



*MEDIA RELEASE*

## Second edition of [Mahindra Kabira Festival](#) to take place from 10<sup>th</sup> – 12<sup>th</sup> November, 2017

*Embrace ‘Kabir in every sense’  
through the ghats and bylanes of Varanasi*

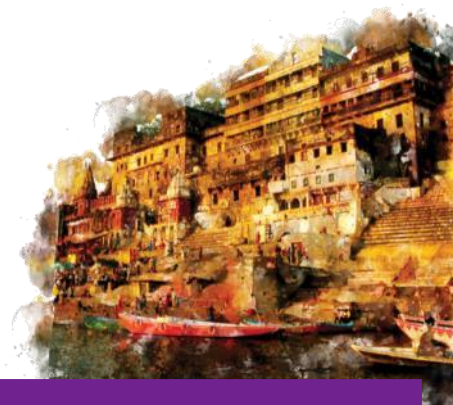
### [MEDIA KIT - Includes Photographs and Festival Announcements](#)

Taking off from a memorable inaugural edition last year, the Mahindra Kabira Festival returns to Varanasi for three [days from the 10<sup>th</sup> – 12<sup>th</sup> of November 2017](#) with another sublime celebration of the mystical poet saint Kabir. The festival promises a specially curated experience of the life and works of Kabir, his music and poetry, and the city of Varanasi, his birthplace, unparalleled for its unique ambience, flavour, soul and history.

Conceived by the [Mahindra Group](#) and leading performing arts entertainment company, [Teamwork Arts](#), the festival will feature grassroots artistes as well as renowned names such as [Bindumalini & Vedanth](#), [Mahesha Ram](#), [Nathoo Lal Solanki](#), [Rashmi Agarwal](#), [Harpreet Singh](#), and headline performances by the unmatched [Kailash Kher](#) and [Shubha Mudgal](#).

Kabir’s poetry is all about inclusiveness – and like last year, Mahindra Kabira Festival will celebrate this philosophy and bring to music-lovers an unforgettable experience. Leading exponents of the Benares *gharana* and folk traditions, Sufi music, *dadra*, *thumri*, *khayal gayaki* styles, *ghazals* and *pakhawaj* and the *tabla* are all set to enthrall audiences on the historic *ghats* of India’s holiest city, Varanasi which resonates with a *mélange* of voices and colours symbolic of India’s rich cultural matrix.

*“At Mahindra, we are committed to the preservation and promotion of the arts. We are delighted to present the Mahindra Kabira Festival in its second edition where leading artistes will perform works inspired by the legendary poet-saint with the famed Varanasi ghats forming a stunning backdrop. The festival will also feature discussions on Kabir’s poetry and attendees will get an opportunity to*



explore the city's heritage in what promises to be an immersive experience." says **Jay Shah, Vice President, Head - Cultural Outreach, Mahindra & Mahindra Ltd.**

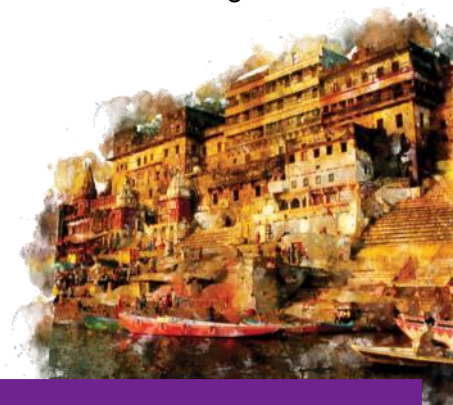
**Speaking about the second edition of the festival, Sanjoy Roy, M.D, Teamwork Arts** says, "The Mahindra Kabira Festival is the perfect portrayal of the mysticism of Kabir and the intense cultural spell the city of Varanasi casts. This edition of the festival promises to be a most memorable one through a fascinating programme and lineup linked intricately with the spirit of this remarkable city."

An aural and visual feast, the second Mahindra Kabira Festival will offer an opportunity to embrace the "Kabir" way of life: soak in the music, walk the winding alleys, get chased by the ubiquitous bulls, hunt the bazaars for wooden toys, taste the delectable food on the streets and visit the weavers' gullies where Kabir is said to have grown up. With a thoroughly invigorating and engaging programme, the Festival [promises an experience that truly celebrates 'Kabir in every sense'](#).

