

**162nd Mahindra Great Escape concludes successfully in  
Lonavala with its Off-Road Trophy Round**

**Coverage Dossier**

**31<sup>st</sup> July 2019**

## Print Coverage

No.	Publication	Headline	Editions	Date
1	Sakal Times	Pushker and Abhijeet emerge victorious in 162nd Escape	Pune	July 24, 2019

**MAHINDRA GREAT ESCAPE**

# Pushker and Abhijeet emerge victorious in 162nd Escape



**ADVENTUROUS:** A Thar negotiates trails at 19 degree North in the Great Escape event.



**THAT'S THE WAY:** All the winners in different categories pose with their trophies.

**KIRTI PATIL**  
@kirtipatil

**LONAVALA**  
The heady cocktail of monsoon, off-road, flowing springs and rugged SUVs came alive at 19 Degree North the ubiquitous destination in Lonavala just as every year the Mahindra owners descended to test their driving and manoeuvring skills in challenging terrain that tests patience to no end.  
The 162nd Mahindra Great Escape saw over 90 vehicles from the Mahindra stable,

**FACTBOX: GREAT ESCAPE**  
It was first conceptualised in 1996 as a non-competitive, off-road event meant to encourage Mahindra customers to test the strength and performance of vehicles on terrain other than tarmac. Over the years, the Great Escape has developed the reputation of being one of India's most thrilling off-road events.

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**WINNERS OF 162ND GREAT ESCAPE**  
**Modified:**  
**Winner:** Abhijeet Dhumal Deshmukh  
**Runner-up:** Ajit Bache and Vabhav Shelukar  
**Stock:**  
**Winner:** Pushker Prakash  
**Runner-up:** Ravi Bhalla  
**Ladies:**  
**Winner:** Vani Parmar

bai, Nashik, Pune and neighbouring areas for both Trail Drive and Trophy Challenge. Pushker Prakash grabbed

the first place in the Stock Category, Abhijeet Dhumal Deshmukh won in the Modified Category and Vani Parmar won the Ladies Class Category.

**Scenic terrain**

The event was flagged off from Club Mahindra, Tungi at Lonavala which presented an opportunity to explore the area's scenic terrain that had turned lush green after the first spell of monsoon rains. There were Boleros, Scorpios, XUVs, KUVs and the extreme off-roader - Mahindra

Thar CRDe 4x4 - each representing Mahindra's tough and rugged DNA. The SUVs successfully took on the arduous and slushy terrain of Lonavala in the lap of nature. The event was spread over two days with the competitors completing trail on Saturday and obstacles on Sunday, which really challenged their off-roading skills through different stages of the natural terrain. There were specially designed tracks for both 2WD and 4WD vehicles, the lat-

ter being more challenging. From slippery and steep inclines and descents, to driving through flowing streams and slush, the participants had a chance to experience the true capability of their vehicles and at the same time enjoy the thrill of off-roading. The winners of various editions of Great Escapes held throughout the year, will compete for the grand prize; a new Thar 4\*4 at the Off-Roading Trophy which will be held at the Mahindra Off-Roading Academy, Igat-puri next year.

## Online Coverage

No.	Portal	Headline	Date
1	Evo India.com	Mahindra Adventure's Lonavala Great Escape 2019-Off-roading trophy	July 22, 2019
2	Motoroids.com	Off-Road Trophy Round Concludes The 162nd Mahindra Great Escape	July 23, 2019
3	Shifting-Gears.com	2019 Mahindra Adventure Lonavala Great Escape	July 22, 2019
4	Sakaltimes.com	Pushker and Abhijeet emerge victorious in 162nd Escape	July 24, 2019
5	Cityairnews.com	162nd Mahindra Great Escape concludes successfully in Lonavala with its Off-Road Trophy Round	July 23, 2019
6	Punekarnews.in	162nd Mahindra Great Escape concludes successfully in Lonavala with its Off-Road Trophy Round	July 23, 2019
7	Nrnews24x7.com	162nd Mahindra Great Escape concludes successfully in Lonavala with its Off-Road Trophy Round	July 24, 2019

Headline : Mahindra Adventure's Lonavala Great Escape 2019-Off-roading trophy

Domain : Evo India

Date : July 22, 2019

Journalist: Karan Ramgopal

<https://www.evointia.com/motorsport-news/2019/07/22/mahindra-adventures-lonavala-great-escape-2019-off-roading-trophy>



As the weekend rolled by, participants prepared to get down and dirty in Mahindra's Lonavala Great Escape 2019 Off-roading trophy. It was held on July 21 at the 19 Degree North adventure resort. This Great Escape saw 24 participants attempting to tackle and conquer the obstacles set up by applying their off-roading mettle.

The convoy was flagged off at the Mahindra Tungi resort and saw the participants drive to 19 Degree North Adventure where four obstacle courses were setup. The participants competed in three categories – Stock, Modified and Ladies. The four obstacle courses were laid out differently but the method of grading the competitors was the same, i.e. collecting flags gives you points and displacing the cones gives you penalties. Every participant was given three attempts at each obstacle course and a set time to complete it. Failing to finish the course in time, three attempts or displacing the cones results in a DNF or if a competitor gets stuck, he/she needs to be winched out and points are given only for the flags taken.

