

Press Release

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## **Gul Panag and her Mahindra Scorpio Getaway in an all-new series on Discovery Channel**

- The 3-part series **'Off Road with Gul Panag: Ladakh'** premieres on March 27<sup>th</sup> on the Discovery Channel
- Mahindra Scorpio Getaway selected as the vehicle of choice for its powerful engine, go-anywhere capability and ample load-carrying space

**March 25, 2015, Mumbai:** Gul Panag, the well-known, multifaceted personality – activist, actor, aviator, animal lover, adrenaline junkie, adventurer, avid traveller, automobile & fitness enthusiast, biker, entrepreneur, student, writer - recently went on a challenging, women-only expedition, with her friend Swaty, from Manali to Leh in her customized Mahindra Scorpio Getaway, covering 2257 kms in 13 days. The adventures and fun experiences of this journey are captured in a 3-part series **'Off Road with Gul Panag: Ladakh'** which will air on the Discovery Channel, starting March 27, 2015 at 8pm.

Speaking on her expedition, **Gul Panag** said, "Wanting some time away from the hustle and bustle of daily city life, my friend Swaty and I took this road trip to Ladakh - a place that has everything an adventure-seeker looks for - clean air, scenic beauty and lots of adventure. The journey was fraught with plummeting temperatures, treacherous terrains and utter isolation. But the fully-equipped, custom-fitted Mahindra Scorpio Getaway proved to be a tough and rugged, dependable companion and took all these challenges in its stride."

According to **Vivek Nayer, Chief Marketing Officer, Automotive Division, M&M Ltd**, "Our tough and rugged SUVs are great enablers of an outdoors lifestyle involving long road trips, and off-roading adventures. That is exactly the premise of our association with Discovery Channel and Gul for the upcoming 3-part adventure series **'Off Road with Gul Panag: Ladakh'**."

**Mr. Nayer further added**, "Gul clearly symbolizes the take-on-anything spirit of our SUVs. Hence we decided to partner Gul's mission to tame the tough terrains of Ladakh with our custom-fitted Mahindra Scorpio Getaway. Discovery Channel was a natural partner given its programming repertoire, the credibility it enjoys in this genre and connect that it has with Indian viewers."

Presenting the series, **Arun Thapar, Vice President – Programming (South Asia), Discovery Networks Asia-Pacific** said, "At Discovery, it has always been our endeavour to offer differentiated and high quality content to our viewers. **'Off Road with Gul Panag: Ladakh'** is a travel-cum-adventure series that highlights a journey to drive through one of the most extreme places in the world. The journey also captures the beautiful and rugged terrains of Ladakh, its peculiar fauna and flora and scenic splendour as a mountain desert. We take pride in our partnership with Mahindra & Mahindra and Gul Panag to make this journey an adrenaline-infused experience for our viewers."

**'Off Road with Gul Panag: Ladakh'** will simulcast on Discovery Tamil every Friday at 8 pm, starting March 27th and will have repeat airings every Saturday at 8 pm. The series will later air on TLC and Discovery Turbo in end-April and May respectively.

Christened the 'Super Milo' after her late pet Beagle, the tough and rugged Mahindra Scorpio Getaway, with its powerful engine, go-anywhere capability and ample load-carrying space was a natural choice for a journey as arduous as this one. Gul, known for her love for adventure, is viewed by many as a symbol of the dynamic, modern-day, independent Indian woman. She found an equal match in the Mahindra Scorpio Getaway as she took off on her expedition with close friend Swaty. Gul custom-fitted her Mahindra Scorpio Getaway and geared it up to meet the demands of the journey. Her customized Mahindra Scorpio Getaway boasts of specialized enhancements such as a heavy duty winch, high lift jack, snorkel, metal off road bumpers, additional lights, suspension lift, premium traction tyres and steel wheels, mechanical locking differential, roof top tent with side awning, 40 litre auxiliary fuel tank, 100 litre stainless steel water tank, cargo bay roll cage, specialized rooftop carrier, diesel tuning box, dual battery management system a C.B. radio and a roof mounted revolving search light to make it more sturdy and self-sufficient for going off-road and for setting up camp in isolated locations. The vehicle also carries a portable gas burner and an oxygen cylinder in case of High Altitude Sickness.

Committed to creating the highest quality non-fiction programming in the world, the Discovery Channel crew followed Gul and Swaty to present the most fascinating part of the journey. Using modern camera technology like GoPro, in-vehicle cameras and tracking cameras, the series presents an adrenaline-filled-adventure ride through picturesque locales of Ladakh. Be it the spectacular panorama, exclusive footage of the making of the customized Mahindra Scorpio Getaway or the road trip with its share of off-roading and dune bashing, the series promises to be an exhilarating travel experience.

Produced by Tittar Lodge Productions for Discovery Channel, '*Off Road with Gul Panag: Ladakh*' covers Gul's journey from Manali to Rohtang, onwards to Keylong, Jispa, and Tsokar before entering the Indus Valley and exploring never seen before parts of Ladakh. Other highlights include passing the iconic Gata Loops- the 22 hairpin bends that ascend over 400 feet and taking on the highest three motorable passes in the world Khardung La, Taglang La and Chang La.

### **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 16.5 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 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 Discovery Network**

Discovery Channel, the flagship network of Discovery Communications, is devoted to creating the highest quality pay-TV programming in the world and remains one of the most dynamic networks on television. First launched in 1985 in the U.S., Discovery Channel reaches 206 million subscribers in Asia Pacific. It offers viewers an engaging line-up of high-quality non-fiction entertainment from blue-chip nature, science and technology, ancient and contemporary history, adventure, cultural and topical documentaries. For more information, visit [discoverychannel.co.in](http://discoverychannel.co.in)

### Telecast Schedule

Channel Name	Premier Airing dates	Time band	Days
Discovery	27th March	2000-2030	Fri
	3rd April		
	10th April		
Discovery RPT	28th March	1600-1630	Sat
	4th April		
	11th April		
TLC	22nd April	2100-2130	Wed
	29th April		
	6th May		
TLC RPT	26th April	2200-2230	Sun
	3rd May		
	10th May		
TURBO	26th April	1800-1830	Sun
	3rd May		
	10th May		
TURBO RPT	1st May	1700-1730	Fri
	8th May		
	15th May		
TAMIL	27th March	2000-2030	Fri
	3rd April		
	10th April		
TAMIL RPT	28th March	1400-1430	Sat
	4th April		
	11th April		