

JK TYRE FLAGS-OFF THE BIGGEST WOMEN'S ONLY MOTORSPORT EVENT OF NORTH INDIA

Over 300 women came together to participate in the Time, Speed, Distance event from Delhi to Jaipur

New Delhi, September 23, 2023: The atmosphere was electric this morning at Siri Fort Auditorium in Delhi as the **4th JK Tyre Times Women's Drive** roared to life. The TSD Rally was flagged-off by the **Chief Guest Smt. Meenakshi Lekhi, Minister of State of External Affairs and Culture, Government of India and Mr. Anshuman Singhania, Managing Director, JK Tyre & Industries. Padma Shree Khel Ratna and Arjuna Awardee Deepa Malik was also present as Special Guest** to cheer for the participants.

The event saw around 300 female participants in 100 cars from all walks of life come together to celebrate the occasion called Motorsport. This exhilarating rally is yet another milestone in JK Tyre's steadfast dedication to elevating women in motorsports. The TSD (Time, Speed, Distance) Rally features a series of specially designed routes, all in compliance with safety guidelines, navigating through the picturesque highway and cruising to the finish line at the luxurious Marriott Hotel in Jaipur.

Rooting for all the teams, **Smt. Meenakshi Lekhi, Minister of State of External Affairs and Culture, Government of India**, said, "It is heartening to see women of all ages bonding together to take control of the streets with this event. Similarly, the government has been working dedicatedly to empower women in the nation through its numerous initiatives and policies. I wish luck to all the participants and encourage them to put their best foot forward."

At the flag-off, **Mr. Anshuman Singhania, Managing Director, JK Tyre & Industries**, said, "JK Tyre is delighted to be associated with the Women's Drive which is in its fourth consecutive year. We have been advocating the cause of encouraging female participation in motorsports for over a decade now. We're thrilled to witness the burgeoning interest in motorsports among women while promoting the social causes closer to their hearts in a creative manner through this event. We wish all the participants would demonstrate their exemplary driving abilities while having fun and being in total control."

Padma Shree, Khel Ratna & Arjuna Awardee, Deepa Malik, said, "JK Tyre is like my family and it's an absolute privilege to be a part of this wonderful initiative by them. It has been my learning that the progression of civilization and technology, as well as a pivot for change, have all been represented by wheels throughout history. I would like all the participants to take inspiration from it and thrive through this liberating drive."

The rally, conducted under the aegis of FMSCI (Federation of Motor Sport Clubs of India), is conducted in the classic TSD (Time, Speed, and Distance) format. This accessible format allows anyone with a driving license to team up with a navigator and tackle the course. It's a unique opportunity to hone one's driving and navigation skills, all while exploring the scenic routes between Delhi and Jaipur. The experience gained here serves as an invaluable stepping stone for those aspiring to venture into professional motorsports.



The JK Tyre Women's Drive is more than just a rally; it's a celebration of female drivers nationwide championing social causes like 'Mental Health', 'Stop Road Rage', 'Stop Substance Abuse', 'Break free of stress' amongst others. It's a powerful statement that women are not just breaking stereotypes; they're owning the road and making their mark in the world of motorsport

The rally will culminate in Jaipur where the winners will be felicitated in a prize distribution ceremony.

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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