

Mahindra Auto Quotient Season 9 flags off across 64 cities in the country

- Entries are open to all
- Prizes for the grand finale include Mahindra Mojo Bikes and participation in thrilling Mahindra Adventure events

Mumbai, Dec 18, 2017: Mahindra & Mahindra Ltd officially flagged off the 9th season of Mahindra Auto Quotient (AQ), a first of its kind pan-India Auto Quiz. The event will be held across 64 cities, starting from 18th Dec'17.

Mahindra AQ has been engaging auto enthusiasts for the past eight years. This time the **India's largest automotive quiz** is again open **to all the auto enthusiasts aged between 18 – 35 years!** The 9th season will continue to provide an opportunity where people can refer their friends to participate in the quiz by registering on the spot, on the Mahindra AQ app as well as online on the Mahindra AQ website. The finale will have 4 zonal finalist teams competing against each other to provide an enhanced quizzing experience.

Rajeshwar Tripathi, Chief People Officer, Automotive & Farm Equipment Sectors, Mahindra & Mahindra Ltd said, "Mahindra Auto Quotient has been growing in popularity with each passing year and it gives us immense pleasure to meet and interact with young enthusiasts from across the country, be it from satellite towns or the hinterland. It is their enthusiasm and passion for automobiles that has encouraged us to expand our reach year on year. We sincerely believe that Mahindra AQ will provide the right platform through which auto passionate individuals can meet and interact with like-minded people and further nurture their aspirations of building a successful career in the automobile industry."

The finalists will be selected through city rounds that comprises of preliminary online rounds and stage rounds conducted across 4 zones, followed by studio rounds in Mumbai.

Winners of the grand finale will receive Mahindra Mojo Bikes. The runners up will get a chance to be a part of **Mahindra Adventure Wild Escape** and **Mahindra Great Escape** respectively

Mahindra AQ achieved a milestone of 7 lakh participants over these years and 8 lakh viewers in collaboration with NDTV 24X7 and NDTV Profit till Season 7. Mahindra AQ had won the prestigious Indian Television award for Best Quiz & Game show in 2010.

Auto enthusiasts interested can participate in the quiz by registering on <http://mahindraaq.com/quiz2018/>. The social media pages have plenty of trivia to keep the grey cells buzzing. Enthusiasts can also log on to <https://www.facebook.com/MahindraAQ> and win exciting Mahindra AQ merchandise.