



RIDE IN INDIA- ONLINE CLIPS COVERAGE DOCKET

Website: News Voir

Link: https://www.newsvoir.com/index.php/release/ride-in-india-apos-motorcycletourism-apos-campaign-launched-on-world-tourism-day-14694.html

Ride in India - 'Motorcycle Tourism' Campaign Launched on **World Tourism Day**

Sep 28, 2020 17:20 IST







Chennai, Tamil Nadu, India

Experience Incredible India on Motorcycles

On the occasion of the World Tourism Day (27th September) India tourism, Chennai and the Big Biking Commune organised the flag-off of the 'Ride in India' campaign, an initiative to promote Motorcycles as a safe and responsible way to promote and boost domestic tourism. The flag-off event was held during the morning hours at the Institute of Hotel Management, Catering Technology and Applied Nutrition, Taramani, Chennai.



On the eve of World Tourism Day, Big Biking Commune one of the largest aggregator platform for the motorcycle community in partnership with India Tourism Chennai, flagged off the Ride in India Campaign.From (L to R) Mr. Ramasubramaniam Brand Architect, Big Biking Commune, Shri Shreevats Sanjay, Deputy Director General (DDG) & Regional Director (South), Ministry of Tourism, Government of India and Mr. Arun Kumar, Convener Big Biking Commune along with the bikers at the flag off ceremony of Ride in

Website: ANI

Link: https://www.aninews.in/news/business/ride-in-india-motorcycle-tourism-campaign-launched-on-world-tourism-day20200928182337/



Ride in India - 'Motorcycle Tourism' campaign launched on World Tourism Day

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ANI | Updated: Sep 28, 2020 18:23 IST

Chennai (Tamil Nadu) [India], September 28 (ANI/NewsVoir): On the occasion of the World Tourism Day (27th September) India tourism, Chennai and the Big Biking Commune organised the flag-off of the 'Ride in India' campaign, an initiative to promote Motorcycles as a safe and responsible way to promote and boost domestic tourism. The flag-off event was held during the morning hours at the Institute of Hotel Management, Catering Technology and Applied Nutrition, Taramani, Chennai. The tourism sector, one of the biggest employment and forex generator has been largely affected due to the ongoing pandemic situation. With the markets opening up in a phased manner, there is a ray of hope for the tourism industry, and in a bid to boost domestic tourism and support local businesses, India tourism, Chennai along with the

Website: PTI

Link: http://www.ptinews.com/pressrelease/42939_press-subRide-in-India-----

Motorcycle-Tourism--Campaign-Launched-on-World-Tourism-Day

Press Release

Source:Incredible India

Category:General

Ride in India - 'Motorcycle Tourism' Campaign Launched on World Tourism Day

28/09/2020

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Chennai, Tamil Nadu, India (NewsVoir)

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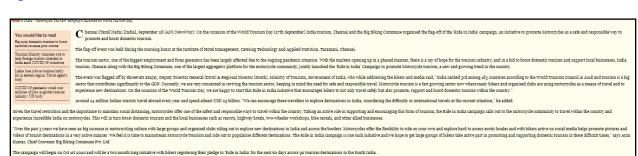
The event was flagged off by Shri Shreevats Sanjay, Deputy Director General (DDG) & Regional Director (South), Ministry of Tourism, Government of India, who while addressing the bikers and media said, "India ranked 3rd among 183 countries according to the World Tourism Council in 2018 and tourism is a big sector that contributes significantly to the GDP. Currently, we are very concerned in reviving the tourism sector, keeping in mind the need for safe and responsible travel. Motorcycle tourism is a fast growing sector now where many bikers and organised clubs are using motorcycles as a means of travel and to experience new destinations. On the occasion of the World Tourism Day, we are happy to start this Ride in India initiative that encourages bikers to not only travel safely but also promote, support and boost domestic tourism within the country."

Around 24 million Indian tourists travel abroad every year and spend atleast \$ 25 billion. "We can encourage these travellers to explore destinations in India, considering the difficulty in international travels at the current situation," he added.

