



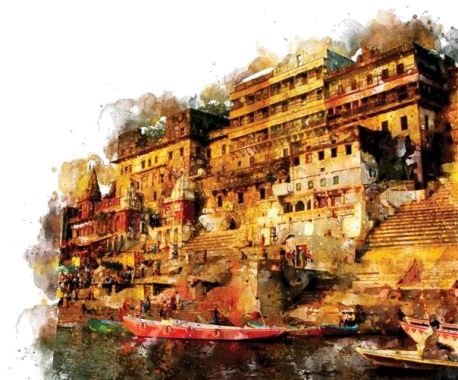
Mahindra Kabira Festival to be back at Varanasi next year

The annual Mahindra Kabira Festival will be back at its customary abode – in timeless Varanasi – in 2021. As the world continues cope with an extraordinary reality, the Festival put the safety of its audiences, artists and the residents of world’s oldest city before everything else. The Mahindra Group and Teamwork Arts collaboratively announced the postponement of the much-anticipated 2020 edition of the Festival that yearly celebrates the infinite wisdom of the 15th-century poet-saint Kabir, in accordance with safety protocols laid down by the state government.

A brainchild of the [Mahindra](#) Group and pioneering performing arts and entertainment company, [Teamwork Arts](#), the Mahindra Kabira Festival celebrates Kabir and the inherent wisdom of his verses through its varied programme offerings. In its previous four editions, the Mahindra Kabira Festival has hosted acclaimed and popular vocalists like Kailash Kher, Shubha Mudgal, Malini Awasthi, Pt. Ajoy Chakraborty, Vidya Shah, Vidya Rao, Shabnam Virmani, Muralala Marwara, Prahlad Tipaniya and many more.

Jay Shah, Vice President, Head – Cultural Outreach, Mahindra Group, said, *“Due to the escalating COVID-19 outbreak and the need for social distancing and most importantly, following our commitment towards safety of our esteemed audiences, we have decided to postpone the annual Mahindra Kabira Festival until next year. We will surely be back to the legendary ghats of the mighty Ganges celebrating the eternal wisdom of Kabir.”*

Sanjoy K. Roy, Managing Director, Teamwork Arts said, *“We are saddened to have to postpone the 2020 Mahindra Kabira Festival, as we know the anticipation with which local audiences and those who have traveled from across the world await the unique experience of the magic of Kabir in the timeless city of Varanasi.”*



Kabir's poetry is all about inclusiveness; every year, the Mahindra Kabira Festival has been celebrating this philosophy and bringing to music-lovers, an unforgettable experience of listening to leading exponents of the Benares gharana, folk and Sufi traditions, dadra, thumri, and khayal *gayaki* styles, ghazal exponents and pakhavaj and tabla players in an ambience redolent with history on the legendary *ghats* of the Ganga. Sessions on art and literature inspired by Kabir, specially curated city walks with famous local residents playing gracious hosts for guests, and delectable local cuisine are all integral parts of the coveted Mahindra Kabira Festival experience.

Next year, the Festival will once again inspire an experience of intangible beauty and musical intensity. The idea behind the Festival is to feast one's senses and spirit on the calm within the chaos of the world's oldest city and feel that precious sense of "oneness amongst diversity" preached by Kabir, through the unrivalled power of music, literature and the arts.

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NOTES TO EDITORS

About Mahindra: The Mahindra Group is a USD 20.7 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 enjoys 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, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over



2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

About Teamwork Arts: 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 and visual artists in the cultural and art space in India and abroad.

Every year, we produce over 25 performing, visual arts and literary festivals in several countries including Australia, Egypt, France, Germany, Hong Kong, Italy, Singapore, South Africa, Spain, the UK and USA as well as many eclectic festivals across India. We produce the world's largest literary gathering: the annual Jaipur Literature Festival; JLF international now travels to the US, UK, Canada, Qatar and Australia and we have recently launched a digital series - JLF Brave New World. Our musical extravaganza, Bollywood Love Story - A Musical, continues to tour the world with sold-out shows everywhere it is held.

More information at: www.teamworkarts.com

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