



## **Wave City brings Devils Circuit to NH24**

***Wave City and Devils Circuit come together to promote healthy lifestyle via an adventurous obstacle***

**New Delhi, September 12, 2014:** Wave City, the first IBM powered Smart City project by Wave Infratech has joined hands with Volano Entertainment to bring the next edition of Devils Circuit - India's biggest obstacle course run. Being hosted at Wave City on NH24, the 4 km commando style run is scheduled to take place on Sunday, October 12, 2014 with participation from National Capital Region residents.

Wave City, which is India's first IBM powered Smart City has partnered with Devil Circuit and together the association promises an ultimate experience of thrills and adventures. The race is known for bringing, people from all walks of life ranging from industry stalwarts, doctors, and students to housewives together for a healthy run. In the past it has witnessed activities like crawling under barbed wires, climbing ropes and waded through ice-filled water. This year the participants would be in store for more unexpected surprises and challenges.

Speaking on the announcement, Mr. Amar Sinha, Executive Director, Wave Infratech said, ***"It feels great to join hands with Volano Entertainment and host Devils Circuit, where the joy of running meets the ecstasy of adventure. Our partnership is based on mutual synergies of both Wave and Volano and the endeavour to give people a lifetime experience that they will never forget. It is always a pleasure to see people coming together from different walks of life for something new and that is what we hope from this edition of Devils Circuit at NH24 for the residents of NCR. Wave City has always promoted healthy and green living and what can be a better opportunity for us to host India's biggest obstacle course run at our site."***

Sharing his thoughts for this year's race of Devils Circuit, the co-founders of Volano Entertainment Pvt Ltd, the company that owns the brand Devils Circuit, Adnan Adeeb and Zeba Zaidi said: ***"This innovative tie-up with Wave City is based upon the natural synergies both companies bring to the table, backed by their philosophy of healthy living. Devils Circuit is committed to bringing innovative fitness concepts that encourage people to come back to playing sports and leading a healthy lifestyle. Obstacle runs enjoy a cult status in the West and the tremendous response DC has generated since inception is testament to that."***

Both Wave City and Devil Circuit are looking forward for participation of the people of Delhi NCR and surprise the contestants with unexpected experiences of challenges and obstacles.

In order to secure participation, please book your spot at: <http://in.bookmyshow.com/sport/circuit-tickets>

### **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, 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.

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