

## 4<sup>th</sup> edition of Devils Circuit hosted at Wave City, NH24

*~Wave City and Devils Circuit organize a successful 4<sup>th</sup> edition of the adventurous obstacle race with over **3000 participants***

*~ Celebrities like Sunjay Kapur participated with the NCR adventure junkies for this edition of Wave City Devils Circuit*

**Ghaziabad, October 12, 2014:** Wave City, the first IBM powered Smart City project by Wave Infratech along with Volano Entertainment organized the 4<sup>th</sup> edition of **Devils Circuit**- India's biggest obstacle course run at Wave City - NH24, today.

Inspired with a vision to promote healthy lifestyle, the 5 km commando style run saw 3000 participants from NCR – all from different walks of life. Like every year, the obstacle course witnessed two running categories – Competitive and Non-competitive. The Competitive Category catered to those participants who wished to be timed for their run and compete with fellow runners for the top award. The non-competitive category was for those participants who wished to challenge themselves and test their own physical and mental strength. The competitive category winners were rewarded with cool hampers.

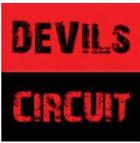
Wave City, which is India's first IBM powered Smart City has partnered with Devils Circuit and together the association was an ultimate experience of thrills and adventures. This year at Wave City, NH24 participants were enthralled with even more thrilling challenges like Murder by Mud and Hells Nest and the participants were kept energetic throughout the day with energy drinks and loud applause.

The obstacle race kicked off with drums & pressure horns and witnessed participation from adventure junkies, health enthusiasts, working professionals and expats who came together for this ultimate experience of thrills and adventures. To add in to the occasion, Sunjay Kapur participated in the competitive category along with his group of 77 runners.

Speaking on the occasion, Mr. Amar Sinha, Executive Director, Wave Infratech said, ***"We are extremely happy to have hosted this edition of Devils Circuit at our Wave City, NH24 site which saw an overwhelming participation. It has been a wonderful experience partnering with Volano Entertainment for Devils Circuit, which is a one-of-its kind obstacle course run and also a first for us at Wave Infratech. Wave City has always promoted healthy and green living and it has been a pleasure to see people coming together from different walks of life for Devils Circuit. Wave is glad to have partnered and have hosted India's biggest obstacle course run at our site on NH24."***

While the participants had the run of their life, spectators were in store for energetic dance performances. The entire ambience of Wave City was lively and with fervour all around with adventure junkies making a dull Sunday an experience to remember. "The whole experience was a lot of fun especially the last obstacle where we had to jump into freezing cold water. The medal and beer at the finish line was the icing on the cake," said Pranab Pegu, a Delhi-based entrepreneur. "I participated in the run with my colleagues from my NGO. We did the Circuit together and took our time on the course. The idea was to work together as a team and build camaraderie," said Ashima.

The organizing team led by the Zeba Zaidi, CEO OF Volano Entertainment Private Limited, said, "We have made running and being outdoors a cool and fun activity. Devils Circuit is on its way of



becoming the largest and most popular amateur running property in the country. We are going to be in multiple cities including soon beginning with Hyderabad this year.”

### **About Wave City**

Wave City - a first of its kind project that truly personifies the concept of creating a city that thinks for you. Wave City, one of India's largest Smart Cities, based on IBM's 'SMART City' concept is spread over an impressive 4500 acres. Wave City is advantageously located at NH-24, the newest suburb of Delhi and the project focuses on creating an entirely new way of living with infrastructure and facilities. The city promises to offer a nurturing environment to its residents and is being developed to provide an entirely new living experience that is beyond comparison. Wave City is a city that thinks for you.

### **About Devils Circuit**

A trademarked brand of Volano Entertainment Pvt Ltd, Devils Circuit is India's biggest and most difficult obstacle course run. Typically spread over a 30 acre land bank, each Devils Circuit edition includes a 5 km long track interspersed with commando style obstacles consisting of mud, freezing water, barbed wires, concrete walls that block the path and challenge participants. With a huge party at the finish line to entertain all participants, Devils Circuit has created a unique concept of *Sportainment* in the Indian market.

Devils Circuit is committed to the cause of health and fitness and provides an innovative way for people to club health and entertainment.

### **For Further information, please contact:**

Shruti Bhattacharya  
+91-9999530554  
[Shruti.bhattacharya@waveinfratech.com](mailto:Shruti.bhattacharya@waveinfratech.com)

Mayank Vij  
+91-9654352740  
[Mayank.vij@waveinfratech.com](mailto:Mayank.vij@waveinfratech.com)