

Mahindra Salutes the Challenger Spirit of Every Indian with New 'Rise Up' Challenge

Brand

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The Mahindra Group marked its 75th anniversary today by celebrating and igniting the challenger spirit of every Indian to 'Rise' and emerge victorious in these difficult times, through its latest social media campaign --- Mahindra [#RiseUp Challenge](#).

According to research done during the ongoing pandemic and prolonged lockdown, music has been a sanctuary for many. Backed by this insight and in alignment with the Group's corporate purpose 'Rise', the new campaign is designed to celebrate the hope & optimism within each Indian that will propel them to victory by overcoming seemingly unsurmountable adversities. While, millennials will be the key drivers of the message, the campaign aims to reach a wider target group through social media.

Jay Shah, Vice President, Head – Cultural Outreach, Mahindra Group,

said. "In these times of social distancing we are proud to present an innovative way of celebrating our 75th year with everyone's participation.

The #RiseUpChallenge is about being unrelenting in achieving your goals and it is about celebrating success with a spring in your step and a song on your lips! Come spread joy and happiness and be part of the challenge!"

The film follows the journey of three individuals – a doctor who devotes himself to the call of duty towards mankind and exudes the spirit of service while remaining far away from his loved ones; a taxi driver who loses his daily earnings and takes up an alternate job to come out stronger from financial troubles, and a COVID survivor who gets back on her feet and fights her illness to set out on a new career path.

This campaign will be promoted across all social media platforms and urges people to:

1. Watch the video
2. Make their own video using the soundtrack
3. Download the soundtrack from www.mahindra.com/riseupchallenge and share on their social media handles using the hashtag #RiseUpChallenge

Video details:

- Composed & Produced by: Clinton Cerejo & Bianca Gomes (Shor Police)
- Lyrics by: Anuraag Dubey, Jizzy, Ricardo Pereira
- Vocals: Clinton Cerejo, Jizzy, Ricardo Pereira
- Mixed & Mastered by: Clinton Cerejo @ The Groove Room, Mumbai
- Track Language: Hinglish

About Mahindra

The Mahindra Group is a USD 19.4 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 renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com | Twitter and Facebook:

@MahindraRise

Tags :

'Mahindra Rise Up' Challenge	Jay Shah	#RiseUp
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