



## **163rd Mahindra Great Escape concludes successfully in Goa with its Off-Roading Trophy Round**

### **Coverage Dossier**

**6<sup>th</sup> September 2019**

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10	Goa News Hub	163rd Mahindra Great Escape concludes successfully in Goa with its Off-Road Trophy Round	August 27, 2019

Headline : Goa: Mahindra Great Escape concludes successfully

Domain : The Times of India

Date : August 27, 2019

Journalist: Bindiya Chari

<https://timesofindia.indiatimes.com/city/goa/goa-163rd-mahindra-great-escape-concludes-successfully/articleshow/70863554.cms>

PANAJI: Goa edition of the Mahindra Great Escape – Off-Roading Trophy under the Mahindra Adventure Umbrella brand concluded. Nineteen vehicles from the Mahindra stable participated in the coveted Off-Roading Trophy challenge.

The trophy challenge participants were flagged from Regenta Resorts, Varca Beach in Goa on August 24. Goa is known for its budding off-road clubs and growing off-road enthusiasts and the Off-Roading Trophy was the perfect platform to test both man and machine.

The event saw Mahindra vehicles take on a number of difficult obstacles during the ‘Trophy Round’. From tackling slippery inclines and descents to navigating over rocks and crossing streams, it put both the drivers and their machines to the ultimate test.

Ajith Kumar won the modified category, Dattaraj Lawande finished first in the stock category and Maithili Bhoje was the winner of the ladies category. All the winners will get a fully paid trip to compete in the Off-Roading Trophy 2019-2020 finals at Igatpuri.

Headline : Mahindra Great Escape's 163rd Edition  
Concludes In Goa With Off Road Trophy Round

Domain : Motoroids.com

Date : August 27, 2019

Journalist: Karan Tripathi

<https://www.motoroids.com/news/mahindra-great-escapes-163rd-edition-concludes-in-go-a-with-off-road-trophy-round/>

The 163rd edition of the Mahindra Great Escape – Off-Roading Trophy concluded successfully in Goa under the Mahindra Adventure umbrella brand. 19 vehicles from the Mahindra stable participated in the coveted Off-Roading Trophy challenge. For this year, the trophy challenge participants were flagged from Varca Beach in Goa on 24 August 2019. Known for its budding off-road clubs and growing off-road enthusiasts, Goa offered the perfect platform to test both man and machine.



The event saw Mahindra vehicles take on a number of difficult obstacles during the 'Trophy Round'. From tackling slippery inclines and descents to navigating over rocks and crossing streams, it put both the drivers and their machines to the ultimate test. Ajith Kumar won the Modified category, Dattaraj Lawande finished first in the stock category and Maithili Bhoje was the winner of the ladies category. All the winners will get a fully paid trip to compete in the Off-Roading Trophy 2019-2020 finals at Igatpuri.

For the uninitiated, 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 tough terrains. Over the years, the Great Escape has developed the reputation of being one of India's most thrilling off-road events with each edition witnessing enthusiastic participation from 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 4x4 at the Off-Roading Trophy which will be held at the Mahindra Off-Roading Academy, Igatpuri next year. Measuring 28-acres, it is India's first dedicated facility providing a one-stop solution to learning everything about a Mahindra 4WD vehicle and how to use it to its full potential. Custom-made Mahindra Thars equipped with radio sets are exclusively used as training vehicles at the facility. Talking about the Thar, a new BS-VI model has been in the works and will be revealed in the coming months. The new Thar has a more efficient engine, has grown in dimensions and will comply with the upcoming safety norms too. It will continue to remain a well-priced, extreme off-roader though.

**Headline : 163rd Mahindra Great Escape concludes successfully in Goa with its Off-Roading Trophy Round**

**Domain : Flywheel**

**Date : August 27, 2019**

**Journalist: Amal Soman**

**<https://fly-wheel.com/163rd-mahindra-great-escape-concludes-successfully-in-go-a-with-its-off-roading-trophy-round/>**



August 26, 2019, Goa: Mahindra & Mahindra Ltd. (M&M), successfully concluded the 163rd edition of the Mahindra Great Escape – Off-Roading Trophy in Goa under the Mahindra Adventure umbrella brand. 19 vehicles from the Mahindra stable participated in the coveted Off-Roading Trophy challenge.

