



A Timeless
Journey of
India's
Largest &
Oldest
Festival of
Horses



**CHETAK
FESTIVAL**

SARANGKHEDA

Festival of horses,
Celebration of heritage

14th to 29th December 2024



**CHETAK
FESTIVAL SAMITI**
SARANGKHEDA



A 350 year old legacy of grandeur and equestrian splendor!

A fine blend of tradition, trade, royalty and heritage, Chetak Festival Sarangkheda stands as the transformed version of the 350 year old Sarangkheda Horse Fair. It has been a long and rewarding journey of adding value and spreading joy.

Originating from the picturesque rural hinterlands of Northern Maharashtra, this festival, now a month-long celebration, unfolds on a vast 50-acre site along the Tapi River in Sarangkheda village, Shahada Taluka, Nandurbar district. Chetak festival is one of the festivals in "Bharat", which attracts visitors from more than 12 states. Visitors come from states like Punjab, Rajasthan, Haryana, Delhi, Madhya Pradesh, Gujarat, Hyderabad, Telangana, Tamil Nadu, Karnataka, etc.

As one of India's oldest and largest horse fairs, it seamlessly blends elements of trade, tradition, royalty, heritage, agriculture, rural sports, and entertainment. Organized by the non-profit Chetak Festival Committee Sarangkheda, this event has evolved into pure Celebration of Heritage Festival of Horses, with a rich 350 year old legacy & a timeless glory !



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Sarangkheda

The name says it all !

Situated in the Nandurbar district, 397 kilometers from Mumbai, Sarangkheda has been a historic hub for horse trading for centuries.



Shri Datta Mandir, Sarangkheda

Renowned for supplying high-quality war horses to the Maratha ruler Chhatrapati Shivaji, the fair drew patrons ranging from Nizams to farmers and traders. Over the years, Sarangkheda's horse fair has lured traders and buyers from distant parts of India, even reaching as far as Baluchistan and Arabia. This enduring tradition persists, with horse enthusiasts and patrons nationwide continuing to flock to the village during the festival.

The village is also distinguished by the nearly century-old Datta Mandir. Moreover,

Sarangkheda's unique advantage lies in its proximity to the borders of Gujarat, Madhya Pradesh, and Maharashtra.



Equestrian Evolution: From Tradition to Luxury at Chetak Village

Commencing in harmony with the auspicious Datta Jayanti festival, a tradition honored at the village's Datta Mandir, the Sarangkhedha fair marks an annual celebration. For centuries, Sarangkhedha has been a hub for prestigious horse breeds, renowned for their strength, beauty, and agility. Today, the festival has evolved and garnered attention from celebrities & high-profile individuals, drawing horse enthusiasts and traders nationwide

A captivating spectacle unfolds during the fair as more than 2000 majestic horses assemble in a single location, creating a rare and spectacular panorama. The festival, distinguished by its unique character, vibrant heritage, extensive history, and considerable tourism potential, attracts visitors from every corner of India and beyond.

▼ Royal Invitee.. ▼



The Advantages of the Chetak Festival



Unique and Fascinating :

Attracts not only equestrians but captivates a diverse audience.



Educational Experience :

Offers knowledge about horses, horse-related sports, and activities.



Cultural Immersion :

Provides a glimpse of Maharashtrian culture and showcases real-time handicrafts by the women community.



Exploration Opportunity :

Allows visitors to explore natural beauty, unfamiliar culture, and experience an abundance of new things.



Ideal for Equestrian Enthusiasts :

A perfect escape for those who love horses and equestrian activities.



Alluring for Travel Enthusiasts :

Appeals to anyone with a spirit for travel, offering a glorious place to explore.



Magnificent Venue :

Set in Sarangkhedda, the festival takes place where one can find some of the most magnificent animals known to mankind.



Year-End Getaway :

A perfect year-end escape to celebrate the New Year's sunrise on the banks of the River Tapi



Hon Devendraji Fadnavis, Chief Minister of Maharashtra (2017)

Vision & Mission

- To cultivate a unique and mutually beneficial strong bond between horse and human globally through Chetak Festival.
- Our vision is to create a world where every horse is treated with respect, compassion and understanding.
- To be a global leader in horse related events & Fair and build brand, Chetak Festival.
- To portray the Chetak Festival to every nook & corner of the world along with the objective of attracting a larger number of foreign tourists to the destination.
- As a non-profit organization and a governing body, we are passionate about every dimension & side of our horse related activities.
- Our mission is to work with horses, horse owners, communities, organizations and governments to improve awareness about horses in India and worldwide.
- To drive and develop equestrian sport activities globally in a modern, sustainable and structured manner with guaranteed integrity, athlete welfare, equal opportunity and a fair and ethical partnership with the horse.



Highlight of Chetak Festival

Tradition of 350 Years
Chetak festival is a 350 years old legacy that lives on, saddled in splendor & riding in glory.

