

‘All Women Bike Rally’ Driven by JK Tyre BLAZE RYDR flagged off

Organised concurrently with International Women’s Day, the rally had a significant turnout of 2800 riders championing the cause of women empowerment themed - Swayam Siddh.

New-Delhi, 10th March, 2024: Actively advocating for Women's Empowerment via motorsports for several years, JK Tyre has partnered with yet another highly anticipated initiative in the national capital. **The 11th edition of ‘All Women Bike Rally’ driven by JK Tyre BLAZE RYDR** was rolled out today from Connaught Place (CP) in New-Delhi. **The powerful rally was flagged off by Smt. Smriti Irani, Union Minister for Women & Child Development; Shri. Vinai Kumar Saxena, Lieutenant Governor of Delhi; and Mr. Anshuman Singhania, Managing Director, JK Tyre & Industries.**

With the theme of ‘Swayam Siddh’, the rally is focused on encouraging and celebrating women who are to be self-reliant and are complete in themselves. The initiative is aimed at advancing the self-assured, capable, and joyful women who overcome obstacles in life. Over 2800 riders participated in this purpose-driven rally to express cohesion with the cause and celebrate the essence of being a woman.

The rally will traverse through various areas of the national capital, such as Barakhamba Road, Mandi House Circle, India Gate Circle, Lodhi Road, Prithviraj Road, and K G Marg, and will culminate at the same point in CP. Women from different age groups galloped along the tailored route on their mean-machines with pride.

Commenting at the flag-off, **Mr. Anshuman Singhania, Managing Director, JK Tyre & Industries**, said, *“For over a decade, JK Tyre has been a voice for women's advancement by opening up prospects in a heavily male-dominated profession like motorsports. One such inspiring initiative is the "All Women Bike Rally driven on JK Tyre BLAZE RYDER” is proud to partner with a renowned publication to spread this cause. We strongly believe that women of today are capable of anything and can pave the way for societal change. Our association with this rally is another feather in our cap, confirming our dedication to building more vibrant and diverse communities in India for all the women on wheels. We believe that women of today are independent, competent, and can pave the path for social transformation.”*

In an effort to support women in breaking free of gender stereotypes in motorsports, JK Tyre has established a number of initiatives in the country. These include the JK Tyre WIAA Rally to Valley, the JK Tyre Times Women's Drive, the JK Tyre Ladies Power Drive, the JK Tyre Defence Wives Power Drive, the JK Tyre FICCI YFLO Power Drive, and others. The company has also made an effort to align these events with worthy causes, such as women's leadership, women's safety, and so on. Moreover, JK

Tyre has played a crucial role in mentoring and training women champions such as Shriya Lohia, Mira Erda, and Sneha Sharma, who have represented the nation on the international stage of motorsport.

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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