



PHD CHAMBER
OF COMMERCE AND INDUSTRY
VOICE OF INDUSTRY AND TRADE



MTB CHALLENGE ««« HIMACHAL 2024

RIDE CLEAN-LIVE GREEN

14 -16 JUNE 2024 | Shimla, HP

EXTREME
ADRENALINE RUSH



OBJECTIVES

Promote Mountain Biking: Increase awareness and participation in mountain biking as a sport and recreational activity.

Boost Local Tourism: Highlight Shimla's natural beauty and biking trails to attract more tourists and biking enthusiasts.

Community Engagement: Engage the local community by involving local businesses and volunteers in the event organization.

Environmental Awareness: Promote environmental conservation through responsible biking practices among participants.

OUTCOMES

- **Increased Participation:** Significant number of participants and spectators, boosting local tourism and economy.
- **Community Benefits:** Local businesses like hotels, restaurants, and bike shops will see increased patronage.
- **Environmental Advocacy:** Increased awareness about preserving natural trails and promoting eco-friendly practices.
- **Sports Development:** Identify and nurture local talent in mountain biking as a competitive sport.



THE TEAM

1. **Anil Kumar Saunkhala, Chief Organizer:** Experience of more than 30 years of Motor and Cycling Sports.
2. **Sh. Kamal Sharma, Chief Safety and Rescue Officer:** Experience of more than 30 years of Motor and Cycling Sports.
3. **Sh. Vishal Singh, Chief Route planner:** Experience of more than 30 years of Motor and Cycling Sports.



SCHEDULE: <<<<<

Day 1, 14th June 2024

Venue: Hotel Holiday Home, Shimla
Registration of Riders 10:00 hrs to 17:00 Hrs
Press Conference: 18:00 Hrs
Riders and press briefing: 19:00 Hrs
Riders, press and organizers dinner: 20:00 Hrs

Day 3, 16th June 2024

Tea/Coffee : 06:30 Hrs
Breakfast: 07:30 Hrs
Flag off: 09:00 Hrs
From Hail Himalaya >Saadhupul>Janedghat, Junga, Pujarli
(Race ends at Pujarli) Pujarli to The Ridge Maidan, leisure ride. Lunch at Pujarli
Prize Distribution: 17:00 Hrs by Chief Guest

Day 2, 15th June 2024

Room Checkout: 07:30 Hrs (Leave the luggage at designated place)
Breakfast: 07:00 Hrs to 08:00 Hrs
Leave for The Ridge Madaan at 08:45 Hrs
Flag off by Chief Guest: 09:30 Hrs from The Ridge Maidan Shimla
Start from Khalini: 10:00 Hrs
Lunch at Janedghat
Finish at Hail Himalaya : 17:00 Hrs
Soup, snacks, Tea, Coffee. 17:30 Hrs
Announcement of result: 19:30 Hrs
Dinner with light music and campfire: 20:00 Hrs



// >>>> DELIVERABLES FOR RIDERS

- Staying arrangements for outstation riders.
- Dinner for all riders on 14th June 2024 along with route briefing.
- Breakfast, lunch, and dinner on 15th June 2024 for all Riders.
- Breakfast and lunch on 16th June 2024.
- Rider's jersey / T Shirt.
- Cycle number plate.
- Fresh fruit juices, energy drinks, water etc. will be provided at designated places
- Mechanic support at venue and enroute. Riders are requested to carry all important replaceable and immediate repair parts.
- First aid kits will be available at venue, enroute with Official Cars.

There should be minimum of 8 riders to form a category or else the rider will fall in Men's solo or Women's Solo category.



All riders who finish the ride within the prescribed finishing time limit will be given Finisher's certificate. All Riders who participate on both days and do not finish on stipulated cut-off time will be given Participation certificate.

