

Press Release  
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## MercedesTrophy 2010: Celebrating a decade of Golfing Excellence

- Mercedes-Benz celebrates 10 years of MercedesTrophy in India. This is the largest Invitational golfing event in Indian calendar: 14 tournaments across 10 cities; 2000+ golfers; an unparalleled lifestyle-sporting extravaganza
- Ace international star **Golfer Gaganjeet Bhullar** signed as the ambassador for the 10th edition of MercedesTrophy
- Renowned **fashion designer Manish Arora** presents his ensemble “Inspired by Mercedes” at an exclusive lifestyle evening event to announce the winners of the regional rounds.

**Pune: The National Finals of 10th Edition of MercedesTrophy in India concluded at the Oxford Golf & Country Club in Pune. The event marked a tee-off by Dr. Wilfried Aulbur, Managing Director & CEO, Mercedes-Benz India along with Mr. Gaganjeet Singh Bhullar, the brand ambassador for the 10<sup>th</sup> Edition of Mercedes Trophy. The tee-off was also attended by the presenting partners: Puneet Chaddha, Managing Director and Head Commercial Banking, HSBC India and Ramnath Krishnan, Managing Director and Head Private Banking, HSBC India.**

**A sporting extravaganza:** Commemorating a decade of resonance with élan and brilliant golfing action, Mercedes-Benz, for the first time introduced a ten leg club level qualifier in India organized across ten cities - Kolkata, Ahmedabad, Mumbai, Hyderabad, Delhi, Chennai, Bangalore, Pune, Mumbai & Cochin. This was followed by the MercedesTrophy Regional Rounds that was played in four cities, namely, Bangalore, Delhi, Chandigarh & Mumbai. The lucky winners of the Regional round battled it out at the prestigious Mercedes Trophy National Finals played at the exotic Oxford Golf & Country Club in Pune. The three lucky winners of the national finals will get a unique chance to participate in the Mercedes Trophy World Finals - an annual congregation of the finest-proven players and Mercedes-Benz enthusiasts, organized at Stuttgart, Germany.

**An evening of high-fashion:** At a glittering evening event of fashion, cars and indulgence, the lucky winners carried away their prizes. The highlight of the event was unmistakably the ensemble “Inspired by Mercedes” where designer Manish Arora presented an ensemble for Mercedes-Benz that was a tribute to style, sophistication and elegance. Manish Arora drew inspiration from the fascinating cars for the Pure Fascination Collection. The collection showcased was engineered with immense passion and detail for luxury for evoking a new sense of fascination into the world of fashion.

The collection is a stunning palette of colours, textures and fabrics from an unconventionally creative mind.

**Quotes:**

**Dr. Wilfried Aulbur, Managing Director & CEO of Mercedes-Benz India:** “The MercedesTrophy has emerged as the largest golfing extravaganza in India. With 14 tournaments in 10 cities, 2000+ golfers and very attractive awards, MercedesTrophy is the most premier and eagerly awaited event in the Indian golfing calendar. The smooth drives of Gaganjeet Bhullar on course are complimented by the fine ensemble of Manish Arora in the evening celebrations. In all, the MercedesTrophy promises an unforgettable experience to customers and fans of the Mercedes-brand in India.”

**Manish Arora:** “Cars and fashion has been an iconic duo and Mercedes-Benz epitomizes the zenith of lifestyle. I am delighted to start this association and look forward to many exciting themes and concepts in times ahead, with the three pointed star in India. The presentation of my collection “Inspired by Mercedes” is a good start to this association.”

**Mr. Gaganjeet Bhullar:** “It’s an honour for me to be associated with the iconic brand like Mercedes-Benz. Mercedes-Benz recognizes golf worldwide and has the same commitment in India. I am amazed at the level of zeal and enthusiasm shown by the participants here today who are keen to master the art of golf. I think that this Trophy is a great initiative and is a great opportunity for amateur golfers to showcase their talents & hone their skills.

**Puneet Chaddha, Managing Director and Head Commercial Banking, HSBC India:** "HSBC, as sponsor of some of the world's most prestigious golfing events, has a long-standing association with Golf that spans years and continents. We are now pleased to extend this association to India through

the Mercedes-Benz Golf tournament. This event will encourage and recognise golfing talent from all parts of the country."

**Ramnath Krishnan, Managing Director and Head Private Banking, HSBC India:** "This multi-city, multi-level 10th edition MercedesTrophy tournament is an ideal platform for golfers to showcase their talent. It is only apt that this tournament is backed by two global brands - HSBC and Mercedes-Benz - that are known for their passion for quality and excellence. These are also qualities that this great game rewards."