

ABOUT US

Rajasthan's first and largest Cycle Rental and Bicycle Sharing services provider Pink Pedals is a unique women led entrepreneurial start-up which not only focuses on providing Sustainable Mobility solutions to the society, but also promotes cycling and motivate people to start cycle again with the Vision of Clean, Green & Healthy habitat. Founded in 2017, Pink Pedals is chosen in top 26 startups of Rajasthan in 2017 only.

"Pink Pedals is now known as One Stop Solution for Cycles"

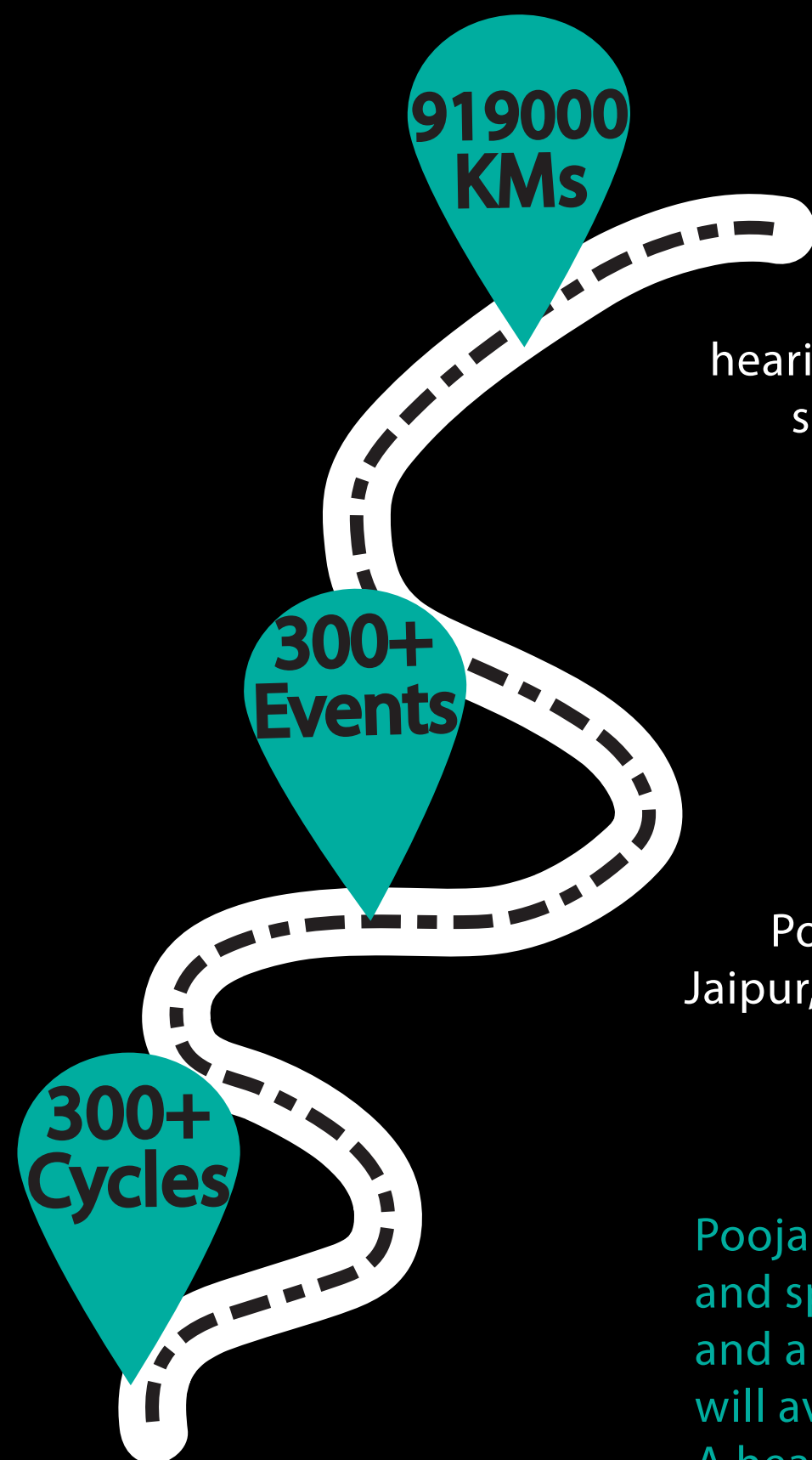
POOJA VIJAY
FOUNDER & DIRECTOR
BICYCLE MAYOR OF JAIPUR

Pooja Vijay, the woman behind Pink Pedals was shocked and shattered after hearing the news about Delhi becoming the most polluted city in the world in 2016, so much so that she decided to take matters into her own hands and started her own bicycle-renting service in Pinkcity Jaipur.

