked the Mahindra Group in its Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies. Mahindra has recently been honoured with the Bombay Chamber Good Corporate Citizen Award for 2006-07.

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