Pimp my rickshaw

Taking a look at a rickshaw in the wildest way, the Rickshaw Challenge can make you travel 1,900 km to kick that adrenaline in



Aravind Bremanandam (right), founder and CEO of The Rickshaw Challenge, taking control of the wheel

EXPLORE

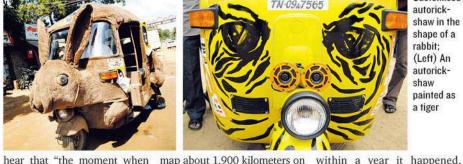
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We've heard of our share of zany travels, but hopping onto an autorickshaw for an adventure kick was way out of the question. It began in 2006 as Princely Jeyachandran, head of Indian operations, reveals, "The struck Aravind Bremanandam (founder and CEO), when he was participating in a fun rally in Africa. He got an old Ladha (a Russian car) for that rally which he was participating in, with his friends."

It only justifies that a madcap idea can come out of a totally crazy experience. boutique hotels to India. A rally





(Far left) Customised autorickshaw in the shape of a rabbit: (Left) An autorickshaw painted as a tiger

caught in a sandstorm, under rickshaws are supposed to the car," relates Jeyachandran.

Auto focus

So, coming to the frustrating public vehicle of our lives, the Rickshaw Challenge offers you Aravind, the 'driving' force four trips in a year called the raucous rickshaw invited this behind the venture, runs an Mumbai Express, Tamil Nadu smooth a ride in the beginning. them shipped to any part of the Internet marketing company in Run, Classic Run, Malabar Jeyachandran shares, "When world. Budapest and also introduced Rampage and Deccan Odyssey, Aravind informed his like-This year, Mumbai Xpress minded friends; immediately, junkie, it hardly surprised us to begins on July 17 and make you all planned (to hit the road) and

the idea struck him he was that lawn mower's engine (that There were 20 teams (two in have). After being flagged off from our city, the daring travellers will cut through myriad landscapes — hills, beaches and valleys — and reach Chennai in 14 days. We wondered if the can surely pimp their rickshaws

each rickshaw). The participants drive the vehicle. Even the noise the autorickshaw makes, becomes a part of fun." With 30 vehicles in tow, Jevachandran informs that one (if not heart the trip) and get

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