

All India MTB Challenge 15th – 22nd October



The 7th edition of the Great Malnad Challenge, BIGGER and MEANER than ever before. The cycling trail is an MTB'ers dream come true with steep climbs, challenging downhills and longcross-country endurance rides.

The *Great Malnad Challenge* is the *toughest MTB* challenge in India. Spanning over **700kms** of the *Western ghats,* the *GMC* route passes through some of the toughest paths that an MTB will ever encounter. The Energy Sapping ride is well compensated by the breath taking *natural beauty* of the Western ghats.





A RECAP (2010 - 2015)

- → SIX GMCs: 2010 2015
- → TOTAL RIDERS: 600 till date
- → TOTAL DISTANCE CYCLED: 5000+kms
- → Media Coverage of the WINNERS
- Covered in SPORTS SECTION with WINNERS













GLIMPSE INTO SBI-GMC 2015







GLIMPSE INTO SBI-GMC 2015

























GLIMPSE OF MEDIA COVERAGE

Malnad race

for cycling

enthusiasts

The challenge, which is day to ma

A 650 km long journey will see five

"We are plad to nee to many c

Cycle ride trimmed to build team spirit

lenge (GMC), the locat-dis-

CREAT MALNAD CHALLENGE



Veera Manikanta emerged. Verra emerged winner in the near Udupi. winners SRI-Great Malnad Open race.

from Madikeri to Marwanthe, a period of eight days, after

the Masters category (below tober 31. They passed through

40 years of sor) while Nazesh Bahabadangiri, one of the Sinch torned the Super Mas-highest peaks in Karuataka and Prablus

Sandeep emerged winner in starting from Madikeri on Oc-

are participants to ride as a unlieus forests and peaks like Banerabare: The fifth officien beam. Forty participants in Mullinvanaulyt, Bahahralan Athlete Reeth Abraham

officially announced the "The beam with maximum Ashwini Mehra, deputy ma

Infletnako thrown in. player will be adjudged Beat haud, State Biank of India, Announcing this on Fri-Rider of GMC-2014."Manjesh Bangalore, S Anand, VP and daw Manjakh Dandrasekha. added (a) Manyash Chandrawikha, abox, operations nonconstruction operations nonconstruction of Giant Starkenn, and other of the sevent, and the formut Madkeri on October 11, the dignilaries.

mat. The sookin journey has "The bosh with miximian" Asswird baeney, orputy ma-been pruned to 680 km, with points will win. The bestoarn maging director and circle internakschevawn in. slover will be adjudged Best hand. State Bank of India.

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*Cycling enthaniants have in

Sandeep, Nagesh, Veera triumph increational opined. Talking about the GMC, Admin BENGALURU, DHNS: Sandoep ters category, which is for cy-moved to Thirthaballi and fi-Prabhu, Nagesh Singh and clists above 45 years of age. nally fasished at Marwanthe,

Challenge (GMC) cycle race Participants covered a total hardcore MTB trails. The race that traversed a tough mute distance of 700 kilometres over has been a revelution to mere carding MTR curling Trahan through the wearra ghats cars py that I was able to negotiate the tough terrain of the Malmad wanthe, a reaside room orar lidur

54 +Newspaper

10 +TV Channels

11 నుంచి మల్నాడు సెక్షింగ్ ఛాలెంజ్ ర్యాలీ

ఆంధ్రజ్యాతి స్థతినిధి, బెంగళూరు: భారతదేశపు ఆతిపెద పైకింగ్ పోటీ ఎస్బీఐ, గేట్ మర్పాడు రాలెంజ్ ఆకోబర్ 11వ రేదిన పశ్చిమ కనుమల పొంతంలోని మడికేరిలో పొరంభం కానుంది. 650 కిలోమీటర కిలోమీటర దూరం మేరకు సాగి ఆకోటర్ 17వ తేదీన ఉడిపిలో ముగి యనుంది. వరునగా 5వ ఏడాది నిర్వహిష్టున్న ఐ సెకిల్ ర్యాల్ ముళ్లయ్యనగిరి, బాబాబుడిన్ గిరి వంటి కొండల (పాంతం గుండా సాగుతోంది 50 మంది సెకిస్లో రాలీలో పాలానవమునని అంచనా వేసునుటు నిరాహకులు తెలిపారు. జెయింట్ సార్క్షన్ మేనేజింగ్ డెరెకర్ చెపిత్ పాటిల్, స్టేట్ బ్యాంక్ ఆఫ్ ఇండియా, సీఈక. ఆశ్విని మెహరా తదితరులు మీడియా సమావే

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GREAT, MALNAD, CHALLENGE



GLIMPSE OF MEDIA COVERAGE



ಬತ ಬೆಲೆ ಮಾರಾಟ ಅನಾಯನೇ?





