



Delhi To Host The Second Edition of Saksham Pedal Delhi, India's Premier Cyclothon on 7th Oct 2018

- Saksham Pedal Delhi 2018 will see over 6000 participants
- Registrations live on www.sakshampedaldelhi.com

Delhi, 7th August 2018: The second edition of Saksham Pedal Delhi, *India's premier cyclothon*, is all set to ensue in Delhi, on the 7th of October 2018.

An initiative of Petroleum Conservation Research Association (PCRA), in collaboration with DO IT Sports Management (India) Pvt. Ltd., the event will be supported by the oil & gas companies viz. IOCL, BPCL, HPCL, ONGC, GAIL, OIL, MRPL, CPCL, NRL, and IGL

In line with the speak of last year's edition, Saksham Pedal Delhi, 2018 will aim to profess the importance of socio-environmental consciousness by promoting cycling, both as a lifestyle and as an alternate means of commute, especially for shorter distances for day to day activities such as cycling to work, riding to nearby places etc. Not only does this save fuel/money but also keeps us healthy and fit contributing to the reduction of vehicular emission by reducing congestion and improving traffic flow.

Scheduled to be flagged off from the iconic Jawaharlal Nehru Stadium, the event will see participation from Indian athletes and Amateur riders who will be competing for a prize money fund of INR 10 lacs.

Speaking on the occasion, **Mr. Alok Tripathi, (Executive Director-PCRA)** said, "Petroleum Conservation Research Association (PCRA), under the aegis of Ministry of Petroleum & Natural Gas, Government of India, is engaged in promoting fuel conservation across various sections of the economy. Conservation of petroleum products and environment protection are important national causes and PCRA takes these noble causes forward by conducting cycling events to inculcate the message of fuel conservation. I am certain that the second edition of Saksham Pedal Delhi, will help extend and emphasize on these attributes to further positive effect. I also take this opportunity to thank the participating oil companies, DO IT Sports Management, Meraki Sport & Entertainment & the Cycling Federation of India, for their support."

Mr. Onkar Singh, Secy. General of the Asian Cycling Confederation said "the growing popularity of cycling both as a lifestyle and as a sport in our country provides us with a great opportunity to instil environmental consciousness amongst the community at large. Our endeavor as the technical partners to SPD, will be to provide a world-class racing experience to both elite amateur cyclists from across the country."



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Commenting on the second edition of the event, **Mrs. Radha Kapoor Khanna, Founder & Executive Director of DO IT Sports Management** said, “The first edition of India’s premier cyclothon received an overwhelming response from both, amateur cyclists and cycling enthusiasts alike. It was truly fantastic to see more than 5000 participants or superheroes as we like to call them, I am confident that the second edition of Saksham Pedal Delhi, will only be bigger & better”.

Managed & marketed by **Meraki Sport & Entertainment**, Saksham Pedal Delhi provides a platform to the people of Delhi-NCR, to **#BetheChange** and ignite a movement for a better tomorrow. The event will be promoted across multiple platforms with help from partners like Times of India, Enerzal, Choose my Bicycle, Radio City & Concern India Foundation. The event will reach out to cycling clubs, corporates, schools & colleges, to drive participation across Amateur, Open & Green ride categories.

Media Dossier with **Provisional Event Information*

a. **Race Categories:** Elite event:

- Amateur Championship:
- o Mountain Bikes / Hybrid
- o Road

b. **Open Ride:-** Men & Women

c. **Green Ride:-** Men & Women

**subject to route clearances & final permissions from requisite authorities*



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Fee for Individual Race Categories - *inclusive of GST

- Amateur Championship
 - INR 1200
- Open 10k
 - INR 1000
- Green Ride
 - INR 200

Registration Modes

- Online: www.sakshampedaldelhi.com | [Book My Show](#)
- Offline: Corporates & Bulk booking through event channels and via event's official philanthropy partner- Concern India Foundation

Cycle Rentals powered by Choose my Bicycle

Rent-a-cycle @ www.sakshampedaldelhi.com

*to be available on a first cum first serve basis

About PCRA

Petroleum Conservation Research Association (PCRA) is a registered society set up under the aegis of Ministry of Petroleum & Natural Gas, Government of India with a primary objective of spreading fuel conservation awareness among the masses. PCRA is a national government agency engaged in promoting energy efficiency in various sectors of the economy. It helps the government in proposing policies and strategies for petroleum conservation, aimed at reducing the excessive dependence of the country on oil requirement.



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About CFI

Cycling Federation of India (CFI) is a pioneer in the promotion of cycling sports in India affiliated to the Indian Olympic Association (IOA), Asian Cycling Confederation (ACC) and Union Cycliste International (UCI). This is the sole body recognized by Ministry of youth affairs and sports, Govt. of India for the promotion of the sport of cycling in India.



About DO IT Sports Management

DO IT Sports Management owned by the Three Sisters: Institutional Office ("TTS:IO"), DO IT Sports is an entity championing the development of sports and is focused on establishing a presence across all major sports played in India. Mentored by Mr. Rana Kapoor, amongst India's leading professional entrepreneurs and the founder of YES Bank Limited. TTS:IO is sponsored by Mrs. Radha Kapoor Khanna / Mrs. Raakhe Kapoor Tandon / Ms. Roshini Kapoor. TTS:IO incubated DO IT Sports in 2013 and it already owns marquee franchises in established sporting leagues in India:

- Dabang Delhi Kabaddi Club (Pro-Kabaddi League)
- Dabang Mumbai Hockey Club (Hockey India League)
- Dabang Smashers Table Tennis Club (Ultimate Table Tennis League)



About Meraki Sport & Entertainment

Established in Sept 2015, Meraki Sport & Entertainment is a brand & sponsorship management company with a core focus on sport. With services across, Strategic Advisory | Product & Franchise Management | Talent Representation | Digital & Content marketing and Public Relations, the founding philosophy at Meraki is to help organizations, events, franchises & federations, leverage sport in our country. Meraki also represents some of India's finest Olympic & Paralympic athletes viz. Dipa Karmakar (Gymnast), Rohan Bopanna (Tennis), Devendra Jhajharia (para-javelin), Bhavani Devi (Fencing) etc.

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