



# The Trans-India Challenge

An adventure in partnership with Goonj



## MEDIA RELEASE

# Challenge chooses PureQuest to handle logistics

**New Delhi, November 2019:**

- Adventure Travel specialists chosen to manage complex 3,500 mile road trip around India
- 33-day Challenge will require “complex planning”
- Goonj and social responsibility link ‘sealed the deal’

The Trans-India Challenge, which will see 73-year-old philanthropist and businessman Alan Braithwaite and wife Pat drive a Morgan 3-Wheeler 3,500 miles around India, has selected PureQuest to handle the logistics and travel planning.

Based in New Delhi, and with offices across India, the adventure travel specialists will take on the complex logistical task of ensuring a valuable, British-made 3-wheeled Morgan - along with driver, co-driver, support crew and even a team of documentary makers - complete the daunting Challenge set by Braithwaite himself.

Struggling to find a logistics team that could handle not only the flights and accommodation, but also the visas and filming permits, security, detailed route-planning and even some elements of media management, the Challenge team called on its global motorsport contacts to help. The name PureQuest came back and the connection was made.

However, it was the organisation’s work beyond travel planning that sealed the deal. The Trans-India Challenge aims to raise £200,000 to support Indian aid NGO, Goonj, and fund academic research into Goonj’s ‘circular economy’ model. Through its Shaping Lives Foundation, which supports social regeneration through its travel clients, PureQuest has worked directly with Goonj, in particular supporting the NGO’s disaster relief activities.

For Alan Braithwaite, the appointment is a major milestone: “We have worked with other excellent travel organisations in the past, but the Challenge presents a complex set of requirements that go far beyond the remit of ordinary agencies. We needed the confidence of a team that not only knows India, but also understands the requirements of a first-ever automotive challenge of this kind and the pressures that brings.”

For Lokesh Bagga, PureQuest’s Head of Sales and Operations for India, Nepal and Bhutan, the request was not as strange as it sounded: “Because every client we deal with requires bespoke arrangements, and because we regularly organise car and motorcycle events of all sizes and complexities, the request from Alan and the Challenge Team was right in our sweet-spot. The fact it is in support of Goonj makes it that much sweeter. That said, dealing with low-slung, three-wheeled cars adds an unusual element to the trip, as does the small matter of Alan recovering from recent major heart surgery, so there are certainly some aspects that will keep us focused.”



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The 3,500 mile Trans-India Challenge, which will start from Mumbai on 1<sup>st</sup> February 2020, will take in cities including Pune, Hyderabad, Visakhapatnam, Puri, Kolkata, Patna, Lucknow, Agra, New Delhi, Jaipur, Udaipur and Ahmedabad before returning to Mumbai at the beginning of March.

- Ends -

For further information, or to arrange an interview with Alan and Pat Braithwaite or Lokesh Bagga, contact the Trans-India Challenge media office:

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Images and video clips are available by visiting: [www.transindiachallenge.com/media/](http://www.transindiachallenge.com/media/)

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**About Goonj:** Founded in 1999 by Indian Social Entrepreneur, Anshu Gupta – known as The Clothing Man – Goonj aims to use urban discard as a tool to alleviate financial poverty and enhance the dignity of people and communities financially impoverished in India. Over two decades, Goonj’s work has ranged from rural regeneration projects to emergency relief, all linked in some way to the use of discarded, recycled materials sourced mainly from India’s cities. The [award-winning impact](#) of Goonj’s work has benefitted hundreds of communities and millions of individuals across India; saving lives, reducing financial poverty and empowering communities.

**About PureQuest:**

PureQuest is an experiential inbound tour operator that is passionate about authentic adventure experiences in some of the world’s most exciting destinations. PureQuest’s local expertise, product innovation and genuine enthusiasm for all things travel, creates a perfect bespoke adventure experience.

PureQuest creates comprehensive programs that showcase the most epic aspects of destinations, ensuring each tailored program complements the unique requirements of niche markets such as road trips, luxury escapades, multi-generational family adventures and student groups.