

## PRESS RELEASE

### **Spark Minda Partners with Mountaineer Narender Singh Yadav for Historic Mt. Vinson Massif Expedition in Antarctica.**

- The Journey Highlights the Company's Commitment to Resilience and Sustainability in the Seven Summits Dream
- It promotes adventure sports in India while raising awareness on Antarctic global warming and advocating sustainable, eco-friendly practices.

**New Delhi, December 18, 2024:** Spark Minda is set to sponsor the accomplished mountaineer Dr Narender Singh Yadav, a world record-holder, as he prepares to embark on the Mt. Vinson Massif Expedition, in Antarctica today on December 18, 2024. This landmark journey to conquer the continent's highest peak (16,050 feet) is a significant step in Narender's quest to complete the expedition to Seven Summits—the highest peaks on all seven continents. This mission is aligned with Spark Minda's core philosophy of "Mobility & Beyond" as part of its commitment towards resilience and innovation.

At the ceremonial flag handover event hosted by Spark Minda, Narender Singh Yadav was entrusted with the Spark Minda flag alongside the Indian tricolour by the company's Chairman Mr. Ashok Minda, emphasising the partnership's focus on national pride.

*"Spark Minda is proud to support Narender Singh Yadav as his journey underlines our shared belief in inspiring excellence and pushing boundaries. By supporting his extraordinary expedition, we aim to advocate for a more sustainable and responsible future,"* said Ashok Minda.

Completing the expedition to Seven Summits has been a long-standing goal for Narender and this expedition brings him closer to realising that dream.

*"I am grateful to team Spark Minda for supporting my pursuit of extraordinary goals, helping raise awareness about the importance of sustainability and preserving our planet's fragile ecosystems,"* said Narender Singh Yadav.

During his career, spanning more than a decade, Narender has summited some of the world's most challenging peaks, including Mount Everest.

*"This journey is not just about reaching a summit but about inspiring others to chase their dreams,"* he added.

The expedition showcases endurance, skill, and purpose, aiming to promote adventure sports in India and raise awareness about the impact of global warming on Antarctica. It also encourages sustainability through the use of eco-friendly materials and low-waste gear.

Known as the highest peak in Antarctica, Mt. Vinson Massif represents a significant challenge, with its icy terrain and extreme weather conditions; its successful expedition will act as a metaphor for overcoming obstacles and striving for excellence.

Interestingly, updates from the expedition will showcase the mountaineer's journey with Spark Minda's support, reinforcing a shared vision of innovation and environmental responsibility. For more information on Narender Singh Yadav's expedition, visit [ExplorewithNSY – High Altitude Expedition Leader and Mountaineering Instructor](#) or follow Spark Minda on [LinkedIn](#)

#### **About Narender Singh Yadav**

Son of the Indian Army Jawan Krishnachand, Narender Singh Yadav dreams of conquering all seven continents and leaving his mark in the World Record Book. Narender has already achieved numerous world records by summiting the highest peaks of five continents. He has completed all major mountaineering courses, including

Basics of Mountaineering in 2012, Advance in 2013, MOI (Methods of Instruction) in 2015, and Search and Rescue in 2022.

He climbed Mount Everest in just six days without acclimatization in both 2016 and 2022. He has summited Mount Kilimanjaro four times, Mount Elbrus twice via traverse, and Mount Kosciuszko along with the ten highest peaks of Australia three times. Additionally, he has conquered Aconcagua, the highest peak in South America, and Denali, the highest peak in North America.

Narender's mountaineering journey began during his school years at the age of 12 when he started climbing the hills of Jammu and Kashmir. He began practicing mountaineering regularly in 2008. By the age of 19, he had become the youngest mountaineer to summit the 6,512-meter-high Bhagirathi-2 and the 5,612-meter-high DKD-2. He also successfully crossed the Kalindi Pass, Vasuki Tal Pass, and summited peaks in Leh and Garhwal.

Additionally, Narender has been honoured as the "World King" by various global record institutions and has set an impressive 22 world records in mountaineering. His final expedition to complete the Seven Summits is the Vinson Massif in Antarctica. By completing this climb, he will become the youngest male mountaineer to achieve the Seven Summits.

Currently, the record for completing the Seven Summits is held by a mountaineer who was 31 years, 1 month, and 25 days old. Narender aims to break this record at the age of 30 years and approximately 16 days, becoming the first young male mountaineer in the world to accomplish this incredible feat.

#### **About Spark Minda**

Spark Minda is a leading automotive company focused on innovation and excellence, with a vision of "Mobility & Beyond." It provides advanced automotive solutions, specializing in Mechatronics, Electrical Distribution Systems, EV Mobility, Smart Electronics, Autonomous Vehicles, and Aftermarket solutions. Their state-of-the-art Spark Minda Technical Centres (SMIT) in Pune and Bangalore drive R&D, supporting cutting-edge advancements in technology. With a focus on quality and sustainability, the venture develops solutions that enhance the driving experience, improve safety, and promote sustainable mobility. Spark Minda is dedicated to shaping the future of mobility by addressing the evolving needs of vehicle manufacturers worldwide.