

Extending Women's Day celebrations; JK Tyre WIAA "Women's Rally to Valley" 2024 Kicks off

~ Around 300 women in 100 cars participated in the rally, raising awareness of the different socioeconomic concerns that women face in society ~

Mumbai, 9th March, 2024: The highly anticipated annual event for women in motorsports, the JK Tyre WIAA Women's Rally to Valley, was flagged off today from the National Sports Club of India (NSCI) in Worli, Mumbai. Organised by the Western India Automobile Association (WIAA) and presented by JK Tyre, the rally witnessed participation from close to 300 women in around 100 cars from diverse backgrounds coming together for this commemorative weekend.

Continuing with the festivities, **the rally was flagged off in the presence of Shri. Anil Kumbhare, Joint Commissioner of Police (Traffic)**, signalling the commencement of yet another thrilling motorsport adventure. The rally will traverse through the city's notable sites and conclude in Pune, where the winners will be felicitated in a grand prize distribution ceremony.

Commenting on the rally, **Mr. Sanjay Sharma, Head-Motorsport, JK Tyre**, said, *"It has been our endeavour to make motorsport accessible to everyone, and our association with WIAA for over 10 years has been crucial to our success in achieving this goal. We are thrilled to witness increasing participation from women in this event over the years and wish to see this enthusiasm continue in the future. Throughout the month, JK Tyre is honouring women empowerment with various initiatives across the nation."*

The participants leveraged this platform raise awareness of significant social and economic issues that affect society including Women's Safety, Mental Health, Support for Farmers, Save Girl Child, and Social Acceptance.

Conducted under the aegis of FMSCI (Federation of Motor Sport Clubs of India), the rally follows the classic TSD (Time, Speed, and Distance) format. This format tests the skills of both the driver and navigator, with penalty points for being ahead or behind schedule. Being one of the simplest format of rallying, the TSD format enables anyone with a driver's license to team up with a navigator to start with the motorsport endeavour. The team has to tackle the course while following the route instructions, calculating the average speed, and making sure they are on track rather than falling behind or ahead of schedule, as both eventualities result in penalty points.

JK Tyre WIAA "Women's Rally to the Valley" aligns with JK Tyre's vision of bringing more women into motorsport and giving them a platform to celebrate their true potential. Over the years, JK Tyre has hosted successful editions of women's only events across India and has

played an instrumental role in training women champions like Shriya Lohia, Mira Erda, and Sneha Sharma, who have represented the country on the international stage of Motorsport. Moreover, under the aegis of FMSCI, the company has adopted FIA's highly successful and global initiative, the Girls on Track (GoT) program encouraging women to enter the world of motorsports through karting. The program is aimed at creating awareness at the grassroots level in the country and emboldening young girls to come to the track and understand different aspects of the Motorsport. Through this program, JK Tyre has identified key talent in the world of Motorsports at the bedrock level who are then nurtured to hone their skills for a career in this thrilling sport.

About JK Tyre Motorsport:

JK Tyre has been closely associated with the world of motorsports for almost three decades. The company laid down a long-term plan to popularize and promote the sport in the country. Its first target was to change the notion that this was a sport for the elite. So, it packaged and redesigned it in a spectator-friendly way, drawing the masses to the sport. JK Tyre's efforts started paying dividends in just a few years' time, with the likes of Narain Karthikeyan and Karun Chandok going all the way to the F1 rung, the highest level of single-seat racing in the world. Since then, a number of stars emerged, including Armaan Ebrahim, the Maini brothers (Kush and Arjun), Anindith Reddy Konda, amongst many others. JK Tyre Motorsports is very proud of the role it has played in bringing women into motorsports in a big way. Apart from encouraging them to get into the sport through karting as kids, the company also gave them opportunities in various national championships. With a vision to promote women in motorsports, the company has curated women-centric events such as JK Tyre WIAA Women's Rally to Valley, JK Tyre Defence Wives Power Drive, JK Tyre-YFLO Women's Power Drive, JK Tyre Times Women's Drive apart from introducing an all-women's team in the JK Tyre National Racing Championship to encourage women to take up to the sport.

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