

“ To draw dramatic attention to our geographical proximity, we could consider the idea of an India-ASEAN Car Rally. A possible routing could be from Guwahati in North-east India, through Myanmar, Thailand and Cambodia to Hanoi in Vietnam. Such a rally would draw in commercial interest in infrastructure along the route. It can promote tourism and development. There could be a long-term impact on economic co-operation in the region. ”

*Prime Minister of India  
Bali, Indonesia, October 8, 2003*



**INDIA-ASEAN**  
CAR RALLY 2004



**22 November - 11 December**  
[www.india-asean.org](http://www.india-asean.org)

SINGAPORE  
INDONESIA

## Rally Route Map

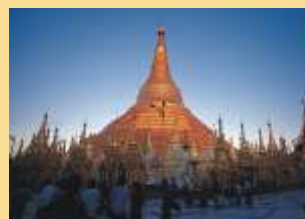


## Key Objectives

- ▶ Demonstrate India's proximity and road connectivity to the ASEAN countries
- ▶ Create public awareness about India-ASEAN relations
- ▶ Promote infrastructure development, especially road transport
- ▶ Enhance trade, investment, tourism and people to people links between India and the ASEAN countries

## Highlights

- ▶ Official flag-off by the Prime Minister of India on 22nd November from Guwahati, India
- ▶ Ceremonial flag-off at Vientiane, Lao PDR on 30th November by the Prime Minister of India and Heads of State/Government of all ASEAN countries, during the 3rd ASEAN - India Summit



## Rally Schedule

### India, Leg 1 Ceremonial Flag-off at 1600 hrs on 22nd Nov from Guwahati

Date	Departure	Time	Arrival	Time
23rd Nov	Guwahati	0700 hrs	Kohima	1800 hrs
24th Nov	Kohima	0600 hrs	Nov Moreh	1647 hrs

### Myanmar, Leg 2 Rally arrives in Tamu at 1947 hrs on 24th Nov

25th Nov	Tamu	0500 hrs	Mandalay	1708 hrs
26th Nov	Mandalay	0500 hrs	Loilem	1805 hrs
27th Nov	Loilem	0500 hrs	Kengtung	2113 hrs
28th Nov	Kengtung	0700 hrs	Tachilek(Border)	0936 hrs

### Thailand, Leg 3 Rally arrives in Mae Sai at 1206 hrs on 28th Nov

28th Nov	Mae Sai	1406 hrs	Phitsanulok	2009 hrs
29th Nov	Phitsanulok	1000 hrs	Nong Khai	1946 hrs
30th Nov	Nong Khai	1000 hrs	Friendship Bridge	1030 hrs

### Lao PDR, Leg 4

30th Nov	Friendship Bridge	1430 hrs	Vientiane	1450 hrs
Ceremonial Flag-off by Prime Minister of India and Heads of State/Government of all ASEAN countries				
30th Nov	Vientiane	1745 hrs	Paksan	2040 hrs
1st Dec	Paksan	0500 hrs	Densavanh(Border)	1319 hrs

### Vietnam, Leg 5

1st Dec	Lao Bao	1719 hrs	Hue	2110 hrs
2nd Dec	Hue	0500 hrs	Nha Trang	2252 hrs
3rd Dec	Nha Trang	0700 hrs	Ho Chi Minh City	2108 hrs
4th Dec	Ho Chi Minh City	0800 hrs	Moc Bai(Border)	0950 hrs

### Cambodia, Leg 6

4th Dec	Bavet	1350 hrs	Neak Loeung	1609 hrs
4th Dec	Neak Loeung	1909 hrs	Phnom Penh	2215 hrs
5th Dec	Phnom Penh	1000 hrs	Siem Reap	1823 hrs
6th Dec	Visit to Angkor Wat			
7th Dec	Siem Reap	0700 hrs	Poipet(Border)	1019 hrs

### Thailand, Leg 7

7th Dec	Aranya Prathet	1419 hrs	Bangkok	1801hrs
8th Dec	Bangkok	0600 hrs	Nakhon Si Thammarat	2139 hrs
9th Dec	Nakhon Si Thammarat	0600 hrs	Dan Nok	0637 hrs

### Malaysia, Leg 8

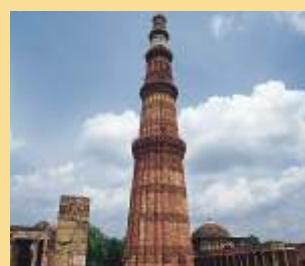
9th Dec	Kayum Hitam	1137 hrs	Putrajaya	2020 hrs
10th Dec	Putrajaya	0600 hrs	Johor Bahru	0958 hrs

### Singapore, Leg 9

10th Dec	Singapore Check post	1358 hrs	Orchard Street	1440 hrs
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### Indonesia, Leg10

11th Dec	Singapore	0900 hrs	Batam	1000 hrs
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## Participation