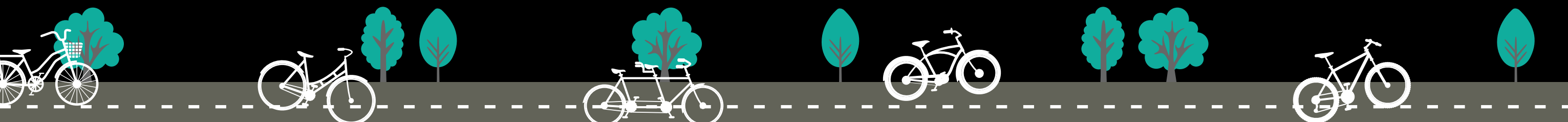
Showing her love for the pink city made her choose the name **PINK PEDALS** thereby, paying a fitting tribute to the city that made her what she is. Started in July-2017 with only 9 cycles, huge demand & re-interest of citizens in cycling have increased the fleet of cycles to more than 300 for all age groups and all types.

Pooja, also known as revolutionary women who brought back the era of Cycles in Jaipur, in Jan-2019, she was chosen as First **BICYCLE MAYOR OF JAIPUR** by Amsterdam based ngo BYCS (www.bycs.org).

Pooja believes that cycling is about the affirmation of freedom of mind and spirit. In addition to people movement, we aim for a cleaner city and a healthy sustainable environment. People movement on cycles will avoid traffic jams, congestion and bring down the pollution levels. A healthy populace is a spin-off benefit.



AS ON DEC-2021





OUR INITIATIVES.

