



Great Escape Concludes Successfully in Sakleshpur

Coverage Dossier

6th September 2019

No.	Portal	Headline	Date
1	EVOINDIA.com	Bopaiah K.M wins the 2019 Mahindra Great Escape in Sakleshpur	September 03, 2019
2	Blog.Gaadikey.com	Mahindra Great Escape 2019 Photos (Sakleshpur)	September 03, 2019
3	Bwautoworld.Businessworld.in	Mahindra Great Escape Concludes In Sakleshpur	September 03, 2019
4	Indianbizreview.in	Mahindra Great Escape concludes successfully in Sakleshpur	September 05, 2019

Headline : Bopaiah K.M wins the 2019 Mahindra Great Escape in Sakleshpur

Domain : EVOINDIA.com

Date : September 03, 2019

Journalist: Suvrat

<https://www.evointdia.com/top-news/2019-mahindra-great-escape-sakleshpur>

Participants tackle grueling off-roading trails aboard the Mahindra Thar 4X4 at the 164th edition of the Mahindra Great Escape in Sakleshpur



Mahindra Thar 4X4, the preferred off-roader

The number of participants at Mahindra's Great Escape off-roading events is witnessing an upward trend with more enthusiasts partaking each year. This year at the Sakleshpur Great Escape, over 80 competitors from Sakleshpur, Bengaluru and other neighbouring areas maneuvered their Mahindra Thar 4X4 SUVs through the challenging trails.

Trail Drive on day one

On day one, Mahindra Adventure officials conducted a non-competitive 'Trail Drive' around the mountainous and muddy terrain of Sakleshpur. This was done to make sure that participants are well acquainted with the trail while also giving them an opportunity to strategize for the following day's obstacles. On day two, competitors edged each other out in a fierce battle in the tough off-roading trails.

Winners of the 2019 Mahindra Great Escape

At the end of two grueling days of off-roading, Bopaiah K.M emerged victorious in the modified category. He's also the winner of the 2019 Off-roading Trophy that took place at Mahindra Adventure's Off-road Training Academy in Igatpuri a few weeks back. In the stock category, Sudin S Rai finished first while Sapna Gurukar won the ladies category. Sapna was also the winner of the ladies category at the 2019 Off-roading Trophy.

Headline : Mahindra Great Escape 2019 Photos
(Sakleshpur)

Domain : Blog.Gaadikey.com

Date : September 03, 2019

Journalist: Chethan Thimmappa

<https://blog.gaadikey.com/mahindra-great-escape-2019-photos-sakleshpur/>



Mahindra Adventure's popular "**Great Escape**" off-road experience event was held in the midst of dense forests of Kadumane Tea Estate, **Sakleshpur**, Karnataka. Find the below the photographs of Mahindra Thar trail and Thar's advent into Sakleshpur forests below.





Headline : Mahindra Great Escape Concludes In Sakleshpur

Domain : Bwautoworld.Businessworld.in

Date : September 03, 2019

Journalist:

<http://bwautoworld.businessworld.in/amp/article/Mahindra-Great-Escape-Concludes-In-Sakleshpur/03-09-2019-175610/>

164th Mahindra Great Escape of Season 9 held under Mahindra Adventure umbrella brand



The 164th edition of the Mahindra Great Escape has concluded successfully in Sakleshpur with over 80 plus 4x4 vehicles from the Mahindra stable maneuvering the challenging route. The event received an overwhelming response from the off-roading community with Mahindra vehicle owners from Sakleshpur, Bangalore and other neighboring areas participating in the rally.

The two-day event saw participation by vehicles like Thar 4x4 and Mahindra heritage vehicles. These Mahindra SUVs negotiated arduous terrains and en route, the convoy of vehicles passed through river beds and unexplored trails.

The Mahindra Great Escape under the Mahindra Adventure umbrella brand continues to live up to its promise of encouraging the off-roading culture and demonstrating the tough & rugged DNA of Mahindra vehicles. Day one of this 2- day Great Escape witnessed a regular non-competitive Trail Drive around the hilly and slushy terrains of Sakleshpur. The second day saw participants exhibit their driving skills by negotiating various obstacles and edging each other out in a fierce competition. The trail drive allowed the customers to experience the off-road capabilities of their Mahindra vehicles, on a terrain prudently chalked out by the Mahindra Adventure team. This was followed by the Off-road Trophy rounds on day two.

Bopaiah K.M won the Modified category, **Sudin S Rai** finished first in the stock category and **Sapna Gurukar** was the winner of the ladies category.

The winners of the Sakleshpur Off-Roading Trophy Round are set to compete against the winners from other Great Escapes at the grand finale which will be held at the Mahindra Adventure Off-Road Training Academy, in Igatpuri next year. The winners, in turn, will stand a chance to win a new Thar CRDe.

Headline : Mahindra Great Escape concludes successfully in Sakleshpur

Domain : indianbizreview.in

Date : September 05, 2019

Journalist:

<https://indianbizreview.in/2019/09/05/mahindra-great-escape-concludes-successfully-in-sakleshpur/>



The 164th edition of the Mahindra Great Escape, one of India's most thrilling off-roading adventures, concluded successfully in Sakleshpur with over 80 plus 4x4 vehicles from the Mahindra stable manoeuvring the challenging route. The event received an overwhelming response from the off-roading community with Mahindra vehicle owners from Sakleshpur, Bangalore, and other neighbouring areas participating in the rally.

The two-day event saw participation by vehicles like Thar 4x4 and Mahindra heritage vehicles – each one representing the tough and enduring DNA of Mahindra brand. These iconic Mahindra SUVs negotiated arduous terrains and en route, the convoy of vehicles passed through river beds and unexplored trails.



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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.