Given the travel restriction and the importance to maintain social distancing, motorcycles offer one of the safest and responsible ways to travel within the country. Taking an active role in supporting and encouraging this form of tourism, the Ride in India campaign calls out to the motorcycle community to travel within the country and experience Incredible India on motorcycles. This will in turn boost domestic tourism and the local businesses such as resorts, highway hotels, two-wheeler workshops, bike rentals, and other allied businesses.

Website: Business Standard

Link: <a href="https://www.business-standard.com/content/press-releases-ani/ride-in-india-motorcycle-tourism-campaign-launched-on-world-tourism-day-120092801322_1.html#:~:text=Chennai%20(Tamil%20Nadu)%20%5BIndia,to%20promote%20and%20boost%20domestic



Website: Yahoo News

Link: https://in.news.yahoo.com/ride-india-motorcycle-tourism-campaign-

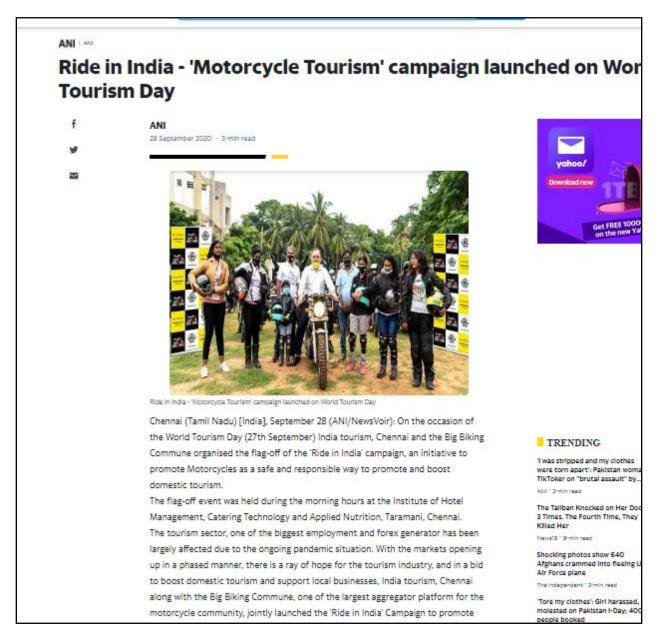
125337443.html



Website: Yahoo News ANI

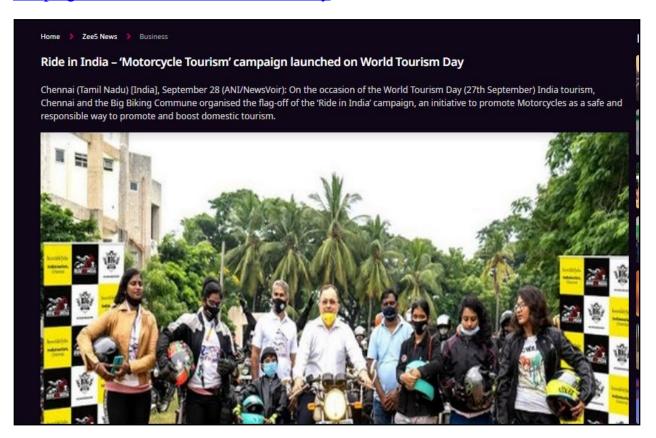
Link: https://in.news.yahoo.com/ride-india-motorcycle-tourism-campaign-

125337443.html



Website: Zee 5

 $\underline{Link: \underline{https://www.zee5.com/zee5news/ride-in-india-motorcycle-tourism-campaign-launched-on-world-tourism-day}$



Website: Business World

Link: http://www.businessworld.in/article/Ride-in-India-Motorcycle-Tourism-campaign-launched-on-World-Tourism-Day/28-09-2020-325715/

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Around 24 million Indian tourists travel abroad every year and spend atleast USD 25 billion. "We can encourage these travellers to explore destinations in India, considering the difficulty in international travels at the current situation," he added. Given the travel restriction and the importance to maintain social distancing, motorcycles offer one of the safest and responsible ways to travel within the country. Taking an active role in supporting and encouraging this form of tourism, the Ride in India campaign calls out to the motorcycle community to travel within the country and experience Incredible India on motorcycles. This will in turn boost domestic tourism and the local businesses such as resorts, highway hotels, two-wheeler workshops, bike rentals, and other allied businesses.

