

Press Release

11th Edition of Mahindra Excellence in Theatre Awards in Delhi Announced

- META 2016 calls for entries to be submitted in prescribed format by 20th January, 2016

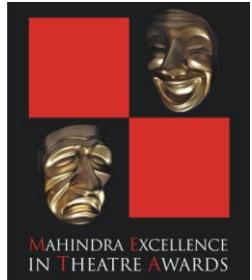
January 14, 2016; Delhi: The Mahindra Excellence in Theatre Awards (META) a weeklong national theatre festival and award, which stages the best of theatre from the year gone by. META is calling for entries from theatre productions across the country, for the 11th edition of the awards. The US \$16.9 billion Mahindra Group in conjunction with pioneering entertainment company Teamwork Arts announced the call for entries today. The last decade has seen META conferring awards across 13 categories celebrating various crafts of theatre including Stage Design, Lighting and Costumes apart from Best Play, Best Director, etc. Theatre groups from all over the nation participate in this festival to compete for the prestigious and most comprehensive awards recognizing Indian Theatre.

Apart from the prize money and the opportunity to perform at the National Capital, it is the recognition of META that encourages various theatre groups to participate every year. A large number of award winning productions have traveled across the world after being recognised at the annual theater awards. The 11th META Festival is scheduled from 6th to 13th March, 2016 at New Delhi's LTG, Kamani and FICCI Auditoriums along with a Gala Awards Night where the city's who's who will be present on March 13th, 2016 at the Taj Mahal Hotel, on Mansingh Road, in New Delhi.

This year the festival opens with a production dedicated to the Lifetime Achievement award. The award specially constituted 6 years ago pays tribute to the stalwarts of theater who have contributed significantly in promoting, propagating and evolving the theater tradition in India. Past winners have included, Badal Sircar, Zohra Sehgal, Khaled Choudhary, Ebrahim Alkazi, Girish Karnad & Kanhaiyalal Heisnam.

Jay Shah, Head, Cultural Outreach, Mahindra & Mahindra Ltd said "*Mahindra Group has always been at the helm of promoting various aspects of arts. It is heartening to see the incredible journey of META in the last decade. Theatre groups from across India have been part of this prestigious event, and we will continue our endeavour to celebrate, and stimulate national theatre and increase its awareness and appreciation*"

Instituted by the Mahindra Group, in continuation of its commitment to promoting the arts, and produced by Teamwork Arts, a pioneering entertainment company in the performing arts space, META aims at bringing together the best of Indian theatre from the year gone by.



Sanjoy Roy, MD, Teamwork Arts said, “*META has given a platform and recognition to hundreds of theatre groups from remote corners of the country. This award has been witness to many success stories and as we step into the next decade of META, we’re working to enhance the role of Creative Industries in India’s economy’*

The submissions must be sent in the form of recorded DVDs on or before **20th January, 2016**. The entries have to be shared online followed by sending in recorded DVDs of the play via post on or by logging in to <http://metawards.com/v1/entry-form-2016/>

All productions that meet the eligibility criteria will be viewed by an esteemed selection committee comprising five eminent theatre personalities. The selection committee will then pick the 10 best productions after viewing the DVDs and nominate them under the 13 award categories. The ten chosen entries will then be invited to perform live in front of an esteemed jury and general audience. Every entry for META should meet certain criteria, details of which are available on <http://metawards.com/v1/entry-form-2016/>

About Mahindra Group

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The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

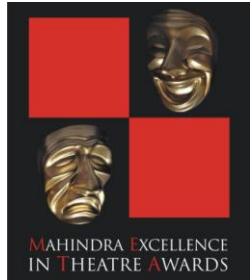
In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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About Teamwork Arts

For over 25 years, Teamwork Arts has taken India to the world and brought the world to India.

In countries such as Australia, Canada, Egypt, France, Germany, Hong Kong, Italy, Israel, Korea, Singapore, South Africa, Spain, UK and USA, Teamwork produces over 25 highly acclaimed performing arts, visual arts and literary festivals across more than 40 cities.

Teamwork produces one of the world's largest free literary gatherings, the annual ZEE Jaipur Literature Festival, international festivals Shared History in South Africa, Eye on India in the United States of America, India by the Bay in Hong Kong, and many more.

Website: www.teamworkarts.com

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