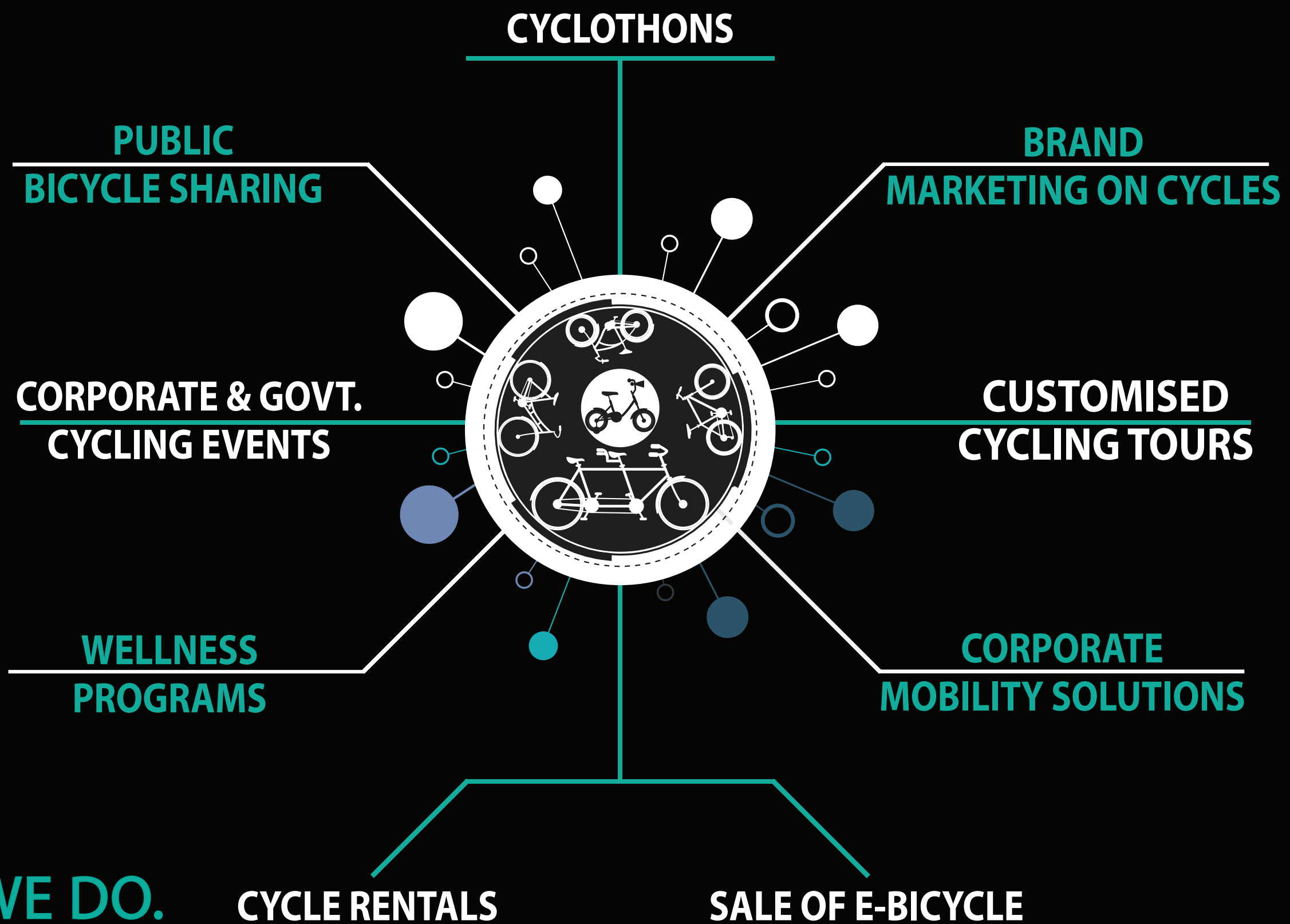


**o/po UNIONS
CYCLOTHON**

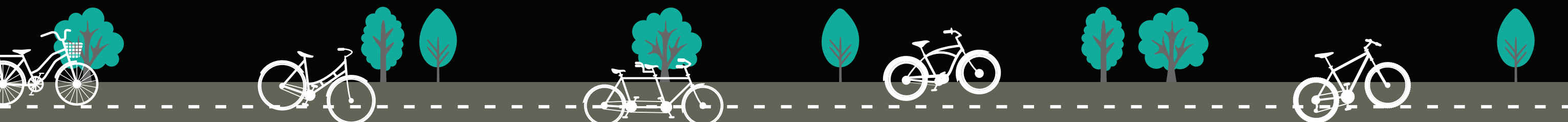
**AD o/po
BICYCLE**

PUBLIC BICYCLE SHARING PROJECT
at
Mahindra WORLD CITY
Jaipur

**HERITAGE
on PEDALS**



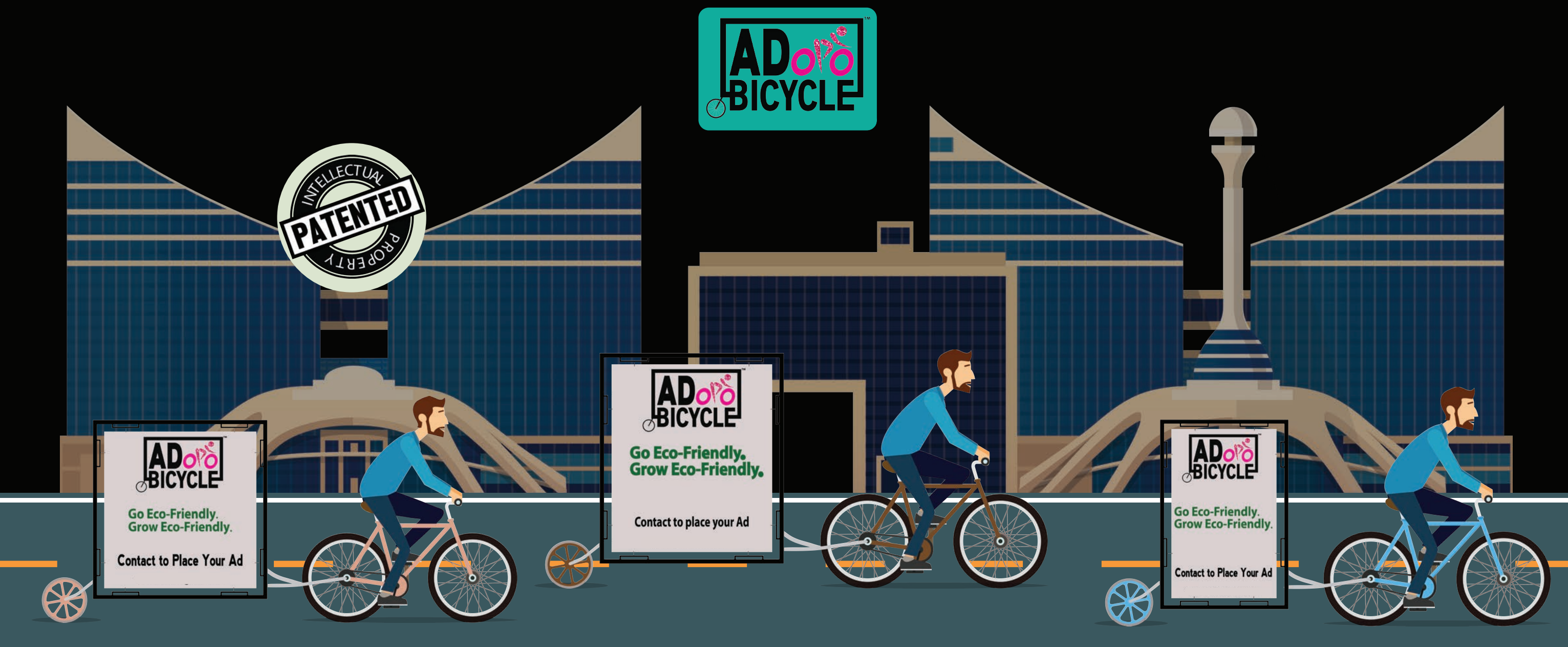
WHAT WE DO.