The trophy challenge participants were flagged from Regenta Resorts, Varca Beach in Goa on 24 August 2019. Goa is known for its budding off-road clubs and growing off-road enthusiasts and the Off-Roading Trophy was the perfect platform to test both man and machine.

The event saw Mahindra vehicles take on a number of difficult obstacles during the 'Trophy Round'. From tackling slippery inclines and descents to navigating over rocks and crossing streams, it put both the drivers and their machines to the ultimate test. Ajith Kumar won the Modified category, Dattaraj Lawande finished first in the stock category and Maithili Bhoje was the winner of the ladies category. All the winners will get a fully paid trip to compete in the Off-Roading Trophy 2019-2020 finals at Igatpuri.

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 tough terrains. 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 : 163rd Mahindra Great Escape concludes successfully in Goa

Domain : GaadiKey

Date : August 26, 2019

Journalist: Chethan Thimmappa

<https://blog.gaadikey.com/163rd-mahindra-great-escape-concludes-successfully-in-go/>



Mahindra & Mahindra Ltd. (M&M), successfully concluded the 163rd edition of the Mahindra Great Escape – Off-Roading Trophy in Goa under the Mahindra Adventure umbrella brand. 19 vehicles from the Mahindra stable participated in the coveted Off-Roading Trophy challenge.

The trophy challenge participants were flagged from Regenta Resorts, Varca Beach in Goa on 24 August 2019. Goa is known for its budding off-road clubs and growing off-road enthusiasts and the Off-Roading Trophy was the perfect platform to test both man and machine.

The event saw Mahindra vehicles take on a number of difficult obstacles during the ‘Trophy Round’. From tackling slippery inclines and descents to navigating over rocks and crossing streams, it put both the drivers and their machines to the ultimate test. Ajith Kumar won the Modified category, Dattaraj Lawande finished first in the stock category and Maithili Bhohe was the winner of the ladies category. All the winners will get a fully paid trip to compete in the Off-Roading Trophy 2019-209 finals at Igatpuri.

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 tough terrains. 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.

#### Highlights

M&M successfully concluded the 163rd edition of the Mahindra Great Escape – Off-Roading Trophy in Goa under the Mahindra Adventure umbrella brand

19 vehicles from the Mahindra stable participated in the coveted Off-Roading Trophy challenge

Goa is known for its budding off-road clubs and growing off-road enthusiasts and the Off-Roading Trophy was the perfect platform to test both man and machine

Ajith Kumar won the Modified category, Dattaraj Lawande finished first in the stock category and Maithili Bhohe was the winner of the ladies category

All the winners will get a fully paid trip to compete in the Off-Roading Trophy 2019-209 finals at Igatpuri

Headline : Mahindra Great Escape Goa 2019: The 163rd Off-Roading Trophy Challenge

Domain : drivespark.com

Date : September 04, 2019

Journalist: Rahul Nagaraj

<https://www.drivespark.com/four-wheelers/2019/mahindra-great-escape-go-off-roading-trophy-challenge-029304.html>

Mahindra & Mahindra recently concluded its 163rd 'Great Escape Off-Roading Trophy Challenge' recently. The Mahindra Great Escape Off-Roading Trophy Challenge was held in Goa between the 24th and 25th of August 2019. The event witnessed a total of 19 SUVs participate in various categories of the off-roading challenge.



The event was flagged off from Regenta Resorts, Varca Beach in Goa. The event was a proper test for both man and machine held in Goa's popular off-road clubs. It was also the perfect platform for off-road enthusiasts to test their off-roading capabilities as well.



The event consists of four challenging and technical obstacles. This includes slippery inclines, navigating over rocks and crossing streams as well. It puts to test both the driver's capabilities and the ruggedness of the Mahindra SUVs to its limits.





