



MEDIA RELEASE

Mahindra Group announces The Mahindra Kabira Festival

Mystical music with Kabir stalwarts and much more in Varanasi

4th - 6th November, 2016

New Delhi, October, 2016: In the simple lyrical verses of Kabir lie the answers to our most complex spiritual questions. And for three days in November, the Darbhanga and Assi ghats of Varanasi will reverberate with the soulful music inspired by Kabir, the enigmatic 15th century mystic-poet. The Mahindra Kabira Festival will run from 4th to 6th November, 2016, offer a haunting and immersive experience of imbibing Kabir's philosophies and the lyrical aspect of his teachings through a programme which will celebrate Kabir's passion and verse linking them inextricably with the fascinating spirit of Varanasi, his birthplace.

The Mahindra Group & Teamwork Arts have crafted a unique annual festival in Varanasi - a city that perfectly encapsulates Kabir's idea of inclusiveness and diversity. The festival promises a journey of inspirational music along with heritage walks, literature sessions, food and yoga. Three unhurried days of losing the mundane as you meander through the bylanes of the city, meditate on the banks of the holy Ganga to find your elusive inner self, savour the local Banarasi cuisine and shop at the quaint shops behind every *gully* and nook -- whatever you do, you will find that the endless city has more to offer.

"We are delighted to introduce the Mahindra Kabira Festival (MKF). MKF will be an annual music festival celebrating Kabir and offering a holistic experience of Varanasi and its many facets, going beyond music. It is fitting that we at Mahindra have the privilege of celebrating the life and works of the weaver poet – his theologies and philosophies are woven like tapestry into the culture and DNA of the Mahindra Group. This festival is a continuation and an expansion of our commitment towards celebrating and promoting the arts," says **Anand Mahindra, Chairman, Mahindra Group.**

Visitors, music-lovers and spiritual-seekers will get an unforgettable experience of listening to the leading exponents of the Benares *gharana* and folk musical traditions, luminaries of Sufi, *dadra*, *thumri*, *khayal gayaki* styles, of *ghazals* along with the maestros of *pakhawaj* and tabla, against the incomparable backdrop of the ghats of Varanasi. The experience shall be amplified with languid afternoon literature sessions around Kabir and his philosophy, the taste of local food down the streets of the city and wondrous musical evenings as the sun sets on the Ganga.

Sanjoy Roy, M.D, Teamwork Arts says, *“The Mahindra Kabira Festival is an amazing platform to revisit Kabir, especially in current times. The underlying theme, in keeping with Teamwork’s commitment to the arts, is to provide an exceptional experience replete with the spiritual and the intellectual to visitors. Soulful music interspersed heritage walks, literature sessions, gastronomic forays and all along, the rich ancient city of Varanasi, both in the foreground and the background. The festival will truly be an unforgettable experience.”*

While attendance to the events across the three days is free and open to all, customized delegate packages offer a curated experience of the festival. The exclusive packages, with various options, will essentially be an experience which will begin from the moment you step foot in Varanasi. It will give you an opportunity to live out the history of one of the world’s oldest cities and experience its overpowering character amidst regal splendor, breathe in the ambience through specially-designed heritage walks, taste the delectable flavours on food trails.

The Programme:

Opening Reception

An opening reception on the evening of the 4th of November will feature a spectacular local group from Varanasi singing songs of Kabir followed by a poetry and “in conversation” session with **Shabnam Virmani** & members of the **Kabir Project**. Guests will be treated to a grand opening dinner on the terraces of the Brij Rama Palace overlooking the Ganga glittering with the lights of the city, its gravitas heightened by the boats dotting it.

Morning Music at the Darbhanga Ghat

Begin your day at Mahindra Kabira with an invigorating Morning Music Programme, featuring Kabir stalwarts such as **Prahlad Tipanya & Shabnam Virmani** along with brilliant Varanasi-based groups such as **Taal Kutchery** who perform on the Darbhanga Ghat in the mornings of both festival days.

Literature Sessions on the Ganga

Perfectly coupled with the languor of lazy afternoons would be Mahindra Kabira’s literary sessions on themes around Kabir’s life, lyrics and teachings, held on the terraces of the Brij Rama Palace. Breathe in the scents of this incomparable city, sip your chai, bite into your samosa, stare at the omniscient river all around as the likes of **Amish Tripathi, Vyomesh Shukla, Yatindra Mishra** (The Kabir Project) bring alive Kabir for you through the passion and verse of discourse and debate.



Heritage & Chaat Food Walk

Varanasi is a food haven, a juggernaut of sharp bursting flavours, of delectable melt-in-your mouth *kachoris*, *chaat*, *parathas*, *malai-mar-ke* (topped with cream) *lassi* and *paan*. Follow the food trail from the famous Kashi Chaat Bhandar to the little stalls of Kachori Gali behind Kashi Vishwanath Temple, the shops selling pakoras and everything else on Vishwanath Gali. Visit Kabir Mat, Sankat Mochan Temple, see the weavers at work translating fantasy into golden reality and more. Live out the history of one of the world's oldest cities, experience its overpowering character through specially guided tours curated by the city's best tour guides.

Evening Music on Assi Ghat

Mahindra Kabira days will end with their swashbuckling finale – get onto boats from the Brij Rama Palace to travel to Assi Ghat, the destination of the Mahindra Kabira evening music programme featuring the likes of **Pt. Rajan & Sajan Mishra**, **Mir Mukhtiyar Ali**, **Kabir Café**, **Vidya Shah**, **Shabnam Virmani** & more. In an unforgettable tableau, unique to Varanasi, the musicians will be staged on the river facing the *ghat* where audiences will be seated. Give in to the moment and let your senses experience the magic of music under the stars, take in the ambience of the bustling *ghats* rich with the aroma of food stalls, coloured by Varanasi craft-ware and much more.

Entry: Free Registration

Delegate Packages: <http://mahindrakabira.com/>

For further information, please visit: <http://mahindrakabira.com/>

NOTES TO EDITOR

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 17.8 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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About Teamwork Arts: For over 25 years, Teamwork Arts has taken India to the world and brought the world to India. In countries such as Australia, Canada, Egypt, France, Germany, Hong Kong, Italy, Israel, Korea, Singapore, South Africa, Spain, UK and USA, Teamwork produces over 25 highly acclaimed performing arts, visual arts and literary festivals across more than 40 cities. Teamwork produces one of the world's largest free literary gatherings, the annual ZEE Jaipur Literature Festival, international festivals Shared History in South Africa, Eye on India in the United States of America, India by the Bay in Hong Kong, and many more.

Website: <http://www.teamworkarts.com>

For further information on Mahindra Kabira Festival, please visit:

<http://mahindrakabira.com/>

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