The 39th Mahindra Great Escape comes to Munnar for the first time in its history

Brand

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Kochi /Munnar: The 39th Mahindra Great Escape, held in Munnar in association with JK Tyre, Bosch, Bharat Shell and TVS & Sons Ltd, Ernakulum saw participation from XXX motoring enthusiasts. A customer-centric initiative from Mahindra, the Great Escape chartered an unforgettable journey across lush green carpets of tea plantations, hills, waterfalls, lakes, sandalwood trees and more.

The first Great Escape in Munnar received a phenomenal response. Acknowledging the enthusiasm of Mahindra vehicle owners, the organisers permitted the participation of additional entries in the XXXkm-long Great Escape. A total of XX people participated as drivers, navigators and passengers in this non-competitive event that culminated in the plush Club Mahindra Lakeview Resort. The adventurous trail was completed in XXXX hours.

Mahindra Service teams with the help of local dealers ensured that all XXX vehicles hit the finish line safely.

Exciting times at Munnar. It's just a matter of time till you find yourself on the driver's seat, chasing yet another challenging trail that will leave you only asking for more. Until next time then!

Mahindra's Customer- Centric initiative

The annual Mahindra Great Escape is held in Rajasthan year-on-year, drawing a number of motorsport enthusiasts. In Rajasthan itself the event has been held in Jodhpur, Jaisalmer, Bikaner, Osia, Manwar, Jaipur and Mandawa. Looking at the response of the annual event, it has been extended to regional locations, the first of which was Coorg and is being followed by Munnar.

These 'off-beat', off-road rallies exclusively for Mahindra customers on Mahindra vehicles has been held in locations as diverse as Madhya Pradesh, Daman (Silvassa), Maharashtra (Shahapur), Karnataka (Coorg).

Mahindra's tryst with Great Escape commenced in 1996 and it was earlier held in Goa during the monsoons and in Rajasthan during winters. M&M has kept up its commitment with its customers to organise 'off-beat', off-road rallies for them, like the Great Escape throughout India. The Great Escape has been instrumental in bringing together Mahindra vehicle owners in and around the states like Rajasthan, Maharastra, Goa, Madhya Pradesh and

Karnataka and now Kerala.

About The Mahindra Group

The US $6 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 GESCO, 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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