ಗೇಟ್ ಮಲಾಡ್ ಚಾಲೆಂಜ್' ಸೆಕಿಂಗ್ ಸರ್ದೆ ಮುಕಾಯ

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ಗೇಟ್ ಮಲಾಡ್ ಚಾಲೆಂಜ್, ಸೆಕ್ಟಿಂಗ್ ಸರ್ದೆ ಮುಕಾಯ



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ಸೈಕಿಂಗ್ ವಿಜೇತರಿಗೆ

ಪ್ರಶಸಿ ವಿತರಣೆ



ಎಫ್ಬಾಐ-ಜಿಎಂಪಿ ಸೆಕಿಂಗ್ ವಿಜೇತರಿಗೆ ಬಹುಮಾನ ವಿತರಣೆ

Morrison a first some from set ಹಾಗೂ ಎಳೆಯಿನ ಬ್ಯಾಂಕ್ ಸಕರ್ಯಾ clasted 700 & for clatici mont the-shock there should be choice ches anti-activity ಎಕೇಕಂಗೆ ಮೆಸ್ಕಾರ್ನಲ್ಲಿ ಮಂಗಳವಾರ

successfeedent manant a Cristie Alerry Har wolonstranks, Liferuo 700 à.lot. ciaticitàthei en side costi com deferministrator state anter, mester anter morio show assertion sharp strength ಆಯೋಪಸಲಾಗಿತ್ತು. ರಾಜ್ಯದ ನಾನಾ whiteod word to moo them ಮುಟದ ಆರು ಮುಂದಿಯನು ಅಂತಿಮವಾಗಿ California destatemente should an and an and a state of a state of a



Delexido ಮುಕ ವರ್ಷದಲ್ಲಿ ವೀಡಮಗಳಂತ (math), Areathest me (Daroth) maria d. a cour (gacob) ಎಚೇತರಾದವರು, ಮೂನ್ r ವರ್ಗದಲ್ ಡಾ. ಸಂದೀಪ್ ಪ್ರಭು (ಪ್ರಥಮ) ಸುರೇಶ abter (Datest) more operation (#3:00). אממטי מואמאיר נווריטל ನಾಗೇಶ್ ಸಿಂಗ್ (ಪ್ರಶಮ) ವಿಜೀತರಾವರು בטטולה זולולי שנותה לפטירולולט Laboration Calories and

sized marks commarce state they not distributed as moderation ಈ ಸರ್ವೆಯನು ಅಯೋಪಗಲಾಗಿತ್ತು ಎಲಾ chinciples, second better out 200 ಬ ಸ್ಥೆಕಲ್ ಸಂಸ್ಥೆಯ ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕ ದ್ವವರಿಗೆ ಮನವರಿಕೆ ಮಾಡಿಕೊಡಲಾಯಿತು

Manikanta bags top brize

Bengaluru: Veera Manikanta claimed the top spot in the Open category of the grueling Great Mainad Challenge cycling competition. The Mysuru resident took the top spot with a time of 17:36:00 seconds, much ahead of second placed

Neelameghashyam R (19:22:00) and Srearal R (25:38:00) in third. Meanwhile in the Masters category, Sandeep Prabhu took the first place, completing the 200KM challenge in 21:53.00 seconds even as Nagesh Singh claimed the top spot in the Super Masters category with 27:42.00 seconds on the clock Results: Masters category: 1. Sandeep

Prabhu (21:53:00), 2. Suresh Chanappa (26-20-00), 3. Girish Reddy A (29:39:00) Super Masters: 1. Nagesh Singh (27:42:00) Open: 1. P Veera Manikanta (17:25:00), 2. Neelameohashvam R (19:22:00), 3. Sreeraj R (25:38:00)

