

## Media

### **M3M's Maiden Corporate Golf Tournament envisage to bring together Indian Corporates in a friendly ambiance**

Gurgaon 8th February 2010- M3M India Pvt. Ltd., country's upcoming boutique real estate developers today teed off their maiden Corporate Golf Tournament christened 'M3M Cup' at ITC Classic Golf & Country Club, Gurgaon. 'M3M Cup' will witness around 88 Head Honchos from the Indian Corporate World unwinding on the golf course & exhibiting their expertise & keenness as amateur golfers. 'M3M Cup' following the Stableford format is being organized in association with The Nirvana of Golf, a Premier Community of Golfers, For the Golfers, By the Golfers wherein this premier community of like minded people is designed to let members create their own tournaments and formats while in the pursuit of golfing nirvana.

M3M preferred to employ the Stableford format in view of the time constraint for the Corporates. Under this format the objective is to get the highest score, by awarding points based on the golfer's scores in relation to a fixed score at each hole, which is chosen by the tournament committee. Stableford has the added benefit of speeding up the pace of play, as once it is no longer possible to score a point, a player does not have to complete the hole but can simply pick up their ball and proceed to the next hole.

Speaking on the occasion Mr. Achal Raina, President, M3M India Ltd. said, "Corporate golf has made a big impact in India in the past several years and it is wonderful to see over 88 corporate amateurs assemble here today with their assorted collection of golf equipment and test their skills in the Stableford format to win the 'M3M Cup'. Golf has emerged as the Indian Corporates' most favourite sport. We understand the need for such an event that provide the Corporates with an effective arena to polish and perfect their skills, thereby further popularising the sport." He further added, "Golf is a game which develops both your mind & body and at the same time builds up camaraderie, quality much valued by M3M."

Commenting on the 'M3M Cup', Nilanjan Maitra, Chief Officer-Corporate Affairs, M3M India Ltd. said, "This tournament underlines M3M's philosophy of combining a joyful living with a healthy lifestyle. Such tournaments as the 'M3M Cup' permit the people to avail an opportunity to enjoy open air, bonhomie combined with physical exercise & mental relaxation. Such events also inculcate sportsmen spirit & provide a competitive edge away from the daily hum drum routine. In the long run such event can also become a breeding ground & stepping stone for grooming the young talents & producing Champions."