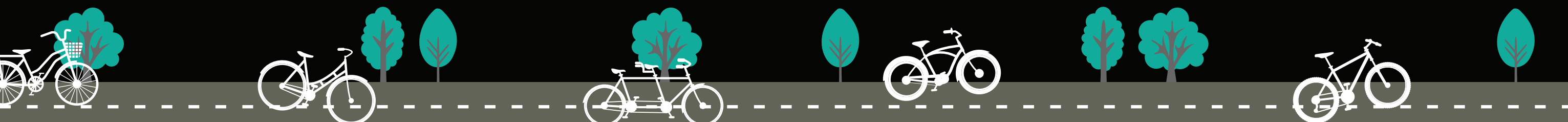
BRANDING / PROMOTIONS ON BICYCLES.

Pink Pedals always believe that Cycles have a power to bring change in the society. The idea of **AdBicycle** is also based on the same concept; we have designed something very creative, innovative and eye catching, and our belief in becoming “**Vocal for our Locals**”. AdBicycle tag line explains its concept very well, “**Go Eco-Friendly, Grow Eco-Friendly**”.

The vision behind AdBicycle is to create an eco-friendly way of doing business promotions and marketing. AdBicycle marketing plans are designed to keep marketing affordable to every business, be it a start-up or a giant business organisation.



