

Super Sprint Ahmedabad: Largest & Most Successful Triathlon in India



Posted by: [Becca Jackson](#), May 7, 2014

20th of April 2014, LS Sports Management Pvt. Ltd. successfully introduced the sport of triathlon to Ahmedabad, India, the first ever in the state of Gujarat with over 300 participants making it the largest triathlon in India to date, held at Sports Club of Gujarat. Owner of LS Sports Lihav Trivedi, an ultra endurance runner and Limca Record Holder, paired with Kimberly Shah, a triathlon coach and former Team USA Triathlon member to produce and direct a race that holds the same high standards that would be found with any other successful triathlon throughout the world.

The race director for the local Sabarmati Marathon, the second largest marathon in India, Trivedi was able to connect and get the strong support from the event's title sponsors Times of India (the largest English newspaper in the world) and Savvy Swaraaj (a sports living community that aims to promote healthy lifestyle).

With strategic planning, Shah developed education on the sport and provided training plans for those who registered for the race. "It is a big challenge to produce a successful multi-sport race when 98% of the athletes have never heard of the sport until now, let alone have participated in such an event," says Shah.

What makes this event so successful is that Gujarat is known for being the unhealthiest state of India, with the highest obesity, heart

disease and diabetes rate. The goal of this event was to create more awareness on the need for exercise and how it can be done through sports. The response was overwhelming with families and friends participating together from the ages of 15 to 78.

Dr. Bhagwati Oza, 78, traveled across state to participate in the event. She was the winner of the 60+ division. 2014 India National Olympic Distance Champion Pragnya Mohan and her brother Pratik both took wins in the 20-45 age division. Pragnya beat out former national champion Pooja Chaurushi by 4 seconds for the win. Both women took the top two times overall in the race. Model, Bollywood Star and Ultra Barefoot Runner Milian Soham also traveled from Mumbai to participate and support the movement.

Over 3 Lakh (over \$5000USD) in prizes were given at the race. Prize money was given from the title sponsors. Product prizes were given to all who placed in their division. LS Sports received strong support from Swiftwick and SBR Sports Inc., who are known to the triathlon community in the USA. Swiftwick mission is to "do what moves you" and saw the importance using the sport of triathlon to promote healthy living. This is their first international event sponsorship. They provided compression socks to all athletes who placed in each division. SBR Sports Inc. also provided their swim products to those who place and overall winners with packages of their anti fog, chafing and chlorine products. Local bicycle store H Parikh & Co. gave cycles to the overall winners of the race.

Trivedi and Shah will be producing more events throughout Gujarat and India as they continue to use sports as a way of encouraging and bringing awareness to the communities on living a healthier lifestyle.