Consequent 13 years of Celebration
Chetak Festival is vibrant heritage of equestrian world and consequently celebrates last 8 years.

Total footfall of 17 Lakh people
Total number of footfall is to last year Chetak Festival is an amazing figure of 17 lakh people.

Visitors include 50% Men and 40% Women
Chetak Festival visitors include of 50% men, 40% Women & 10% of children visitors. all domains including International Tourists.

Visitors include 20% HNWI Horse Lovers 40% urban & 40% rural public
Chetak Festival visitors include of 20% HNWI horse Lovers, 40% Urban and 60% rural public from India.

Participation of 2500+ Horse
More than majestic breeds of 2500 horses participated in last year's Chetak festival.

Participation of 5 indigenous Breeds of horses
Chetak Festival is a platform for participation of 5 indigenous horse breeds in India.

Total Turnover of Festival is Rs 50 Crores
Sarangkheda was the centre of horse trading for centuries together Average turnover of each year's Festival is nearly 50cr rupees.

Participation of 15+ States of India
Chetak Festival attracts people from all over India including people from nearly 15+ States of India.

More than 5000 VIP Visitors
Chetak Festival visitors include more than 5000 VVIP Horse Lover visitors from All domains including International Tourists.

Spread over an area of 50+ acres land
Chetak Festival spread over an area of more than 50 acres land held on the banks of River Tapi.

Dedicated 700+ Team Members
Dedicated 700+ team members make it happen to create, develop & share this stunning Chetak Festival with the world.



Hon Prince Lakshyaraj Singh Mewar,
Hon Prince Chhatrapati Sambhajiraje Kolhapur Maharashtra,

Horse Activities

Horse Display and Breeding Information

Get to know what goes behind breeding a horse, the lineage, the hard work and the love that's needed to raise this amazing being. Kathiyawadi, Marwadi and Nukra Witness magnificent equestrians from across India showing off their brilliance as they complete for your admiration and the prestigious award.



Nukra



Marwari



Kathiyawari



Gallop And Rewal

The wind is their only competition, when a horse races feel your adrenaline shoot up with the sound of its hooves, on a race track.

Horse Dance Show

With grace in every prance, the Horse Dance Show is A chance to witness the beautifully adorned horses sway in tune to melodious rhythms.



Equine Sports

Chetak Equine League



Tent Pegging

Get a taste of what riding used to be with this ancient sport where riders gallop across a straight course with a sword or lance to pick wooden / cardboard peg stuck in the ground.



Ball & Bucket

A bucket & ball horse event involves horses engaging with buckets & balls in various activities, showcasing their skills and agility. It's an entertaining & engaging competition that highlights the bond between riders & their horses.



Horse Buggy Ride

Time travel isn't possible, but with a leisurely Horse Buggy Ride of Sarangkhedha it will seem so. Enjoy scenic views, rustic paths, the rhythm of hooves, and the leisurely pace from a time long gone.

Show Jumping

At Chetak Equine sport Show Jumping is a popular sport. Show jumping combines precision & speed in a thrilling display of horsemanship.



Horse Dressage

Dressage is an elegant equestrian discipline where horse and rider perform a series of precise movements in a set pattern. From last 3 year this sport is also getting attention on Sarangkhedha's people's.



Cultural Activities

Dance & Music Show

At "Chetak" festival organizing committee integrate cultural music and dance with a horse events to create a vibrant and diverse experience for attendees. Performances that performed in event complement the event's theme & engage the audience with the cultural richness.



Bodybuilding Competition

To showcase fantastic dedication and athleticism chetak festival samiti organise body building competition with expert judges, well-defined judging criteria, and diverse categories to ensure a fair and enjoyable event



Womens Beauti Contest

Organizing beauty contests is a way to celebrate & empower women by providing a platform to showcase their talents, intelligence, and confidence.

Concurrent Event

AgroTech Agriculture Expo



Chetak Festival AgroTech is the National Level Exhibition and Conference on Agriculture which covers all the major and minor aspects of Agricultural Industry. It has been popular because not only the big stake holders take part in it but also the farmers from almost every adjoining states of India are visiting and being part of this event.

The Glory & fame of Chetak festival support this event to reach towards millions of farmers. It is a Must Visit show for all the associate and develop with the sustainable & fastest growing Industry of the world, i.e. Agriculture.



Women Handicraft Expo

Empowering women has been Chetak Festival Committee's mission since its earliest days. We are striving hard to provide a marketing platform to rural entrepreneurs and artisans through this exhibition. It is an annual exhibition-cum-sale of handicrafts, handlooms and food products and a platform for interaction and exchange of innovative ideas, developing skills and spreading knowledge about indigenous and traditional products for artisans from different parts of the country.