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### Official Entrants

- ▶ Maximum of 3 official teams from India and each ASEAN country
- ▶ Entry by invitation only
- ▶ Teams to be nominated by respective countries
- ▶ Vehicles, if necessary, to be provided by India. Vehicles coming as part of teams should be without any promotional material such as stickers, logos, etc.
- ▶ Personal travel expenses to Guwahati, India to be borne by participants
- ▶ Personal travel expenses from Singapore back to home country to be borne by participants
- ▶ Food, accommodation, fuel, security and other arrangements from Guwahati, India to Singapore (Batam, Indonesia for a few teams) will be provided by the organisers, at no charge

### Reserve Entrants

- ▶ Limited to a total of 50 entries; entry on a first-come-first-served basis
- ▶ Teams to participate by paying a charge of US\$ 20,000
- ▶ Charge to cover food, accommodation, fuel, security and other arrangements from Guwahati to Singapore, for up to 4 persons
- ▶ Participants to bring their own vehicle to Guwahati and make arrangements for their shipment back from Singapore at their cost. Vehicles coming as part of teams should be without any promotional material such as stickers, logos, etc.
- ▶ Personal travel expenses to Guwahati, India to be borne by participants
- ▶ Personal travel expenses from Singapore back to home country to be borne by participants

### Leg Entrants

- ▶ Limited to a total of 10 entries per participating country; entry on a first-come-first-served basis
- ▶ Participants required to complete at least one leg of the rally
- ▶ Teams to participate by paying a charge of US\$ 1250 per day of the leg
- ▶ Charge to cover food, accommodation, fuel, security and other arrangements during the leg for up to 4 persons
- ▶ Participants to bring their own vehicle. Vehicles coming as part of teams should be without any promotional material such as stickers, logos, etc.
- ▶ Personal travel expenses to start point and back to be borne by participants

### Media (participation terms apply)

- ▶ Official media party from India to provide free News feed
- ▶ ASEAN countries can utilize one official team for media
- ▶ Media teams are invited to join on Reserve Entrants terms. India will issue media accreditation.
- ▶ TV channels are invited to negotiate terms of participation.

*For participation related enquiries, please contact Piyush Tewari at [piyush.tewari@ciionline.org](mailto:piyush.tewari@ciionline.org)*

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## Allied Events along Rally Route

<b>Guwahati, India</b>	· 21st Nov	- 'Chalo ASEAN' Rallies from all corners of India to converge in Guwahati
	· 22nd - 28th Nov	- Cultural Evening: Troupes from ASEAN countries and NE states to participate
	· 22nd Nov	- Handicrafts & Handloom Exhibition; Food Exposition
		- Seminar on 'North-East: India's Gateway to the ASEAN' (by invitation only)
		- Public festivities at the Nehru Stadium
		- Fashion Show & Dinner (by invitation only)
<b>Mandalay, Myanmar</b>	· 25th Nov	- Seminar on 'India-Myanmar Trade & Economic Co-operation'
<b>Vientiane, Lao PDR</b>	· 26th - 28th Nov	- Indian CEOs Delegation at ASEAN-BIS Meeting
<b>Ho Chi Minh City, Vietnam</b>	· 3rd - 4th Dec	- Business Delegation
<b>Siem Reap, Cambodia</b>	· 5th Dec	- Seminar on Tourism
<b>Bangkok, Thailand</b>	· 7th Dec	- Cultural & Entertainment Evening
<b>Putrajaya, Malaysia</b>	· 9th Dec	- Seminars & Cultural Evening
<b>Singapore</b>	· 10th Dec	- Seminars & Cultural Evening
<b>Batam, Indonesia</b>	· 11th Dec	- Events being planned



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## Sponsorship Opportunities

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- ▶ Positioned to provide unique media visibility not just across India but also the ASEAN countries
- ▶ Benefits from business networking opportunities through allied events

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## Sponsorship Categories

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Sole Sponsorship	US\$ 1,000,000
Premium Sponsorship	US\$ 500,000
Principal Sponsorships	US\$ 200,000
Country Sponsorships	US\$ 50,000 - Cambodia, Lao PDR, Myanmar, Vietnam US\$ 100,000 - India, Indonesia, Malaysia, Singapore, Thailand
Associate Sponsorship	Provide activity-based support
Vehicle Sponsorship	Provide vehicles for Rally use

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## Key Benefits to Sponsors

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- ▶ Logo visibility and co-branding
- ▶ Prominent visibility during 'Chalo ASEAN' Rallies all over India
- ▶ Participation and visibility at the official flag-off by the Prime Minister of India at Guwahati
- ▶ Membership of the National Advisory Committee
- ▶ Participation and networking at allied events along the rally route
- ▶ Domestic and international media coverage
- ▶ Visibility in special press supplements in leading business dailies of the region
- ▶ Free advertising on the rally website [www.india-asean.org](http://www.india-asean.org)

To be associated with this historic event as a sponsor, please contact

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# 1st INDIA-ASEAN CAR RALLY 2004

## ORGANISERS



Government of India



Governments of Member  
Countries of ASEAN



Confederation of Indian Industry



Federation of Motor Sports  
Clubs of India

## SPONSORS

Country & Vehicle Sponsor

**TATA MOTORS**

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**SIAM**

Society of Indian Automobile Manufacturers

Official Magazine

**AUTOCAR**

[www.india-asean.org](http://www.india-asean.org)

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