



Desi Warrior returns with upgraded experience; thousands turn up to participate

~New and improved obstacles were the main draw for adventure junkies and corporate honchos alike~

Sunday, 16th October 2016, Gurgaon --Adrenaline Entertainment Pvt. Ltd. today unveiled the significantly revamped third edition of **Desi Warrior's Battlefield Gurgaon**; India's first home grown world class obstacle run and fitness festival. The highly awaited obstacle run was once again held right in the heart of Gurgaon at M3M SEZ, Sector 58, Golf Course Extension Road.

Speaking on the occasion, **Mr. Pankaj Bansal, Director, M3M Group** said, "We are excited to host Desi Warrior for the second time in a row. The event offers an opportunity to get out of our daily routine and motivates us to adopt a fun filled and healthy lifestyle. Its philosophy and spirit amalgamates suitably with M3M group's ideologies and thus we are enthralled to be a partner with the event."

The event attracted thousands of people from Delhi NCR across all walks of life ranging from fitness enthusiasts, adventure junkies, corporates, to first timers wanting to see what the obstacle running craze is all about. Participants put themselves through 23 military style obstacles over a 5 km course designed to incorporate the natural terrain of the land as well as test every aspect of your toughness. While the obstacle course was the focal point, a dedicated festival area was also set up for spectators, friends and families. Dubbed the "Warrior Arena", it included a DJ, interactive activities like Zumba and Aerobic Bhangra, Warrior Fit competitions, food trucks and much more.

Another unique attraction was '**Chotta Desi Warrior**', **India's only dedicated obstacle run for kids**, which is a 1+ km track with 10+ age appropriate obstacles. Including a kid's course allowed families to come out and spend quality time together doing something active outdoors. "In this day and age where mall rats, smart phones and junk food reign supreme, families struggle to find constructive ways in which to spend time together. That's where Chotta Desi Warrior comes in! The pride a parent feels when they see their child cross the finish line victorious is not something you can reproduce on a smartphone. Families that play together stay together!" exclaimed Samar Shivdasani, Founder of Desi Warrior.

Along with their partners – M3M Group, IOS Sports & Entertainment, Decathlon, Fortis, MyCityForKids, BootCamp Yellow, Desi Warrior is redefining how sports and fitness can be integrated into your daily routine, plus it's a ton of fun! Several corporates also came out to participate in the event as an employee engagement activity proving that health and fitness is no longer a buzz word but an integral component of their company ethos. "Desi Warrior as a corporate event is a fantastic way to show each other the value of helping colleagues overcome obstacles, to foster a strong team spirit, and just as importantly to be able to see the human side of the people we work with on a daily basis" says **Ashwin Juneja India CEO of Allianz Global Assistance** while **Vishal Sinha COO TUI India** feels that "At TUI India we live by our brand 'Discover your Smile'. We feel a person is transformed to the best version of their self when they are outdoors. The teamwork and camaraderie built on the battlefield is irreplaceable and cannot be taught in a boardroom. No organizational objective can be met without cohesive action and teamwork. The construct of Desi Warrior is such that people learn to trust and explore ways to overcome challenges mental or physical, learn adaptability and team skills. As a result, Desi Warrior has become a part of our annual team building curriculum."

Battlefield Gurgaon was put together by a team of professionals who painstakingly customized and designed every obstacle specifically for the Indian consumer. A signature obstacle, 'Makad Pakad Chaal', requires you to traverse across a cargo net suspended 4 ft in the air over a pit of water. Another aptly named obstacle, 'Dam Laga Ke' had Warriors using their body weight to pull loads of up to 50kgs to a height of 20ft using ropes and pulleys. Participants at the end were required to retrieve their medals from on top of 'Jashan-e-Jaal' as Desi Warrior medals are earned not given.

ABOUT DESI WARRIOR

Desi Warrior is an initiative in sports entertainment events by Adrenaline Entertainment Pvt. Ltd. The concept of Desi Warrior was developed a few years ago when the founder participated in obstacle runs outside the country and realized the potential of the sport in India. Even as the name suggests, the idea was to develop the concept locally from the ground up such that it would appeal to every Indian, rather than going with a cookie cutter model from elsewhere. Today, the Company has a founder, Samar Shivdasani, whose obsession with health and fitness is the driving force behind Desi Warrior. He believes that fitness in India is a movement and Desi Warrior is paving the way for a healthier and fitter nation, one person at a time. Desi Warrior is made up of tightly knit team of hard working; passionate and driven individuals all set out to make a difference. For more details log on to www.desiwarrrior.com

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