Auto Expo

In Auto Expo. The visitors will get to see and know more about various automobiles and e-vehicles of prestigious brands and latest technology. The green energy will be promoted through the presentation of the e-vehicles. It will be a very insightful expo for the automobile enthusiasts.

Shopping Expo

Check festival Shopping Expo is one of the finest expo's where consumers needs are under one roof. It includes items from Automobiles, Electronics, Banking & Finance, Real Estate, Furniture, Life Style, Beauty, Food & FMCG Products, Clothing, Gifting Materials, Jewellery, Kitchen Appliances, Health & Fitness Products and many more things. This Expo will come with participation of the most trusted brands in the Industry.



How to Reach

Near by Tourist Place

FLIGHT

Near by Airports

Surat	-	200 km
Aurangabad	-	230 km
Vadodara	-	250 km
Indore	-	250 km
Mumbai	-	400 km

TRAIN

Near by Railway Stations

Dondaicha	-	14 km
Nandurbar	-	47 km
Jalgaon	-	152 km
Surat	-	200 km
Nashik	-	230 km

BUS

Near by Major Bus stands

Shahada	-	15 km
Nandurbar	-	47 km
Dhule	-	75 km
Jalgaon	-	152 km
Nashik	-	230 km





Saputara - 190 km ^

Settled in the Sahyadri range, at an altitude of about 1000 m, One can trace the heritage of the local Dang tribe at Saputara Tribal Museum. The Step Garden and the Lake Garden set on Lake Saputara. Governor's Trait offers views of the surrounding rivers and valleys. ■■■



Mangi Tungi - 113.8 km ^

It is described as Siddha Kshetra, meaning a gateway to the state of enlightenment Jainism. Hundred of caves with idols of deities and sages, carved from the mountain rock are the main attractions of the place. ■■■



Asthamba - 88.7 km ^

Asthamba is considered as one of the mythological characters from Hindu epic Mahabharata. According to local tribals he is known by the name of Ashvasthama, a male character and was the son of Guru Dronacharya. ■■■



Statue of Unity - 180 km v

The Statue of Unity is a testimonial of the Late Sardar Patel, a role model of unity and statesman-ship. The tallest statue of the world enjoys a splendidly scenic location facing the Sardar Sarovar Dam ■■■



Balsana - 36.3 km v

A religious destination and tourists delight, Balsana is known for the Kanbai Mata Temple, Vimalnath Swami Jain Temple and ancient Caves in its vicinity. ■■■



Toranmal (Hill Station) - 64.5 km

Toranmal is a beautiful & peaceful Hill Station. The surroundings of the Toranmal plateau are cool and greenery. Because of its serene beauty stunning lakes and quietness in nature is a perfect place for those who wish to take a break from the noisy environment of the cities. ■■■



< Unapdev Park - 37.1 km

Famous for its hot water spring. Unapdev Park is just 25 km away from Shahada near Dara village. It has a structure in the shape like cow's mouth and the hot water flows from its mouth throughout the year. ■■■



Dev Mogra - 115.2 km ^

Dev Mogra is a figure in Hindu mythology, a goddess for the Satpuda mountain Tribal people in Maharashtra & Gujarat. The temple was said to have been created seven generations back when the then high-priest saw a vision of DevMogra. The temple is beautifully carved with roof slopes as per the size of the ■■■



Prakasha : Dakshin Kashi - 26.7 km ^

Prakasha popularly known as Dakshin Kashi is a village situated on the bank of Tapi River and is comes of pilgrimage since 17th century. It has 108 Shiv Temples among which the most visited temples are Kedareshwar and Sangameshwar temples. ■■■



^ Dandpaneshwar Ganesh - 11 km

Dandpaneshwar Ganesh Temple Nandurbar is the religious place nearby Sarangkheda where many devotees seek blessings of Lord Ganesha. The idol of Lord Ganesha in saffron colour and silver layers are used to decorate the idol. ■■■

1. Horse Stable
2. Race Corse
3. Competition & Cultural Event
4. Agri / Auto Exhibition area
5. Handicraft Exhibition
6. Mela Point


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Layout

7. Covered Gallery
8. Horse Photo Gallery
9. Food Court
10. Festival Office
11. Horse Entry Gate
12. Ambulance & Fire Extinction Van





Chetak Festival Sarangkheda is one of the world's successes stories, & Jaypalsinh Rawal is the man behind it.

It was his leadership that transformed from an age-old rural fair of horses (Sarangkheda Jatra) into a thriving & fascinating World Class Mega Event i.e. Chetak Festival in just a decade. Jaypalsinh Rawal put his heart and mind in the "Chetak Festival" and his efforts paid off. A 350 year old legacy turned in to Celebration of Heritage & Festival of Horses.

From the pre-production work to planning and organizing the complete event, he is one man to be credited for one of the biggest & most liked event "Chetak Festival" for horse lovers of India and rest of the world.

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