Participants were driving their Thars and other off-roaders some of which were in stock trim while some were modified with one sole purpose – demolishing trails. The co-driver had the option to guide the driver whilst seated in the car or from the outside. The first obstacle course involved two steep inclines with barely any build up area and a bunch of big rocks near the finish. The second one was laid out over a larger area with one section going through a dense overhang of trees. The third stage started at the foot of a hill and participants had to navigate steep gradients and turns to reach the finish. The fourth and final obstacle course was a pair of steep almost vertical climbs with a small strip to build up speed in the start.

The event was riddled with the off-roaders getting stuck and needing to be winched out, participants almost finishing the obstacles but couldn't because they ran out of attempts or misgauged how much throttle or steering input should be given. There was a participant who lost ignition after stalling right before the last part of an obstacle course and the kick in the gut for him was that he had put up a stellar show right up to that point. Another participant had to leave a course because his Thar started leaking oil.

First place in the Modified category was bagged by Abhijeet Dhumal Deshmukh while second place was tied between Ajit Bache and Vabhav Shelukar. First place in the Stock category was Pushker Prakash Audi and Ravi Bhalla took second. Dr Vani Parmar was the winner of the Ladies category.

The winners at this Great Escape have qualified to participate in the finals which will be held in Igatpuri in 2020 and the winner of that event will win a Mahindra Thar.

Headline : Off-Road Trophy Round Concludes The 162nd Mahindra Great Escape

Domain : Motoroids.com

Date : July 23, 2019

Journalist: Videh Vora

<https://www.motoroids.com/news/off-road-trophy-round-concludes-the-162nd-mahindra-great-escape/>

In an attempt to promote off-roading and also showcasing the capabilities of its SUVs, Mahindra has been conducting the Great Escape for quite some time now. The 162nd edition of this activity witnessed the participation of over 90 vehicles from the Mahindra stable. Both 2-wheel drive and 4-wheel drive SUVs of the Indian brand steered through the challenging route, showcasing the capabilities of the cars to their owners. Flagged off from Club Mahindra, Tungi at Lonavala, customers from Mumbai, Nashik, Pune and neighbouring areas joined this event. Cars like the Bolero, Scorpio, XUVs, KUVs and the halo off-roader Thar took part in this epic event.



The customers showed up for both, the Trail Drive and Off-Road Trophy Challenge. The participants got a chance to demonstrate their off-road driving skills through different stages of the natural terrain. There were specially designed tracks for both 2WD and 4WD vehicles, the latter being more challenging. From slippery and steep inclines and descents, to driving through flowing streams and slush, the participants had a chance to experience the true capability of their vehicles and at the same time enjoy the thrill of off-roading. At the end of the competition, Pushker Prakash grabbed the first place in the Stock Category, Abhijeet Dhumal Deshmukh won the Modified Category and Dr Vani Parmar won the Ladies Class Category. The winners of various Great Escapes held throughout the year, will compete for the grand prize; a new Thar 4\*4 at the Off-Roading Trophy which will be held at the Mahindra Off-Roading Academy, Igatpuri next year.



Mahindra Adventure Off-road Training Academy at Igatpuri is a 28-acre facility It is India's first dedicated facility providing a one-stop solution to learning everything about a Mahindra 4WD vehicle and learning to use it to its full potential. Through this, Mahindra hopes to leverage the brand's off-road heritage,

showcase the vehicles' abilities and give the participants and owner 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.

Headline : 2019 Mahindra Adventure Lonavala  
Great Escape

Domain : Shifting-Gears.com

Date : July 22, 2019

Journalist:

[https://www.youtube.com/watch?v=c\\_tVspNa-IA](https://www.youtube.com/watch?v=c_tVspNa-IA)



Mahindra under their Adventure wing keep organising events to keep the off-roading enthusiast entertained. In this video, you see the participants kicking up the dust and dirt across 4 obstacles at the 2019 Lonavala Great Escape. Mahindra Adventure has such events across the country, showcasing the off-road abilities of their cars, and their patrons...

Headline : Pushker and Abhijeet emerge victorious in 162nd Escape

Domain : sakaltimes.com

Date : July 24, 2019

Journalist:

<http://www.sakaltimes.com/sports/pushker-and-abhijeet-emerge-victorious-162nd-escape-38292>



**LONAVALA:** The heady cocktail of monsoon, off-road, flowing springs and rugged SUVs came alive at 19 Degree North the ubiquitous destination in Lonavala just as every year the Mahindra owners descended to test their driving and manoeuvring skills in challenging terrain that tests patience to no end.

The 162nd Mahindra Great Escape saw over 90 vehicles from the Mahindra stable, both 2WD and 4WD, participate and steer through the challenging route. There were participants from Mumbai, Nashik, Pune and neighbouring areas for both Trail Drive and Trophy Challenge.

Pushker Prakash grabbed the first place in the Stock Category, Abhijeet Dhumal Deshmukh won in the Modified Category and Vani Parmar won the Ladies Class Category.

