Mahindra commemorates 25 Years of Kargil Vijay Diwas with 'Hearts to Bravehearts' initiative

Brand

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- Invites citizens to express their gratitude to the Indian Armed Forces through letters, poems, sketches, and more via social media and at Mahindra Dealerships.
- Mahindra has partnered with Indian Post to leverage their extensive networks to deliver messages from Mahindra Dealerships to Tanot Border Post, Kibithoo Border Post, and Kochi Port from where convoys of Mahindra SUVs will flag off.
- The convoys will cover more than 10000 Km to carry citizens' messages to military stations, garrisons, and war memorials across the country, ultimately reaching Kargil.

Mumbai, June 13, 2024: Mahindra & Mahindra Ltd., India's leading manufacturer of SUVs and armoured vehicles for defence and paramilitary forces, proudly announces the launch of 'Hearts to Bravehearts', an initiative to commemorate the 25th anniversary of India's victory in the Kargil War. This initiative is a heartfelt mission to honour the courage, sacrifice, and resilience of our brave soldiers. Mahindra reiterates its commitment towards nation-building through this endeavour.

Mahindra SUVs will simultaneously flag off from Tanot Border Post, Kibithoo Border Post, and Kochi Port covering 10000 Km. The convoys will carry messages from citizens to military stations, garrisons, and war memorials across the country, culminating at the Kargil War Memorial.

The campaign is a sincere call to all Indians to express their gratitude towards the Indian Armed Forces. Citizens are invited to share their gratitude through letters, poems, sketches, and other creative expressions. In partnership with Indian Post (Department of Post, Ministry of Communications), Mahindra will utilise their extensive network to deliver messages from Mahindra Dealerships to three locations of military significance from where convoys of Mahindra SUVs will flag off. The final destinations for these messages include military stations, garrisons, war memorials, and cantonments across the country and Kargil/Drass.

Veejay Nakra, President - Automotive Division, M&M Ltd. said, "We are deeply honoured to commemorate the 25th anniversary of the Kargil victory with our 'Hearts to Bravehearts' initiative. This campaign is not just about remembering our heroes but about celebrating the freedom and peace they have secured for us. By sending our heartfelt messages to the brave soldiers who protect our nation, we aim to show them that their sacrifices have not only brought us safety but also endless smiles and a peaceful life. Mahindra is proud to be a part of this significant journey, reinforcing our commitment to exploring the impossible and supporting our nation's heroes."

In a significant collaboration, Mahindra has tied up with Faujiana as a partner to engage with Kargil war veterans to spread awareness and drive citizen participation through its extensive network. Along the way, the drive will also foster goodwill through the involvement of eminent journalists and celebrities, amplifying the campaign's emotional resonance.

A robust social media campaign will provide the necessary reach and scale, engaging millions across the nation. Citizens will be encouraged to share their messages on social platforms as well as at their nearest Mahindra Dealerships, amplifying the collective voice of gratitude and respect for our armed forces. Drop points will be set up at Mahindra showrooms and workshops nationwide, making it convenient for people to contribute their messages.

By delivering these messages to Defence destinations across the country, Mahindra proudly plays a role in honouring heroes and reinforcing the nation's pride in its defence forces.

Social Media Addresses:

- Brand website: www.auto.mahindra.com
- Twitter: www.twitter.com/Mahindra_Auto
- Instagram: www.instagram.com/mahindra_auto
- Facebook: www.facebook.com/MahindraAuto
- YouTube: https://www.youtube.com/@MahindraAutomotive
- Hashtags: #HeartsToBravehearts

About Mahindra Group

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility SUVs, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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