

## **PEDL in association with CMRL organises Treasure Hunt on World Bicycle Day**

**June 3, 2018: On World Bicycle Day, PEDL – India’s first dockless bicycle company is planning to organise PEDL Treasure Hunt in partnership with CMRL to celebrate and make people aware of the special day. PEDL is conducting this activity in Chennai to make awareness of World Bicycle Day and the service which is simple, affordable, reliable, clean and environmentally fit sustainable means of transportation.**

**In Chennai, where PEDL Treasure Hunt will be organised will have start and end point identified. Between these two points, there would be other 4 points. These 6 points or zones will comprise the treasure hunt circuit. Apart from the Start & End point, the other points will be considered as activity points. The four activity points will have certain tasks which will have to be completed by the participant. Upon completion of the activity, the participant will receive a balloon which needs to be tied to his cycle. This balloon will indicate that a certain task at the corresponding activity point has been completed. During participation, the participant can take place in various activities such as Cycle Sprint, Just roll with it, Selfie game strong and Shaolin Cycle.**

**Speaking on the occasion, Greg Moran, CEO & Co-founder, Zoomcar, ‘We are thrilled to organise #Pedl Treasure Hunt across cities and we are confident that people everywhere would have never had this experience. On World Bicycle Day, we want to reach out to all our PEDL customers and new audience as well to make them understand the purpose of providing a convenient, affordable, and environmentally friendly cycle sharing service for short trips around the city and helping serve local use cases such as grocery shopping, errand running, and last mile commuting.’**

**The event will follow certain rules for participants. The cycles can be booked on a first come first served basis at the start point. The participant can bring own cycle as well. To qualify for the guaranteed prize of PEDL Tshirt, participant will have to collect all 4 balloons from the activity points and reach the end point before a designated time.**

**The winners will get the following gifts: Chennai**

**1st Prize: Souffit Fitness Band worth Rs 15,999**

**2nd Prize: Saffron Stays Holiday Voucher worth Rs**

**2,500 3rd Prize: Saffron Stays Holiday Voucher worth**

**Rs 2,500 Qualified participant: PEDL T-shirts**

<b>City</b>	<b>Date</b>	<b>Time</b>	<b>Venue</b>
<b>Chennai</b>	<b>3rd June</b>	<b>5 PM</b>	<b>Tirumangalam main car parking</b>

**Other Details of the event: Activities**

**1. Cycle sprint: Ride on a seat-less cycle and complete a course as fast as possible. The course will be designed by using cones. If the participant’s feet touch the ground, s/he will have to restart. To restart, participant will have to join the queue for participation.**

**2. Just roll with it:** We will place a cycle tyre and a stick at the starting point. The participant will have to roll the tyre using the stick from the start point to the end point. If the tyre falls in between, participant will have to restart. To restart, participant will have to join the queue for participation.

**3. Selfie game strong:** The participant will have to take a selfie with PEDL cycle cut-outs placed at the activity point. The cycle cut-out will say 'Happy World Bicycle Day'. In the background, the selfie should have at least 3 PEDL cycles to qualify. They will have to post the selfie on Instagram, twitter or Facebook with #WorldBicycleDay, #Soulfit & #PEDL.

**4. Shaolin Cycle:** The participant will be given one football and 1-minute time. There would be a goal like structure created, not more than 2 feet wide. The format will be of penalty shootout. The participant will stand behind a line parallel to the goal post. The cycle will be placed, parallel to the goal post, behind the line. The participant can move the front wheel left or right to hit the football and score a goal. If the participant is not able to score the goal in 1-minute, s/he will have to restart. To restart, participant will have to join the queue for participation.

#### **Event Flow**

- Participants gather at starting point
- They will have to book the cycle and be ready for the treasure hunt to start
- The treasure hunt starts at 5pm sharp. If someone is late, s/he can still participate as the winner will be considered depending on who reaches the end point first.
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- There will be all the rules & regulations mentioned in the brochure given to participants
- The participant can pick any activity point in any order.
- The participant will have to collect 4 balloons after completing 4 events. When they reach the end, all these 4 balloons will have to be tied to their handle bar
- When the participant reaches the end s/he will be qualified only if there are 4 balloons tied to the cycle handle bar
- The participant will have to reach the end before 8pm to qualify
- Three winners will be chosen based on who reaches the end first.
- Everybody else who qualify; reach the end with 4 balloons before 10 AM, will receive PEDL T-shirts and Caps or other accessories.

#### **About PEDL**

PEDL, India's first technology enabled cycle sharing service by Zoomcar. It allows a user to rent cycles by the hour or day. Founded in 2017 and headquartered in Zoomcar office in Bengaluru, its service is presently spread in 19 cities - Bangalore, Lucknow, Chennai, Pune, Kolkata, Mumbai, Udaipur, Varanasi and Hyderabad. PEDL will primarily serve local use cases such as grocery shopping, errand running, and last mile commuting. The point to point nature of the service offers significant flexibility to the end user across the day. For more information, log onto <https://pedl.in/> and <http://www.zoomcar.com>.

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