### **SCENIC TERRAIN**

The event was flagged off from Club Mahindra, Tungi at Lonavala which presented an opportunity to explore the area's scenic terrain that had turned lush green after the first spell of monsoon rains.

There were Boleros, Scorpios, XUVs, KUVs and the extreme off-roader - Mahindra Thar CRDe 4x4 - each representing Mahindra's tough and rugged DNA.

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The event was spread over two days with the competitors completing trail on Saturday and obstacles on Sunday, which really challenged their off-roading skills through different stages of the natural terrain.

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The winners of various editions of Great Escapes held throughout the year, will compete for the grand prize; a new Thar 4\*4 at the Off-Roading Trophy which will be held at the Mahindra Off-Roading Academy, Igatpuri next year.

**FACTBOX: Great Escape**

It was first conceptualised in 1996 as a non-competitive, off-road event meant to encourage Mahindra customers to test the strength and performance of vehicles on terrain other than tarmac. Over the years, the Great Escape has developed the reputation of being one of India's most thrilling off-road events.

#### **WINNERS OF 162ND GREAT ESCAPE**

**Modified:**

**Winner:** Abhijeet Dhumal Deshmukh

**Runner-up:** Ajit Bache and Vabhav Shelukar

**Stock:**

**Winner:** Pushker Prakash

**Runner-up:** Ravi Bhalla

**Ladies Winner:** Vani Parmar

Headline : 162nd Mahindra Great Escape concludes successfully in Lonavala with its Off-Road Trophy Round

Domain : cityairnews.com

Date : July 23, 2019

Journalist:

<https://www.cityairnews.com/content/162nd-mahindra-great-escape-concludes-successfully-lonavala-its-road-trophy-round>



Mumbai, July 22, 2019: The 162nd edition of the Mahindra Great Escape – one of India’s renowned off-road adventures, concluded successfully in Lonavala with over 90 vehicles from the Mahindra stable, both 2WD and 4WD, steering the challenging route. This Great Escape saw participation from Mahindra customers from Mumbai, Nashik, Pune and neighboring areas for both Trail Drive and Trophy Challenge.

The event was flagged off from Club Mahindra, Tungi at Lonavala and presented an opportunity to explore the area’s scenic terrain which is cool and vegetation lush & green in the monsoon season. The event saw involvement of the entire stable of Mahindra vehicles which included Boleros, Scorpios, XUVs, KUVs and the extreme off-roader – Mahindra Thar CRDe 4x4 – each representing the company’s tough and rugged DNA. These iconic Mahindra SUVs successfully took on the arduous and slushy terrain of Lonavala in the lap of nature.

This year, the competitors got a chance to demonstrate their off-road driving skills through different stages of the natural terrain. There were specially designed tracks for both 2WD and 4WD vehicles, the latter being more challenging. From slippery and steep inclines and descents, to driving through flowing streams and slush, the participants had a chance to experience the true capability of their vehicles and at the same time enjoy the thrill of off-roading.

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The Mahindra Great Escape was first conceptualized in 1996 as a non-competitive, off-road event meant to encourage Mahindra customers to test the strength and performance of their vehicles on terrain other than tarmac. Over the years, the Great Escape has developed the reputation of being one of India’s most thrilling off-road events with each edition seeing enthusiastic participation from die-hard Mahindra fans and customers across the country. The winners of various Great Escapes held throughout the year, will compete for the grand prize; a new Thar 4\*4 at the Off-Roading Trophy which will be held at the Mahindra Off-Roading Academy, Igatpuri next year.

Headline : 162nd Mahindra Great Escape concludes successfully in Lonavala with its Off-Road Trophy Round

Domain : punekarnews.in

Date : July 23, 2019

Journalist:

<http://www.punekarnews.in/162nd-mahindra-great-escape-concludes-successfully-in-lonavala-with-its-off-road-trophy-round/>



July 23, 2019, Mumbai: The 162nd edition of the Mahindra Great Escape – one of India’s renowned off-road adventures, concluded successfully in Lonavala with over 90 vehicles from the Mahindra stable, both 2WD and 4WD, steering the challenging route. This Great Escape saw participation from Mahindra customers from Mumbai, Nashik, Pune and neighboring areas for both Trail Drive and Trophy Challenge.

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Headline : 162nd Mahindra Great Escape concludes successfully in Lonavala with its Off-Road Trophy Round

Domain : nrinews24x7.com

Date : July 24, 2019

Journalist:

<https://nrinews24x7.com/162nd-mahindra-great-escape-concludes-successfully-in-lonavala-with-its-off-road-trophy-round/>



- Promote off-roading and showcase the tough and rugged DNA of Mahindra vehicles
- **Over 90 SUVs** participate in the 1st Great Escape of Season 9

**Mumbai:** The 162<sup>nd</sup> edition of the Mahindra Great Escape – one of India’s renowned off-road adventures, concluded successfully in Lonavala with over 90 vehicles from the Mahindra stable, both 2WD and 4WD, steering the challenging route. This Great Escape saw participation from Mahindra customers from Mumbai, Nashik, Pune and neighboring areas for both Trail Drive and Trophy Challenge.

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## Mahindra Great Escape

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