

Press Release

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Ace Iranian Rally Driver Laleh Seddigh to visit India

- *Mahindra Adventure team to host Laleh in Bengaluru at the Indian Rally Championship*
- *Laleh will experience the Indian motorsport scene and exchange perspectives with Mahindra Adventure rally drivers*

Mumbai, November 17, 2015: Laleh Seddigh, Iran's foremost lady rally driver and leading sports personality is all set to visit India on November 19, 2015. At the invitation of team Mahindra Adventure, Iran's numero uno lady rallyist will exchange views & experiences with Mahindra Adventure motorsport drivers, on the side lines of the rally at the Bengaluru stage of the Indian Rally Championship.

A name to reckon with in the Iranian motorsport circuit, Laleh started driving at the tender age of 13. Always passionate about cars and driving, Laleh is popularly referred to as the "Little Schumacher". In fact she is the only female driver to be given permission by the Iranian authorities to participate in an otherwise male dominated bastion in her home country. With many accolades to her credit spanning her illustrious career, Laleh has proved her mettle in the motorsport circuit in Iran, securing many podium finishes and first places across races and rallies.

Speaking on the occasion, **Anand Mahindra, Chairman, Mahindra Group** said, "I would like to welcome Laleh to India and it is our pleasure to host her. Women are proving themselves in professions which had otherwise been male dominated for years and Laleh has played her cards with much confidence. A role model for the youth who wants to excel not just in motorsports but in any arena, she epitomizes the spirit of women empowerment like no other. Having stormed the male bastion of motorsport in her country and fighting all odds to come out on top, she clearly symbolizes the take on anything spirit. Finally if anything, her achievements are completely in sync with our Rise philosophy of accepting no limits."

Looking forward to her India trip, **Laleh Seddigh** said, "I am very excited to experience the motorsport scene in India and would like to thank team Mahindra Adventure for providing me this platform to exchange thoughts & experiences with their rally drivers. I cannot wait to watch the rally prepared Mahindra XUV500s in action, sliding and drifting off the curves. I truly believe that motorsport has immense potential to be recognized as a mainstream sport and in my own way I would like to encourage more people to take it up as their profession, as a serious sport. Such free flowing interactions will not only bring in cross country perspectives, but I am sure this will also provide the right impetus for more support and an increased visibility for a sport which so far has been a playground for a select few".

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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