

Ambika Sharma talks memorable biking trips, shares experience of riding 1700 cc Harley Road King to Ladakh

By Maleeva Rebello, ET Bureau • Last Updated: Mar 21, 2020, 01:04 PM IST

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Synopsis

The founder and MD of Pulp Strategy rode from Delhi to Ladakh in 2018.

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The ride was a great personal achievement for the Pulp Strategy boss, who successfully completed it.

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Ambika Sharma, Founder and MD of **Pulp Strategy**, loves riding bikes and has gone on trips across India on a two wheeler. The digital communications and technology boss told ET Panache, "There have been many memorable rides, prior to 2018, it was the ride to Kanyakumari, but the one in 2018, the ride to Ladakh has topped the list. The

route taken was Delhi – Manali – Jispa – Leh – **Khardung La** – Pangong Tso – Sarchu – Manali. It's the tougher route to Leh and it was my first time covering it on a Harley."

Sharma rides a Harley Road King, a touring bike, with 1700 cc engine, with a

loaded weight above 500 kgs.

Motorcycling started early for the MD of company.

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She shared that when she discussed her intent to ride the Road King to Ladakh, and onwards to Khardung La, the world’s highest motorable road with an elevation of 5359 meters, with fellow riders, everyone told her not to go.

"I was on the receiving end of horror stories of broken bones, crashed bikes, pulmonary edema and the likes. General consensus was that the bike is too heavy and the clearance too low. No one had taken a Road King to Khardung La via the Manali route previously. It was a failed mission to start with, they said. I have ridden to Ladakh more than once over the years however not on a big bike. I made some preparations to counter the low clearance with a

protective metal plate on the bikes under the belly, but a larger precaution was that I refrained from discussing the trip with people and kept the conversation within family and friends. So much so, that there was just one other bike with a rider who planned the ride along," she said.

Ambika started riding her father's motorcycle at 12 and says she has since then been riding two wheelers.



The ride was a great personal achievement for the Pulp Strategy boss, who successfully completed it. "Every experience has something to teach and the memories are rich, this trip made me think that more dreams are killed by 'what people say' than actual failure itself. Things look tougher than they actually are and perceptions cloud the real narrative," Sharma said.

Motorcycling started early for the MD of the digital communications and technology company. She started riding her father's motorcycle at 12 and says she has since then been riding two wheelers.

"While riding a bike, there are no distractions and it helps think with a clear head. Once the helmet is on, it's a solo pursuit. As bikers say, 'Therapy is expensive and the wind is free'," she said with a laugh.

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