

CEAT and Wander Beyond Boundaries come together for ‘Zanskar & Beyond’ expeditions

The self drive 4x4 based expeditions will highlight the culture of responsible and sustainable travel, reaching remote corners of Western Ladakh

30th July 2021: CEAT Tyres, India’s leading tyre manufacturer, has partnered with Wander Beyond Boundaries (WBB) to organise two 4x4 extreme terrain driving expeditions called ‘Zanskar & Beyond’ to promote responsible and sustainable travel. The drives will cover less-frequented territories in Ladakh, with the first one planned from August 1 to 14, and the second from August 21 to September 3.

The fleet will comprise about 9 vehicles and a total team size of 25 participants from various parts of the country. The vehicles will include the Thar, Fortuner and Gypsy, - a locally hired mixed convoy.

The back-to-back expeditions will start and end at Leh, covering **1100kms** in approximately 14 days, with an average of 8-hour driving daily. From Leh, the participants will go to Dha, Sasila, Kargil, Umba La, Drass, Rangdum, Padum, Shinkula, Singe La, and Lamayuru before making their way back to Leh.

The expeditions will highlight, showcase, and promote the culture of responsible travel, reaching remote corners of Batalik, Drass, Kargil, Zanskar and revealing contours of the land and its people. It will showcase the natural grandeur, diversity, culture, and people of the forgotten lands. The expedition will aim to “Live the Journey”, demonstrating fine attributes that constitute responsible overland travel such as minimum impact with respect to waste generation, zero litter, cultural competence, benefit to local economy, etc.

Mr. Amit Tolani, Chief Marketing Officer CEAT Tyres Ltd, said, “Zanskar & Beyond is truly an adventure to experience. In the next two years, given its cultural, historical, and geological wealth, it is set to become the most sought-after tourist destination. So, a responsible and sustainable tourism culture needs to become mainstream if the area is to survive the onslaught. This awareness must be deliberately built, embedded, and impressed upon – both with local and well-meaning tourists. Our expeditions will aim to showcase the beauty and culture of these forgotten lands in a sustainable and responsible manner. We are elated to be able to support WBB in this initiative.”

Nidhi Salgame, Founder & Director, WBB added “Zanskar is a pristine geography in Western Ladakh; had remained tucked away from the ballooning tourism in Eastern Ladakh, and therefore was insulated from its ill-effects for decades due to limited road access. But with two new roads opening in the last two years, there has been a sudden influx of tourism. Unless the pristine natural and cultural beauty is preserved proactively, it is a matter of time before we lose it. Zanskar & Beyond is a step in that direction. It will not only increase awareness about the various contours of the region and its culture, but also propagate the culture of responsible travel”. **Col. Satty Malik, SM (Retd), Co-Founder, WBB** further reiterated “We have taken a lot of care to integrate local people, cultural performances etc. and have deliberately worked on ways to benefit the local economy by partnering with many regional associates. Building awareness on minimizing generation of waste and proper waste disposal has been a big part of our work in these areas” .

About CEAT Ltd (www.ceat.com):



CEAT, the flagship company of RPG Enterprises, was established in 1958. Today, CEAT is one of India's leading tyre manufacturers, and has a strong presence in global markets. CEAT produces over 35 million tyres a year and offers the widest range of tyres to all segments and manufactures world-class radials for heavy-duty trucks and buses, light commercial vehicles, earthmovers, forklifts, tractors, trailers, cars, motorcycles, and scooters as well as auto-rickshaws.

About RPG Enterprises (www.rpggroup.com):

RPG Enterprises, established in 1979, is one of India's fastest-growing business groups with a turnover of US\$ 4 Billion. The group has diverse business interests in the areas of, Tyres, Pharma, IT and Specialty as well as in emerging innovation-led technology businesses.

About WBB (www.wanderbeyondboundaries.com)

Wander Beyond Boundaries (WBB) are pioneers in extreme overlanding; they curate and lead 4x4 based extreme terrain self-drive expeditions to remote corners of the world in an effort to enable people to define their lens for life.

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