ಸೈಕ್ಲಿಂಗ್ ಚಾಂಪಿಯನ್ ಶಿಪ್ ಮುಕ್ತಾಯ ಶಿಕ ಸುದಿಲೋಕ ಬೆಂಗಳೂರು

ಬಾಂಕ್ ಗಳ ಸಹಯೋಗದೊಂದಿಗೆ 700 ಕಿ.ಮೀ ದೂರದ 'ಎಸ್ಟರ್ಐ-ಜಿಎಂಸಿ ಸೆಕಿಂಗ್ ಚಾಂಪಿ ಯನ್ ಶಿಪ್ . ಮುಕಾಯಗೊಂಡಿದು, ಆರು ಮಂದಿ ವಿಜೇತರಿಗೆ ಪ್ರೆಸ್ ಕಬ್ ನಲ್ಲಿ ಮಂಗಳವಾರ ಬಹುಮಾನಗಳನು ವಿತರಿಸಲಾಯಿತು

"ಮಡಿಕೇರಿಯಿಂದ ಉಡುಪಿಯ ಮರವಂತೆ

ಕಿ.ಮೀ. ದೂರದವರೆಗಿನ ಈ ಸರ್ದೆಯನು ನಾನಾ ಐ ಸೆಕಲ್ ಸಯಂ ಸೇವಾ ಸಂಸ್ಥೆ ಹಾಗೂ ಎಸ್ಬಿಐ ವಯೋಮಾನದವರಿಗೆ ತಕಂತೆ ಮಾಸರ್ಸ್, ಸೂಪರ್ ಮಾಸರ್ಸ್ ಮತ್ತು ಮುಕ ವಿಭಾಗವೆಂದು ಮೂರು ವರ್ಗಗಳಲ್ಲಿ ಆಯೋಜಿಸಲಾಗಿತ್ತು. ರಾಜ್ಯದ ನಾನಾ ಭಾಗಗಳಿಂದ ಒಟ್ಟಾರೆ 50 ಮಂದಿ ವರ್ಗದಲ್ಲಿ ಡಾ. ಸಂದೀಪ್ ಪ್ರಭು (ಪ್ರಥಮ ಸತಿಸ್ಗಳು ಸರ್ವೆಯಲ್ಲಿ ಪಾಲೊಂಡಿದರು." ಸುರೇಶ್ ಚಿನವ (ದಿತೀಯ) ಹಾಗೂ ಗಿರೀಶ್ ರೆಡಿ ಎಂದು ಬ ಸೆಕಲ್ ಸಂಸೆಯ ಪ್ರವಸಾಪಕ ನಿರ್ದೇಶಕ (ತತೀಯ) ಸೂಪರ್ ಮಾಸರ್ಸ್ ಮಂಜೇಶ್ ಚಂದಶೇಖರನ್ ಬಹುಮಾನ ವಿತರಣೆ ನಾಗೇಶ್ ಸಿಂಗ್ (ಪ್ರಥಮ). ವಿಜೇತರು ಸೈಕಲ

ಬೀಚ್ ವರಗೆ/ಇಷ್ಟೀಚೆಗೆ 8 ದೀನಗಳ ಸೈಕ್ಟಂಗ್ ಸರ್ಧೆ ನಂತರ ಪತಿಹಾಗೋಷ್ಠಿಯಲ್ಲಿ ತಿಳಿಸಿದರು.ಈ ವೇಳೆ ಸವಾರಿ ವೇಳೆಯಲ್ಲಿನ ತಮ್ಮ ಅನುಭವಗಳನ ಯನ್ನು ಆಯೋಜನಲಾಗಿತ್ತು. ಬರೋಬರಿ 700 ಎಸ್ಐಐನ ವ್ಯವಸಾಪಕ ನಿರ್ದೇಶಕ ನಾಗರಾಜ್ ಗೋಷಿಯಲ್ಲಿ ಹಂಚಿಕೊಂಡರು

chilaideis engliaineiri **ವಿಚೇತರು:** ಮುಕ್ತ ವರ್ಗದಲ್ಲಿ ವೀರಮಣಕಂಠ (ಪಥಮ), ನೀಲಮೇಶ ಶಾಂ (ದಿತೀಯ ಹಾಗೂ ಕೆ. ಹೀರಾಜ್ (ತತೀಯ) ಮಾರ್ಸ್



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A RECAP (2010 - 2015)