Website: Outlook India

Link: https://www.outlookindia.com/newsscroll/ride-in-india--motorcycle-

tourism-campaign-launched-on-world-tourism-day/1944625

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(Eds: Disclaimer: The following press release comes to you under an arrangement with NewsVoir. PTI takes no editorial responsibility for the same.) Chennai, Tamil Nadu, India (NewsVoir) . Experience Incredible India on Motorcycles On the occasion of the World Tourism Day (27th September) India tourism, Chennai and the Big Biking Commune organised the flag-off of the 'Ride in India' campaign, an initiative to promote Motorcycles as a safe and responsible way to promote and boost domestic tourism. The flag-off event was held during the morning hours at the Institute of Hotel Management, Catering Technology and Applied Nutrition, Taramani, Chennai. The tourism sector, one of the biggest employment and forex generator has been largely affected due to the ongoing pandemic situation. With the markets opening up in a phased manner, there is a ray of hope for the tourism industry, and in a bid to boost domestic tourism and support local businesses, India tourism, Chennai along with theBig Biking Commune, one of the largest aggregator platform for the motorcycle community, jointly launched the 'Ride in India' Campaign to promote Motorcycle tourism, a new and growing trend in the country. The event was flagged off by Shri Shreevats Sanjay, Deputy Director General (DDG) & Regional Director (South), Ministry of Tourism, Government of India, who while addressing the bikers and media said, "India ranked 3rd among 183 countries according to the World Tourism Council in 2018 and tourism is a big sector that contributes significantly to the GDP. Currently, we are very concerned in reviving the tourism sector, keeping in mind the need for safe and responsible travel. Motorcycle tourism is a fast growing sector now where many bikers and organised clubs are using motorcycles as a means of travel and to experience new destinations. On the occasion of the World Tourism Day, we are happy to start this Ride in India initiative that encourages bikers to not only travel safely but also promote, support and boost domestic tourism within the country.". Around 24 million Indian tourists travel abroad every year and spend atleast \$ 25 billion. "We can encourage these travellers to explore destinations in India, considering the difficulty in international travels at the current situation," he added. Given the travel restriction and the importance to maintain social distancing, motorcycles offer one of the safest and responsible ways to travel within the country. Taking an active role in supporting and encouraging this form of tourism, the Ride in India campaign calls out to the motorcycle community to travel within the country and experience Incredible India on motorcycles. This will in turn boost domestic tourism and the local businesses such as resorts, highway hotels, two-wheeler workshops, bike rentals, and other allied businesses. "Over the past 3 years we have seen an big increase in motorcycling culture with large groups and organised clubs riding out to explore new destinations in India and across the borders. Motorcycles offer the flexibility to ride on your own and explore hard to access exotic locales and with bikers active on social media helps promote pictures and videos of tourist destinations in a very active manner. We feel it is time to mainstream Motorcycle Tourism and ride out to popularise different destinations. The Ride in India campaign is one such initiative and we hope to get large groups of bikers take active part in promoting and supporting domestic tourism in these difficult times," says Mr. Arun Kumar, Chief Convener Big Biking Commune Pvt. Ltd. The campaign will begin on Oct 1st 2020 and will be a two month long initiative with bikers registering their pledge to 'Ride in India' for the next 60 days across 90 tourism destinations in the South India. To register for Ride in India, please visit www.bigbikingcommune.com. Website bigbikingcommune.com | www.facebook.com/Bbikingcommune | www.instagram.com/bigbikingcommune/?hl=en. Image: On the eve of World Tourism Day, Big Biking Commune one of the largest aggregator platform for the motorcycle community in partnership with India Tourism Chennai, flagged off the Ride in India Campaign. From (L to R) Mr. Ramasubramaniam Brand Architect, Big Biking Commune, Shri Shreevats Sanjay, Deputy Director General (DDG) & Regional Director (South), Ministry of Tourism, Government of

