



mahindra
KABIRA
FESTIVAL
18 - 20 NOVEMBER, 2022

VARANASI

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TEAMWORK
CELEBRATING THE ARTS

The magical Mahindra Kabira returns to the city of ghats with its sixth edition

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The much-awaited and beloved Mahindra Kabira Festival is coming back on-ground with its sixth edition in Varanasi at its customary home on the ghats. Unparalleled for the unique experience it offers, this year's programme will include a riveting confluence of music, discourse, history, cuisine, ambience, and more, inspired by the simple yet profound poetry of the 15th-century mystic, Kabir.

Conceived by the Mahindra Group and Teamwork Arts, a highly versatile production company with roots in the performing arts, social action, and the corporate world, this year, the Festival will feature a rich two-day programme highlighting the key aspects of the poet-saint's philosophy as well as the city of Benares, said to be the city of his birth.

Audiences at the Festival can enjoy Morning Music at the **Agnishwar Ghat, Guleria Kothi**; Afternoon Literature Sessions at the **Guleria Ghat**; and Evening Music at the **Shivala Ghat**. The programme takes place alongside the banks of a timeless river, in a city that has witnessed history, legend, and spiritual awakening. The Festival will also trace ancient history through curated 'Heritage Walks' traversing the alleys, sights and sounds.

The programme will include a plethora of classical and folk music, talks, live art demonstrations, the characteristic Kabira boat rides, a delectable local food journey and the quintessential Ganga Aarti experience.

Artist Line-up

Ashish Jaiswal, Bagga Khan, Pandit Vikash Maharaj, The Tapi Project, *Dastan-e-Goi* featuring Fouzia, Shubhendra & Saskia Rao, The Raghu Dixit Project and many more.

Date: 18th – 20th November 2022

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General Entry: Free registration for the Morning and Evening Musical Performances

Delegate Entry: One-day (INR 13,500) and two-day (INR 25,000) Delegate Packages for and end-to-end festival experience!

Accommodation Package: Hotel packages offer a wide range of choices.

The detailed artiste line-up and programme will be announced soon.

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

~ENDS~

NOTES TO EDITORS

About Mahindra:

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 2,60,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com/ / Twitter and Facebook: @MahindraRise/ for updates subscribe to <https://www.mahindra.com/news-room>

The logo for the Mahindra Kabira Festival is centered in a large, white, circular shape. It features the text 'mahindra KABI RA FESTIVAL' in a teal, sans-serif font, with 'KABI RA' on two lines. Below it, the dates '18 - 20 NOVEMBER, 2022' are written in a smaller, teal font. The background of the entire page is a vibrant, stylized illustration of Varanasi at night, with a teal sky, a purple and pink illuminated cityscape along the Ganges river, and a small boat on the water.

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About Teamwork Arts:

Teamwork Arts is a highly versatile production company with roots in the performing arts, social action and the corporate world. For over 30 years, Teamwork Arts has taken India to the world and brought the world to India, presenting the finest of Indian performers, writers, change makers and visual artistes in the knowledge and arts space in India and abroad. Every year, we produce over 33 festivals in 42 cities and 17 countries in the fields of performing & visual arts and literature. We produce the world's largest literary gathering: the annual Jaipur Literature Festival; JLF international now travels to the US, UK, Canada, Australia and the Maldives and soon in Europe.

Even amidst the upheaval and unsettling times of 2020 and through 2021, Teamwork Arts successfully launched the digital series, 'JLF Brave New World' and 'Words Are Bridges', which were viewed by over 4.8 million people in their first season. Through its digital avatar, the Jaipur Literature Festival reached over 19 million viewers in January 2021. Our initiative 'Art Matters' empowers artistes across India to collaborate across genres by commissioning them to create new works thereby effecting change & raising awareness. The digital series 'Be Inspired' was launched in 2021 – a series that crystal-gazes into the future with conversations on science, technology, innovation, environment and more.

More information at: www.teamworkarts.com

For more information, please contact:

Teamwork Arts:

Manash Pratim Deka

Associate Vice President – Public Relations & Corporate Communications

M: +91 9953970829 | E: manash@teamworkarts.com

Srishti Tiwari

Associate Public Relations

M: +91 9205383124 | E: pr@teamworkarts.com

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Zimisha Communications:

Imtiaz Alam

M: +919810227818 | E: imtiaz@zimisha.com

Santosh Kumar

M: +919990937676 | E: santosh@zimisha.com