- → TOTAL SUPPORTING BRANDS: 30+
- → Local media coverage of 'Daily Flag-off'
- → Extensive Pre-event & Post-event Coverage
- Radio Coverage























EVENT MAGNITUDE

TOTAL PARTICIPATION

Pro	
Green	1
Mentor Cyclists	
Race Staff	
Volunteers	
Medical staff	
Support Vehicles	

- 50 Racers
 - 100 Cyclists
 - 10 Mentors
 - 1 Race Director, 10 marshals, 4 Time Keepers
- 20 Men 10 Women
- 2 Doctors, 2 nurses
- 3 Trucks, 3 Station wagons, 2 Motorbikes & 2 Ambulances



PROMOTIONS

3 CITIES... 3 RACES... FULL MEDIA COVERAGE!

- BANGALORE
- MYSORE
- + HUBLI







PROPOSED MEDIA COVERAGE

Build-up events at 3 Cities

Promotions & Advertisement for build-up events in all Cities

- (Quarter page Ads, Articles, Hoardings, Posters, Banners, Backdrop, START / FINISH Arch, etc...)
- Promotions & Advertisement for GMC2016
- On-Event Coverage (Build-up / GMC2016)
- Post-Event Coverage (Build-up / GMC2016)

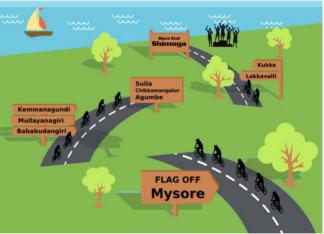






ROUTE DETAILS









COMPETITION CATEGORIES

GMC2016 (Open) - MEN & WOMEN

Winner, 1st Runner Up, 2nd Runner Up

GMC2016 (Tour) – MEN & WOMEN

Winner, 1st Runner Up, 2nd Runner Up

GMC2016 (Tour) - Masters

Winner, 1st Runner Up, 2nd Runner Up

GMC2016 (Tour) - Corporate

Winner, 1st Runner Up, 2nd Runner Up



Ride Long...Ride Strong!



TOTAL VISIBILITY

- Radio Coverage
- Online SEO & SMM
- Sports Magazines







GMC2016 - OPEN & TOUR

OPEN

- Competitive Ride
- Prizes for WINNERS
- WINNERS media Coverage
- High percentage of 'Off-road' trails
- Eligible Cyclists only
- Technical Terrains
- Unexplored trails

TOUR

- Challenging ride with full support
- Mechanical Support
- Support Vehicle
- Breathtaking Trail
- Mentor Cyclists
- Fun group of cyclists
- An unique opportunity at GMC2016 to experience 2 / 3-days 'mini-GMC'





REGIONS COVERED



SPONSORSHIP SUPPORT







GMC DELIVERABLES



KEY PARTNERS



VISION & MISSION

VISION:

To be the PREMIER MTB Challenge that attracts cyclists from the world over to compete, as well as enjoy the magnificence of Malnad.



MISSION:

To hone the skills for MTB enthusiasts and prepare them to handle any MTB Challenge in the World

To create awareness about the ecological importance of the Western Ghats

To promote causes and help garnering support for the same through the popularity of GMC





The *GREAT MALNAD CHALLENGE* is one of the **PREMIER** bicycle challenges in India and frequently attracts cyclists from other countries as well. The *GMC* trail passes through some of the most beautiful regions of Malnad and is one of the most "looked-forward-to" annual rides.

The GMC is very popular among the Corporate fraternity. More than 90% of GMC participants are "Urban Working Professionals". GMC promotions and campaigns are keenly followed by cycling enthusiasts across the Country through social media and GMC website updates. ICYCLE.in, a leading bicycle solutions provider, is the promoter of GMC. With its vast presence the Indian cycling scene, ICYCLE.in adds panache and professionalism to the whole event.

Additionally,

As EVENT PARTNER, associated brands get high visibility among the corporate fraternity, who are the main target audience for GMC. From marketing the event to conducting the event, GMC is professionally managed with the support of experts in relevant domains. Extensive promotions and advertisements for GMC showcases the BRAND PARTNER everywhere. Media coverage (TV, Radio, Newspaper, Online)





GMC PRACTICE RIDES







CORPORATE CLIENTS TILL DATE





