

Press Release

'Kargil Vijay Run' a tribute to the Kargil War Heroes by Mahindra Logistics in partnership with Sufiya Sufi

Watch the video here: <https://youtu.be/iDXoqizLhAs>


India, July 26, 2024: Mahindra Logistics Limited, a leading integrated logistics solutions provider, launched its latest video commemorating the 25th anniversary of Kargil Vijay Diwas. The video encapsulates the 'Kargil Vijay Run' by Sufiya Sufi, an incredible way to pay homage to the valour and sacrifice of our armed forces. Featuring ultra-runner Sufiya Sufi's journey across the challenging terrains of Leh up till the Kargil War Memorial reflects relentless spirit and determination.

The video campaign opens with Sufiya running under the scorching sun, embodying her passion and determination to conquer every milestone. Starting her run from the Galwan War Memorial, surrounded by the hustle and bustle of an army camp symbolises the courage and commitment of the soldiers. The narrative beautifully interweaves Sufiya's personal drive with the bravery of the Indian soldiers showcasing breath taking landscapes and steep trails. The presence of Mahindra Logistics in these challenging geographies adds confidence to Sufiya's inspiring run, demonstrating the company's commitment to operational excellence and pan India connectivity.

The meticulously planned run from the Galwan War Memorial to the Kargil War Memorial was conducted at freezing temperatures with a total elevation gain of 8000m, all above 3500m altitude and with only 60% oxygen levels. Spanning 490 km, the campaign demonstrates endurance and the unyielding spirit of Sufiya that resonates with Mahindra Logistics Ltd.'s vision of connecting India's proximities with efficiency and excellence.

Commenting on the 'Kargil Vijay Run' initiative, **Mansi Nagri, Associate Vice President – Marketing, Communications & Sales Excellence, Mahindra Logistics Ltd.**, said *"Kargil Vijay Diwas signifies the valour and sacrifice of our armed forces. Our partnership with Sufiya Sufi for 'Kargil Vijay Run' captures her journey of endurance and perseverance. This association strengthens our commitment to support army veterans through career opportunities that ensure their successful transition into corporate life. This partnership is an effort towards inspiring every Indian with the spirit of determination mirroring the courage of our soldiers"*.

Commenting on the successful completion of 'Kargil Vijay Run', **Sufiya Sufi, Acclaimed ultra-marathon runner and 5 times Guinness World Record Holder** said, *"I did the Kargil Vijay Run to honour the brave hearts of our country. The journey despite its challenges couldn't make me give up as I was carrying the responsibility of their courage at each step from Galwan to Kargil War Memorial. I am thankful to the Northern Command of Indian Armed Forces, Mahindra Logistics, and Fire Fury Corps for supporting me in this incredible journey"*.

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As part of the initiative, Mahindra Logistics also announced pan India donation drive to the Army Welfare Fund in support of the veterans and their families.

About Mahindra Logistics:

Mahindra Logistics Limited (MLL) is an integrated third-party logistics (3PL) service provider, specialising in supply chain management and enterprise mobility. MLL serves over 400+ corporate customers across various industries like Automobile, Engineering, Consumer Goods and E-commerce. The Company pursues an “asset-light” business model, providing customised and technology enabled solutions that span across the supply chain and people mobility services.

For more information, visit www.mahindralogistics.com

About Mahindra:

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 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>

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