

Embassy of India

Mexico City

Press Release

'Maharashtra Utsav' celebrations organized by the Embassy of India

Mexico City, 7 September 2024

The Embassy of India in Mexico City, in collaboration with the Indian Association of Mexico, successfully organized the 'Maharashtra Utsav', a vibrant cultural extravaganza dedicated to celebrating the rich heritage and traditions of Maharashtra on Saturday 7 September, 2024. This unique event attracted a diverse audience, including local Mexicans and the Indian diaspora, strengthening the cultural ties between India and Mexico.

2. The members of the diaspora and friends from Mexico came together in large numbers to welcome Lord Ganesha, as the Utsav coincided with Ganesh Chaturthi. A specially decorated 'Pandal' was set up by the Indian community. The 'puja' ceremony witnessed enthusiastic participation with display of great energy and devotion by everyone present on this occasion.

3. In his remarks, Ambassador Pankaj Sharma, noted the historical and cultural significance of Maharashtra, and recalled the century-old ties specifically between Maharashtra and Mexico, when the eminent revolutionary and agricultural scientist Dr. Pandurang Khankhoje, arrived in Mexico to make it his home. He highlighted Maharashtra's diverse traditions, entrepreneurial spirit, and robust industries making it

an economic powerhouse. He encouraged more cultural, tourism and business exchanges between India and Mexico.

4. The event was punctuated by mesmerizing cultural performances that encapsulated the essence of Maharashtra's vibrant spirit. Various facets of Maharashtra were showcased through Indian instrumental music and dance performances by the children of Indian diaspora and the students of the Indian Cultural Centre. Bollywood, which forms an integral part of state of Maharashtra also had a spot in the program. The audience was enthralled by a 'Bollywood dance performance', performed by a Mexican group, bringing an energetic display of India's contemporary cinematic culture to Mexico. Adding a special touch, the Traditional Attire Competition saw participants proudly wearing Mexican and Maharashtrian traditional clothes, showcasing the state's diverse sartorial heritage.

5. A series of tourism and business promotion videos highlighting Maharashtra's key attractions, including world-renowned historical landmarks, celebration of Ganesh Festival, Bollywood, and the dynamism of Mumbai were shown during the event.

6. The Maharashtra Utsav reflected the ongoing commitment of the Embassy of India to Mexico and the Indian Association of Mexico to promote India's diverse cultural landscape and foster closer people-to-people ties between India and Mexico. The event received an overwhelming participation and positive feedback from those in attendance.