The Mahindra Great Escape is held throughout the year. It was first conceptualised in 1996 as a non-competitive off-roading event for Mahindra customers. It was initially meant to test the strength and performance of the vehicles on tough off-road terrains. However, over the years, the Great Escape has developed into a competition, with the winners of each leg participating for the grand finals. This will be held at Mahindra's Off-roading Academy at Igatpuri and the winner stands a chance to walk away with a brand new Thar, among others.



The event is held under the company's 'Mahindra Adventures' umbrella brand. This is just one of the many events, the brand organises. It recently also held the TSD Monsoon Rally between Mangalore and Ooty — here is our experience from that event.



The Mahindra Great Escape Goa 2019 saw Ajith Kumar and Maithili Bhole win the Off-Roading trophy for the modified and ladies category, respectively. These winners will get a fully paid trip by Mahindra Adventures to compete in the 2019-20 Off-Roading Trophy finals at Igatpuri next year.



Thoughts On The Mahindra Great Escape Goa 2019 The Mahindra Great Escape is held throughout the year in various parts of the country. The event is a great way for off-roading enthusiasts to test both their and the SUVs capabilities in tough terrains. The Mahindra Great Escape since its conception has become one of India's most thrilling off-road events and is a must-try for off-road enthusiasts.

Headline : Mahindra Great Escape Off-Roading  
Trophy Round Concludes In Goa

Domain : throttle-blips.com

Date : September 03, 2019

Journalist:

<http://www.throttle-blips.com/mahindra-great-escape-off-roading-trophy-round-concludes-go/>

The Off-roading trophy round of the Mahindra Great Escape recently concluded in Goa. Organised by Mahindra Adventure, this is the 163rd edition of the Great Escape event. 19 Mahindra vehicles took part in this edition of the event.



The trophy challenge participants were flagged from Regenta Resorts, Varca Beach in Goa on 24 August 2019. The event saw Mahindra vehicles take on a number of difficult obstacles during the 'Trophy Round'. From tackling slippery inclines and descents to navigating over rocks and crossing streams, it put both the drivers and their machines to the ultimate test.



Ajith Kumar won the Modified category, Dattaraj Lawande finished first in the stock category and Maithili Bhohe was the winner of the ladies category. All the winners will get a fully paid trip to compete in the Off-Roading Trophy 2019 finals at Igatpuri.

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 : 163rd Mahindra Great Escape concludes in Goa

Domain : motorworldindia.com

Date : September 03, 2019

Journalist:

<https://www.motorworldindia.com/163rd-mahindra-great-escape-concludes-in-go/>



Mahindra & Mahindra Ltd. (M&M), successfully concluded the 163rd edition of the Mahindra Great Escape – Off-Roading Trophy in Goa under the Mahindra Adventure umbrella brand 19 vehicles from the Mahindra stable participated in the coveted Off-Roading Trophy challenge.



The trophy challenge participants were flagged from Regenta Resorts, Varca Beach in Goa on 24 August 2019. Goa is known for its budding off-road clubs and growing off-road enthusiasts and the Off-Roading Trophy was the perfect platform to test both man and machine.



The event saw Mahindra vehicles take on a number of difficult obstacles during the 'Trophy Round'. From tackling slippery inclines and descents to navigating over rocks and crossing streams, it put both the drivers and their machines to the ultimate test. Ajith Kumar won the Modified category, Dattaraj Lawande finished first in the stock category and Maithili Bhohe was the winner of the ladies category.



All the winners will get a fully paid trip to compete in the Off-Roading Trophy 2019-209 finals at Igatpuri.



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 tough terrains. 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 : Mahindra & Mahindra concludes 163rd  
Mahindra Great Escape off-road trophy in Goa

Domain : Autoindica

Date : August 27, 2019

Journalist: Akash Vashisth

<https://www.autoindica.com/news/mahindra-great-escape/>



Under the Mahindra Adventure brand, M&M has concluded 163rd edition of Mahindra Great Escape off-road event in Goa

Mahindra & Mahindra Ltd. (M&M), successfully completed the 163rd edition of the Mahindra Great Escape. Mahindra Great Escape is an Off-Road Trophy which M&M conducts one in a while. This time was held in Goa under the Mahindra Adventure brand. A total of 19 vehicles (Thar and Willy's Jeep) from the Mahindra stable participated in the coveted Off-Road Trophy challenge.