At Darbhanga Ghat for **Morning Music**, audiences will awaken to uplifting musical performances while the popular – and low profile – Panditji, equipped with the natural essences of *ittr*, crafts a unique mix based on the *raag* being sung. Dabbing this unmistakably romantic scent onto a *phaa* (a bud of cotton), he will offer the audiences a deep whiff of this magical potion, forming a striking accompaniment to the performance. There will also be **Literature Afternoons** where experts will discuss ideas inspired by Kabir's poetry. These sessions will include a spellbinding traditional Dastangoi recital and energising *chai* to fuel the contemplative literary discourse.

Specially guided **Heritage and Food Walks**, curated by expert chroniclers, will unlock the city's mysteries, and help attendees understand the gentle passion of Kabir's philosophies. Led through the meandering lanes and alleys of the city, walkers can fall in step with Benarasi culture, savour a melting pot of flavours bursting with the spice of the *kachori*, the zing of the *chaat*, and the exuberance of the Benarasi *lassi* and *paan*. The walks will follow the food trail from the famous Kashi Chaat Bhandar to the little stalls of Kachori Gali behind Kashi Vishwanath Temple, the shops selling *pakor*as and everything else on Vishwanath Gali. Itinerant musicians will regale the troupe as it makes its way to iconic places like the Kabir Mat, the Sankat Mochan Temple and to the weavers at work translating fantasy into golden reality through their timeless looms.

**Evening Music**, with headline performances by Shubha Mudgal and Kailash Kher, will mark the culmination of each day at the popular Chhota Nagpur Bageecha and at Assi Ghat after the grand



*aarti*. In an incomparable tableau unique to Varanasi, the musical performances at Assi Ghat will be staged on the river under the stars, facing the *ghat* where audiences will be seated. The Mahindra Kabira Festival awaits, gearing to fill your senses amid the omniscient Ganga twinkling with a thousand lights from passing boats, *ghats* bedecked and tinselled for the occasion, pealing temple bells and the call of an ancient city.

~~~

**Entry:** Free Registration for Morning and Evening Music Performances on Saturday and Sunday.

### **Delegate Packages**

While attendance to key events is free and open to all, a customized delegate package offers a curated experience of the festival where delegates can be part of an unforgettable journey.

Starting from Rs. 4000/- per room night and up to Rs. 25,000/- per room night at select hotels across the city.

**For more information on the Delegate Packages please visit**

<http://mahindrakabira.com/delegate-experience/>

~~~

**For media queries, please contact:**

### **Teamwork Arts**

Vidushi Khera: +91 9810498106, [vidushi@teamworkarts.com](mailto:vidushi@teamworkarts.com)

### **Zimisha Communications**

Santosh: +919990937676, [santosh@zimisha.com](mailto:santosh@zimisha.com)

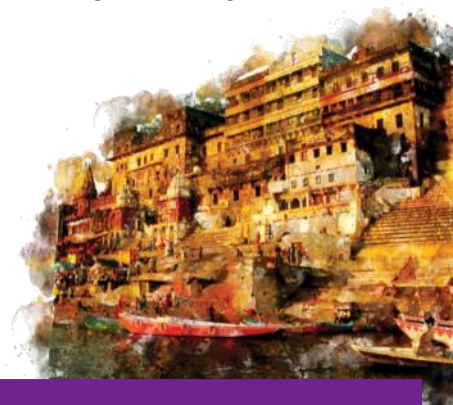
Kashish: +918376848592, [info@zimisha.com](mailto:info@zimisha.com)

Anushree: +919599840520, [pr@zimisha.com](mailto:pr@zimisha.com)

### **NOTES TO EDITORS**

#### **About Mahindra**

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new



businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

**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 Arts produces one of the world's largest free literary gatherings, the annual [ZEE Jaipur Literature Festival](#), the [Ishara International Puppet Festival](#) and the annual [Mahindra Excellence in Theatre Awards \(META\) and Festival](#) in New Delhi, international festivals [Shared History](#) in South Africa, [Eye on India](#) in the United States of America, [India by the Bay](#) in Hong Kong, [Confluence-Festival of India](#) in Australia, [India@70 2017: Year of Culture in the United Kingdom](#), and many more.

Website: [www.teamworkarts.com](http://www.teamworkarts.com)

-ENDS-

