



Jeep® India's Trail of Faith: Wrangler Becomes Bappa's Vaahan, Setting Asia & India Record with Largest Digital Collection of Ganpati Wishes

- Secured Asia & India Book of Records for the largest digital collection of Ganpati wishes wrapped on a vehicle.
- Amassed over 1,96,847 wishes nationwide (110,000+ within 7 days)
- Enabled submissions via QR code, website, dealerships, CRM, and community touchpoints—with prayers printed on a Wrangler wrapped in devotees' wishes.
- On Visarjan day, the Wrangler took on the role as Bappa's 'vaahan' by pulling the Khetwadi Cha Raja idol
- Campaign was executed through an integrated mix of social, on-ground, dealership, community and radio activations

Mumbai, India | 12th September 2025 – Jeep® India's unique initiative, **Trail of Faith**, has created a unique fusion of devotion and digital innovation during Ganeshotsav 2025, earning official recognition from the Asia Book of Records and India Book of Records for the Largest Digital Collection of Ganpati Wishes wrapped on a vehicle.

Launched on 27 August 2025, the campaign captured the imagination of devotees nationwide, receiving more than 110,000 wishes in the first week alone and crossing 1,96,847 lakhs total wishes by the day of Visarjan. At the iconic Khetwadi Cha Raja, one of Mumbai's most revered Ganpati pandals, the Wrangler became more than a vehicle, it stood as a messenger of faith. Devotees submitted their prayers digitally through QR codes, Jeep® India's website, dealerships, CRM outreach, and Jeep® communities.

In a symbolic and historic moment on 6 September 2025, the Wrangler adorned with lakhs of prayers from across the nation took on the role of Bappa's vaahan. In a historic moment, the SUV pulled the Khetwadi Cha Raja idol, carrying the collective faith and devotion of people across India.

Kumar Priyesh, Business Head and Director – Automotive Brands, Stellantis India, said: *"At Jeep® India, we've always stood for journeys that go beyond mobility, journeys that connect people with culture, heritage, and community. Trail of Faith embodies this philosophy by bringing the spirit of Ganeshotsav to life in a way that blends devotion with innovation. Seeing the Wrangler transform into a vaahan carrying lakhs of prayers is a proud reminder of how our vehicles are more than machines, they are symbols of strength, unity, and shared belief."*

The record-breaking initiative was brought alive through a 360-degree engagement strategy that spanned digital, physical, and broadcast channels. From QR-enabled entries and dealership activations to CRM outreach, Jeep® communities, and nationwide amplification via social media and 92.5 Big FM (on-air, on-ground, and digital), the campaign ensured maximum visibility and inclusivity for devotees across India.

For more details, please visit: www.jeep-india.com.

About Stellantis

Stellantis N.V. (NYSE: STLA / Euronext Milan: STLAM / Euronext Paris: STLAP) is a leading global automaker, dedicated to giving its customers the freedom to choose the way they move, embracing the latest technologies and creating value for all its stakeholders. Its unique portfolio of iconic and innovative brands includes Abarth, Alfa Romeo, Chrysler, Citroën, Dodge, DS Automobiles, FIAT, Jeep®, Lancia, Maserati, Opel, Peugeot, Ram, Vauxhall, Free2move and Leasys. For more information, visit www.stellantis.com

About Jeep Brand:

Built on more than 80 years of legendary heritage, Jeep is the authentic SUV with capability, craftsmanship, and versatility for people who seek extraordinary journeys. The Jeep® brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence. Jeep® Wave, a premium owner loyalty and customer care program that is available to the entire Jeep® line-up, is filled with benefits and exclusive perks to deliver Jeep® owners the utmost care and dedicated 24/7 support.

In India, the Jeep vehicle line-up consists of the Wrangler, Compass, Meridian, and Grand Cherokee. India is the first country for the Jeep brand outside of North America to make 4 models locally and for exports to other right-hand drive markets around the world. The Jeep brand is part of the portfolio offered by leading global automaker and mobility provider Stellantis.

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