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The big ride

Trails of India is encouraging bikers to explore the country better



BIKING is liberating. The open roads, the constant urge to be on the move and explore the unexplored unite the members of this 'brotherhood'. Now, Pulp Strategy—a digital and marketing integrated and communications agency based out of New Delhi—has launched an online platform, Trails of India, that aims to further strengthen this bond. Founder Ambika Sharma is an avid biker and outdoors person herself. Having started riding at the age of 12, she is currently the proud owner of a Suzuki GSX-R1000 and a Harley-Davidson Road King. The idea came to her while planning a trip to Kanyakumari last year with friends, when she got thinking about the lack of an all-India platform for bikers. Trails of India—which can be accessed via a website and an app—lets bikers connect and share their experiences via blogs, photographs and videos. They can form offline groups and set out on trips together. If you are looking for the latest gadget, safety gear or merchandise, you can find it here. Riders can also post queries in the forum to get relevant answers from a team of experts and seasoned bikers. But Trails of India is a lot more than a social media platform. It wants you to discover 'Incredible India' better on two wheels, or as they say, 'take the road less travelled'. "Travel on a motorcycle makes you richer. You can see sights and explore terrains you may never be able to in any other vehicle. Bikers can tell you what routes to take, or avoid, if you are setting out on a relatively new trail. Also, what are your best options for stopovers, parking-friendly roadside joints and hotels. It's like somebody has done the ground research for you," Sharma explains. You can start out as a 'Road Scout' by sharing basic information and work your way up 'Trailblazer'. There are exclusive goodies to earn along the way.

Available on Play Store and App Store.
Details: trailsofindia.com

—Barkha Kumari