RIDERS PROFILE			PRIZES (INR)		
Sr.	Category	Age Group Yrs.	1st	2nd	3rd
1	Men's Solo	>18-45	50,000	25,000	10,000
2	Women's Solo	>18-45	50,000	25,000	10,000
3	Masters	>45-55	50,000	25,000	10,000
4	Student	>14-18	30,000	20,000	10,000

Entry Fee:

Entry Fee for the event :
Category 1 to 3: INR 5000 + GST
Category 4 : INR 3000 + GST





EXTREME ADRENALINE RUSH

ABOUT PHDCCI

PHD Chamber of Commerce and Industry (PHDCCI) has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past 118 years. It is a forward looking, proactive and dynamic PAN-India apex organization. As a partner in progress with industry and government, PHDCCI works at the grass roots level with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

PHDCCI, acting as the “Voice of Industry & Trade” reaching out to more than 1,50,000 large, medium and small industries, has forged ahead leveraging its legacy with the industry knowledge across multiple sectors to take Indian Economy to the next level.

At the global level, we have been working with the Embassies and High Commissions in India and overseas to bring in the International Best Practices and Business Opportunities.

FOR MORE DETAILS PLEASE CONTACT:

PHD CHAMBER OF COMMERCE AND INDUSTRY

Mr. Anil Saunkhala, Resident Director, PHDCCI | email: anil.saunkhala@phdcci.in | Mob: 7018355001

Mr. Rohit Sharma, Executive Officer, PHDCCI | email: rohit.sharma@phdcci.in | Mob: 9816903252





»»»» PARTNERSHIP PACKAGES «««« DELIVERABLES FOR PARTNERS



Title Partner (INR 50 Lacs)

- 6- Full page advertisement of the Partner in PHDCCI Monthly bulletin. Coverage of the event in monthly bulletin. 30 percent advertising space on all advertisements. (Banners, Hoardings, Newspaper advertisement, social media coverage), Boarding and lodging for 6 officials (14th, 15th and 16th June) as per the venue of the event. Space for one person on the stage with Chief Guest during flag off. The Partner will be invited to give away the prizes and mementos.

Co-Partner (INR 25 Lacs)

- 4- Full page advertisement of the Partner in PHDCCI Monthly bulletin. Coverage of the event in monthly bulletin. Boarding and lodging for 6 officials (14th, 15th and 16th June) as per the venue of the event. 20 percent advertising space on all advertisements. (Banners, Hoardings, Newspaper advertisement, Social media coverage). The Partner will be invited to give away the prizes and mementos.

Powered By (INR 10 Lacs)

- 4- Full page advertisement of the Partner in PHDCCI Monthly bulletin. Coverage of the event in monthly bulletin. 20 percent advertising space on all advertisements (Banners, Hoardings, Newspaper advertisement, Social media coverage), Boarding and lodging for 2 officials (14th, 15th and 16th June) as per the venue of the event. Space for one person on the stage with Chief Guest during flag off. The Partner will be invited to give away the prizes and mementos.

Media Partner (INR 05 Lacs)

- 3- Full page advertisement of the Partner in PHDCCI Monthly bulletin. Coverage of the event in monthly bulletin. 15 percent advertising space on all advertisements. (Banners, Hoardings, Newspaper advertisement, Social media coverage), Boarding and lodging for 2 officials (14th, 15th and 16th June) as per the venue of the event. Memento by PHDCCI

Associate Partner (INR 03 Lacs)

- 2- Full page advertisement of the Partner in PHDCCI Monthly bulletin. Coverage of the event in monthly bulletin. 10 percent advertising space on all advertisements. (Banners, Hoardings, Newspaper advertisement, Social media coverage), Boarding and lodging for 2 officials (14th, 15th, and 16th June) as per the venue of the event. Memento by PHDCCI

«««« BENEFITS TO PARTNERS

- Brand Visibility:** Capitalize on the event's wide media coverage and marketing efforts for significant brand exposure
- Engagement:** Direct connection with a specific audience of outdoor sports enthusiasts and local community members
- Corporate Responsibility:** Link your brand with efforts toward environmental preservation and community aid
- Customizable Packages:** Partnership packages designed to meet your marketing goals and budgetary requirements.

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