

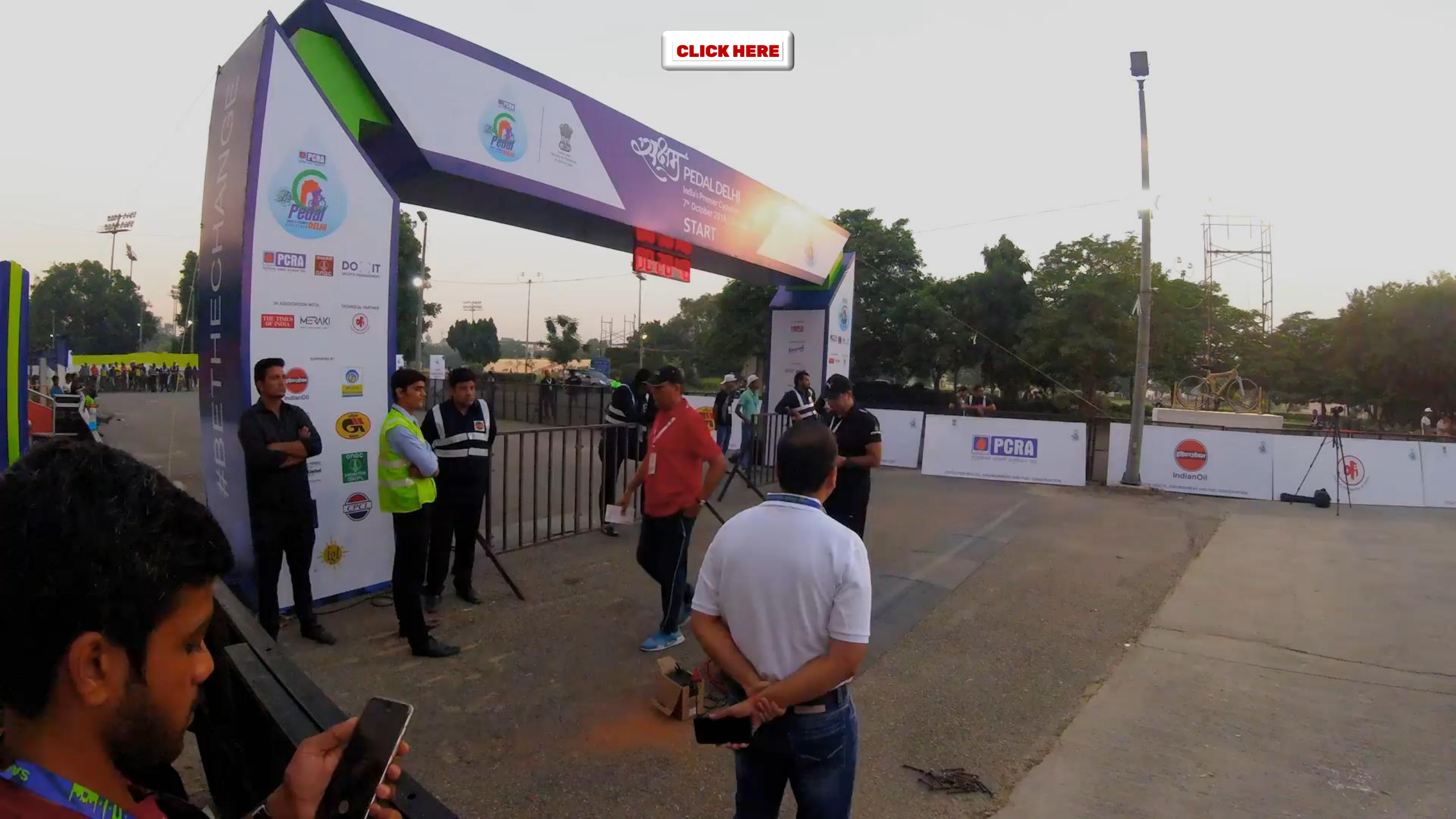


CASE STUDY: SAKSHAM PEDAL DELHI

(2017 & 2018)

PROMOTED BY – MERAKI SPORT & ENTERTAINMENT

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- **5th November | 5000+ Participants**
- Hosted the **National Championships - Road** (Indian Elite Athletes)
- Face of the event - **Farhan Akhtar**
- M.E.V- **INR 15 crs +**
- Digital Impressions - **4 mn+**

FOUR EVENT
CATEGORIES

LARGEST **PRIZE MONEY**
FUND

LARGEST **RENTAL**
CYCLE POOL



- **7th October | 6000+ Participants**
- **200+** Indian Elite Athletes
- Face of the event - **Disha Patani**
- M.E.V - **INR 16 crs +**
- Digital impressions - **5 mn+**



2018

H I G H L I G H T S



HELD AT
JAWAHARLAL NEHRU
STADIUM



6000+
CYCLISTS



SIGNIFICANT
EDITORIAL MEDIA
COVERAGE

ON-GROUND
ACTIVATIONS
ACROSS CORPORATES,
COLLEGES & SCHOOLS





1000+ PEOPLE
IN THE EXCLUSIVE
HOSPITALITY ZONE FOR
PARTICIPANTS' FAMILY &
FRIENDS



**PERSONALIZED
RIDER PHOTOS**
FREE DOWNLOADS



3500+
RENTAL CYCLES



**FINISHERS
MEDALS**



INR 8,00,000
PRIZE MONEY FUND

ELITE RACE

200 **INDIAN**
ELITE
ATHLETES



AMATEUR RACE

711 **MTB &**
ROAD
CYCLISTS



OPEN CATEGORY

1396
BEGINNERS



FAMILY RIDE

3745
LEISURE
RIDERS



KEY PERFORMANCE INDICATORS (PER EVENT)



OWNED MEDIA

Branded communication that makes a direct connection between consumer and event

TARGET IMPRESSIONS
25 million+



PAID MEDIA

Advertising bought and paid for by the event

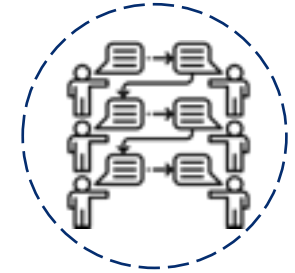
ESTIMATED VALUE
INR 2+ crs



SHARED MEDIA

Communication generated via on ground activations / in-store branding & promotions, social media exercises etc.

INDICATIVE VALUE
INR 50 Lacs



EARNED MEDIA

Organic footprint for the event which is not managed or controlled - only influenced

PRV (PR VALUE)
INR 7.5 crs+



SNAPSHOTS





SNAPSHOTS

