

MEDIA RELEASE

Celebrate 'Kabir in Every Sense' at the third edition of [Mahindra Kabira Festival](#)

16th – 18th November 2018

New Delhi. 24 July, 2018. The third edition of Mahindra Kabira Festival, to be held between 16 - 18th November, in Varanasi, will once again celebrate the spirit of 15th-century mystic poet Kabir in a rich two-day programme of music, literature, talks and city explorations. Conceived by the [Mahindra](#) group and leading performing arts entertainment company, [Teamwork Arts](#), Mahindra Kabira Festival salutes the glorious simplicity of Kabir's philosophy and poetry annually on the *ghats* of timeless Varanasi as the vast Ganga stands sentinel.

Mahindra Kabira Festival will bring to music-lovers an invigorating Morning and Evening Music Programme that will take place at Guleria Ghat and Shivala Ghat respectively – with leading exponents of the Benares *gharana* and folk traditions, *dadra*, *thumri*, *khayal gayaki* styles, Sufiyana and *ghazals*, and *pakhawaj* and *tabla* players. The Festival promises an experience that truly is 'Kabir in every sense' and, apart from the music, features sessions on art and literature inspired by Kabir in the afternoons, delectable local cuisine and curated walks with famous local residents as guides for attendees as they discover the fascinating city of Varanasi.

Having hosted renowned artistes like Kailash Kher, Shubha Mudgal and Kabir Café in the last two editions, this year will feature a Morning Music performance by Hindustani classical singer [Vidya Rao](#), Literature Afternoon Sessions by writer and mythologist [Devdutt Pattanaik](#) and renowned Bhakti scholar [Purushottam Agrawal](#) and Evening Music performances by award-winning singer and composer [Sonam Kalra](#) of the Sufi Gospel Project fame, *vani* and *bhajan* singer [Omprakash Nayak](#) and many others from an eclectic line-up of artistes which will be announced soon.

"The Mahindra Group is proud to present the 3rd Annual Mahindra Kabira Festival this November. Sant Kabir's thoughts are timeless and we are happy to bring back Kabir to where he was born – in the equally timeless city of Varanasi. The Festival will reverberate with music, poetry, discussions and more and if the previous festivals are anything to go by, the inhabitants of Varanasi and the



out-of-town delegates are in for a treat!” says Jay Shah, Vice President, Head – Cultural Outreach, Mahindra & Mahindra Ltd.

Speaking about the Festival, Sanjoy Roy, M.D, Teamwork Arts says, *“The third edition of the Mahindra Kabira Festival will bring together incredible artists, writers and performers who have imbibed the essence of Sant Kabir, who was able to surmount every challenge with wisdom and knowledge and the ability to be inclusive and bridge the divide through music and literature! Come celebrate humanity and discover the wonders of Varanasi through the eyes of this 15th-century spiritual master!”*

While attendance to certain events like Morning and Evening Music across the two days is free and open to all, the Festival has in store, [customised delegate packages](#), which offer a curated experience. These meticulously planned one and two-day packages offer an immersive experience of the festival and an opportunity to live out the history of one of the world’s oldest cities and its overpowering character. Delegates also have an option to choose from a range of designated Festival Hotels to stay at during their trip.

The detailed artiste line-up and programme will be announced soon. For more information please visit www.mahindrakabira.com

~ ~ ~

Date: 16th – 18th Nov 2018

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

Delegate Entry: The exclusive one-day (INR 13000) and two-day (INR 25000) delegate packages, with various options offer a chance to choose the kind of ‘festival experience’ tailored to you.

Accommodation Package: Hotel packages offer a wide range of choices. Note: accommodation packages mandate the additional purchase of the two-day Delegate Package (per person) since all hotel stays come with 2-day, 3-night durations. Starting from Rs. 20,000/- for 3 nights and 2 days and up to Rs. 1,46,000/- at select hotels across the city.

For more information on the Delegate Packages, please email delegates@teamworkarts.com

~ ~ ~



For media queries, please contact:

Teamwork Arts

Vidushi Khera: vidushi@teamworkarts.com

Deeksha Purohit: deeksha@teamworkarts.com

Zimisha Communications

Imitaz Alam: imtiiaz@zimisha.com / 9810227818

Santosh Kumar: santosh@zimisha.com/9990937676

NOTES TO EDITORS

About Mahindra - The Mahindra Group is a USD 20.7-billion, multi-national 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 / 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

-ENDS-