The participants were flagged off from Regenta Resorts, Varca Beach in Goa on 24 August 2019. Goa is growing as a home for budding off-road clubs and off-road enthusiasts. The Off-Road Trophy was the perfect platform to test both man and machine in the terrains of Goa.

2019 Mahindra Great Escape event saw modified Mahindra Thars and Willy's Jeep take on a number of difficult obstacles during the 'Trophy Round'. Contestants were made to tackle slippery inclines and descents as well as to navigate over rocks and crossing streams. These challenges put both the drivers and their machines to the ultimate test.

Mr. Ajith Kumar won the Modified category whereas Mr. Dattaraj Lawande finished first in the stock category. There were also ladies category which was won by Mrs. Maithili Bhoje. In addition of the trophies, all the winners will get a fully paid trip to compete in the Off-Road Trophy 2019-2020 finals at Igatpuri in Maharashtra.

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 tough terrains. 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.

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Headline : 163rd Mahindra Great Escape  
Concludes In Goa

Domain : BW Defence

Date : August 26, 2019

Journalist:

<http://bwautoworld.businessworld.in/article/163rd-Mahindra-Great-Escape-Concludes-In-Goa/26-08-2019-175272/>



Over 19 SUVs participated in four challenging and technical obstacles.

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**Headline : 163 rd Mahindra Great Escape concludes successfully in Goa with its Off-Roading Trophy Round**

**Domain : Goa News Hub**

**Date : August 27, 2019**

**Journalist:**

**<https://goanewshub.com/163-rd-mahindra-great-escape-concludes-successfully-in-go-a-with-its-off-roading-trophy-round/>**



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Goa: Mahindra & Mahindra Ltd. (M&M), successfully concluded the 163 rd edition of the Mahindra Great Escape – Off-Roading Trophy in Goa under the Mahindra Adventure umbrella brand. 19 vehicles from the Mahindra stable participated in the coveted Off- Roding Trophy challenge.

The trophy challenge participants were flagged from Regenta Resorts, Varca Beach in Goa on 24 August 2019. Goa is known for its budding off-road clubs and growing off-road enthusiasts and the Off-Roading Trophy was the perfect platform to test both man and machine. The event saw Mahindra vehicles take on a number of difficult obstacles during the ‘Trophy Round’. From tackling slippery inclines and descents to navigating over rocks and crossing streams, it put both the drivers and their machines to the ultimate test. Ajith Kumar won the Modified category, Dattaraj Lawande finished first in the stock category and Maithili Bhobe was the winner of the ladies category. All the winners will get a fully paid trip to compete in the Off- Roding Trophy 2019-209 finals at Igatpuri.

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 tough terrains. 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 Roding Trophy which will be held at the Mahindra Off-Roading Academy, Igatpuri next year.

About Mahindra Adventure

A unique concept to showcase the tough and rugged DNA of Mahindra vehicles, Mahindra Adventure functions as an umbrella brand with a series of self-drive overland adventure expeditions organized under its banner. Mahindra Adventure was launched as an independent entity for all adventurous

activities, in 2011, headed by Bijoy Kumar Y, Chief of Adventure Initiatives. He is a motoring enthusiast and the erstwhile editor of a popular motoring magazine.

The Mahindra Adventure calendar comprises a series of experiential marketing events throughout the year such as the popular off-roading event, the Great Escape, several Challenges (sporting events in keeping with the company's promise of providing adrenaline pumping challenges), Multi-Day Special Escapes, such as the Monastery Escape (10 days), TriNation Escape (10 days), One lap of Iran (9 days), Himalayan Spiti Escape (10 days), The Snow Escape (7 days) & the Summit – a drive to the Everest base camp (14 days).

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