

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 idea struck Aravind Bremanandam (founder and CEO), when he was participating in a fun rally in Africa. He got an old Lada (a Russian car) for that rally which he was participating in, with his friends."

It only justifies that a mad-cap idea can come out of a totally crazy experience. Aravind, the 'driving' force behind the venture, runs an Internet marketing company in Budapest and also introduced boutique hotels to India. A rally junkie, it hardly surprised us to



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

hear that "the moment when the idea struck him he was caught in a sandstorm, under the car," relates Jeyachandran.

Auto focus

So, coming to the frustrating public vehicle of our lives, the Rickshaw Challenge offers you four trips in a year called the Mumbai Express, Tamil Nadu Run, Classic Run, Malabar Rampage and Deccan Odyssey. This year, Mumbai Xpress begins on July 17 and make you

map about 1,900 kilometers on that lawn mower's engine (that rickshaws are supposed to 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 raucous rickshaw invited this smooth a ride in the beginning. Jeyachandran shares, "When Aravind informed his like-minded friends; immediately, all planned (to hit the road) and

within a year it happened. There were 20 teams (two in each rickshaw). The participants drive the vehicle. Even the noise the autorickshaw makes, becomes a part of fun." With 30 vehicles in tow, Jeyachandran informs that one can surely pimp their rickshaws (if not heart the trip) and get them shipped to any part of the world.

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