Website: HT Syndication

Link: https://www.htsyndication.com/newsvoir/article/ride-in-india--andapos%3Bmotorcycle-tourismandapos%3B-campaign-launched-on-worldtourism-day/45766515

Ride In India - 'Motorcycle Tourism' Campaign Launched on World Tourism Day

Posted On: 2020-09-28

Tamil Nadu, Sept. 28 -- Experience Incredible India on Motorcycles

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Website: Web India 123

Link:

https://news.webindia123.com/news/newsvoir.asp?c_article_id=14694&c_author_i d=8032&originurl=https://news.webindia123.com/news/newsvoir.asp

Ride in India - 'Motorcycle Tourism' Campaign Launched on World Tourism Day

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Chennai, India

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Website: Covai Post

Link: https://www.covaipost.com/news-

<u>cache/?c_article_id=14694&c_author_id=8032&pageid=1&originurl=https%3A%</u> 2F%2Fwww.covaipost.com%2Fnews-cache%2F

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Website: Daily Hunt

Link: https://m.dailyhunt.in/news/india/english/newsvoir-epaper-newsvoir/ride+in+india+motorcycle+tourism+campaign+launched+on+world+tourism+day-newsid-n218154704

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Website: Buzzyoo

Link: https://www.buzzyoo.com/ride-in-india-motorcycle-tourism-campaign-

launched-on-world-tourism-day/

Website: Hot News Express

Link: https://hotnewsexpress.com/2020/09/28/ride-in-india-motorcycle-tourism-

campaign-launched-on-world-tourism-day/

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RIDE IN INDIA- 'MOTORCYCLE TOURISM' CAMPAIGN – LAUNCHED ON 'WORLD TOURISM DAY



RIDE IN INDIA- 'MOTORCYCLE TOURISM' CAMPAIGN

LAUNCHED ON WORLD TOURISM DAY

Experience Incredible India on Motorcycles

Website: Gadget 2

Link:

 $\underline{https://www.gadget2.in/newspr1.php?c_article_id=14694\&c_author_id=8032\&originurl=http%253A\%252F\%252Fgadget2.in\%252Fnewspr1}$

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Website: Vishva Times

Link:

https://vishvatimes.com/home/newspr1?c_article_id=14694&c_author_id=8032&originurl=https%3A%2F%2Fwww.vishvatimes.com%2Fnewsvoir

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Chennai, India

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Website: The Truth One

Link: https://www.thetruthone.com/press-release/ride-in-india-motorcycle-

tourism-campaign-launched-on-world-tourism-day/

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By NewsVoir Press Release 28 Sep 2020



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Website: MENA FN

Link: https://menafn.com/1100870583/Ride-in-India-Motorcycle-Tourism-

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(MENAFN - NewsVoir) Chennai, Tamil Nadu, India

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Website: MTI News

Link:

https://mtinews.in/newsvoir/?c_article_id=14694&c_author_id=8032&originurl=http%3A%2F%2Fwww.mtinews.in.com%2Fnewsvoir

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Website: News R

Link: https://www.newsr.in/n/Press+Releases/1zltphirs1/Ride-In-India-

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Website: One News Page

Link: https://www.onenewspage.com/n/Press+Releases/1zltphirs1/Ride-In-India-

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Website: Newznew

ew.com%2Fnewsvoir

Link: https://www.newznew.com/news-voir/?c_article_id=14694&c_author_id=8032&originurl=http%3A%2F%2Fnewzn

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Website: Local Newspaper

Link:

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Website: Headline English

Link: https://www.headlineenglish.com/press-release-newsvoir/?c_article_id=14694&c_author_id=8032&originurl=http%3A%2F%2Fwww.headlineenglish.com%2Fnewsvoir

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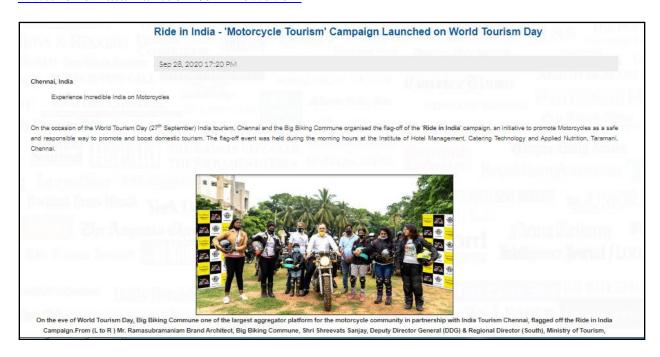
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Website: The Kolkata Mail

Link: http://thekolkatamail.com/press-

<u>releases/?c_article_id=14694&c_author_id=8032&originurl=http%3A%2F%2Fw</u> ww.thekolkatamail.com%2Fnewsvoir



Website: News Time Now

 $Link: \underline{https://newstimenow.com/corporate-news-update-by-news-time-now/?c_article_id=14694\&c_author_id=8032\&originurl=http%3A%2F%2Fnewstimenow.com%2Fnewsvoir$

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Website: Nasheman

Link:

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Website: Nation News

Link : https://nationnews.in/corporate-

news/?c_article_id=14694&c_author_id=8032&c_article_id=14694&c_author_id=8032&originurl=https%3A%2F%2Fnationnews.in%2Fcorporate-news%2F

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Website: The Reporting Today

Link

https://www.thereportingtoday.com/newsvoir/?c_article_id=14694&c_author_id=8 032

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Website: Notable Today

Link

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Website: Hyd News

Link http://www.hydnews.net.com%2Fnewsvoir

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Commune along with the bikers at the flag off ceremony of Ride in India

Website: Startup City India

Link https://www.startupcityindia.com/latest-updates-of-business-and-economy/?c_article_id=14694&c_author_id=8032&originurl=http%3A%2F%2Fst artupcityindia.com%2Flatest-updates-of-business-and-economy%2F

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Website: The CEO Magazine

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Website: Investment Guru India

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Website: Indore Dil Se

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Website: Face 2 News

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Website: Enterprise World

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Website: News on Floor

Link https://newsonfloor.com/newsdetail/ride-in-india--motorcycle-tourism-campaign-launched-on-world-tourism-day-51790.htm

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Ride in India

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Website: International Brand Equity

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Website: Dalal Street Journal

Link https://www.dsij.in/NewsDetails/FileName/newsvoir_press_release_14694

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Website: Chennai Online

Link https://news.chennaionline.in/press-releases/ride-in-india-motorcycle-tourism-campaign-launched-on-world-tourism-day-83380

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Website: Techphile

Link https://www.techphlie.com/p/news-voir.html

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Website: Abhitak News

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Website: Bizwire Express

Link https://www.bizwireexpress.com/showstoryNewsVoir.php?storyid=11241

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The event was flagged off by Shri Shreevats Sanjay, Deputy Director General (DDG) & Regional Director (South), Ministry of Tourism, Government of India, who while addressing the bikers and media said, "India ranked 3rd among 183 countries according to the World Tourism Council in 2018 and tourism is a big sector that contributes significantly to the GDP. Currently, we are very concerned in reviving the tourism sector, keeping in mind the need for safe and responsible travel. Motorcycle tourism is a fast growing sector now where many bikers and

Website: B Live

Link https://b-live.in/newsvoir-feeds/?c_article_id=14694&c_author_id=8032



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Website: Business Views

Link http://businessviews.in/news-voir-press-release-news-2/?c article id=14694&c author id=8032

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Website: News Control Room

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