**Go Eco-Friendly.
Grow Eco-Friendly.**

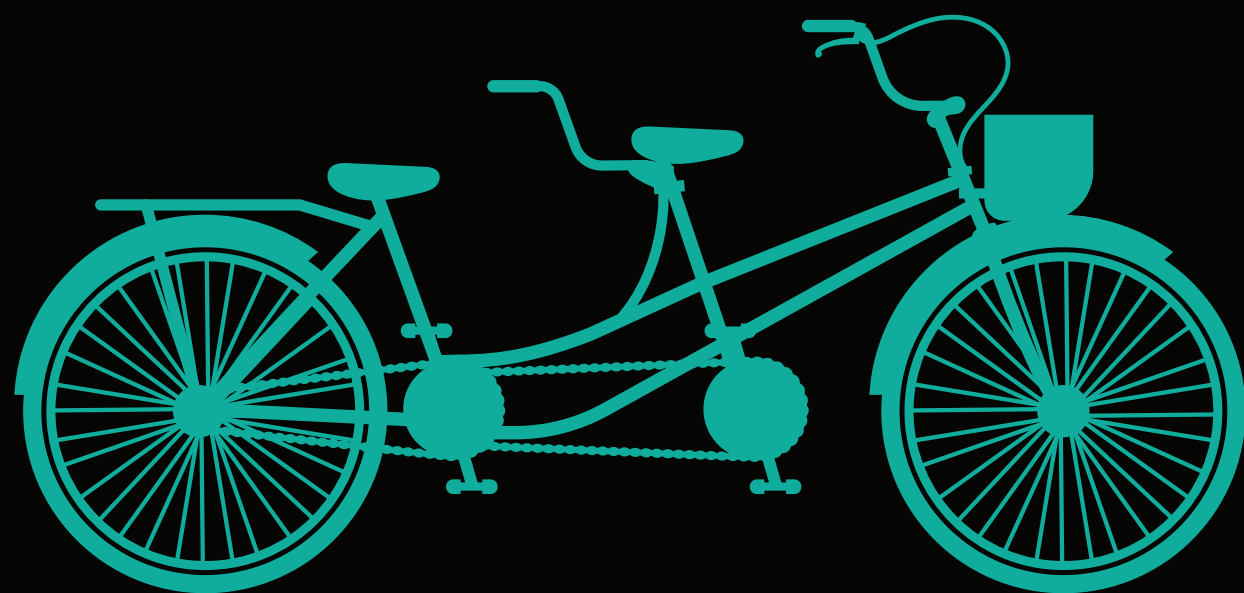


OUR CLIENTS.

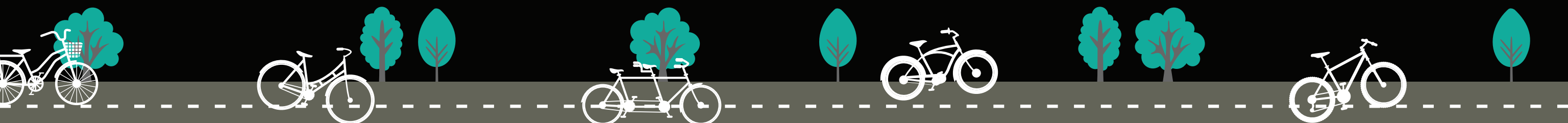
Indian Army
 JCB India MWCJ
 Nagarro MWCJ
 HDFC Sales
 CII India - Jaipur Chapter
 Election Commision of India
 Icreate India
 JECRC Jaipur
 Pratham Software
 Ministry of Tourism, Govt. of India
 Rajasthan Tourism
 Women Mentor Forum
 Fortis Hospital
 Jaipur Municipal Corporation
 Indian Railways
 Railway Police Force

BPCL Jaipur
 PCRA
 Airforce Jaipur Station
 BNI Jaipur Chapter
 Ministry of Youth Affairs
 Traffic Police Jaipur
 IHMCS College
 Jwala NGO
 Manipal Hospital
 Medical Student Association Jaipur
 Metlife MWCJ
 Radio City
 Ministry of Transport, Rajasthan
 Fitness Konnection Gym
 Lion’s Club
 Rotary Club

IOCI Jaipur
 WPP Stream
 Jaipur Heart Institute
 LMNIT College
 MultiFit Gym
 Define Gym
 Cleanfit Gym
 Anytime Fitness Gym
 Transformers Gym
 AeroFit Nutrition and Health Studio
 The Shredded Club
 Blue Muscle-The Fitness Zone
 SMS Hospital
 ACT Fibernet
 CRPF

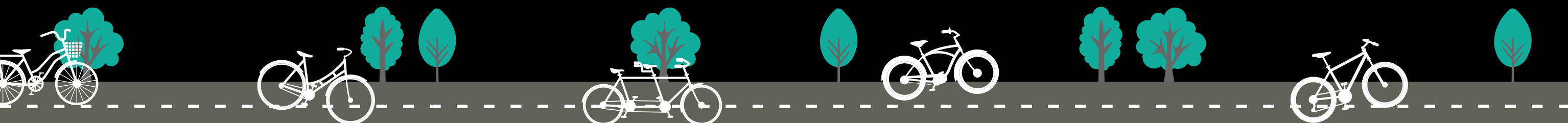


“THE BICYCLE IS THE NOBLEST INVENTION OF MANKIND”



ACHIEVEMENTS.

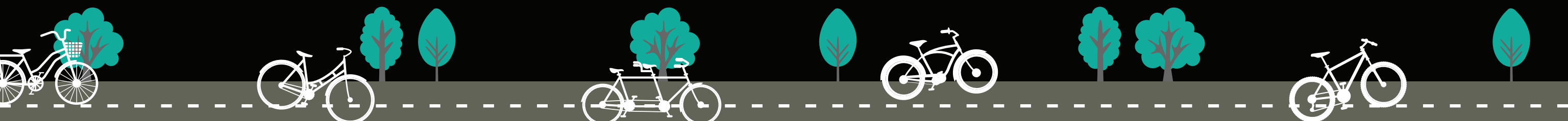
- > Selected in top 26 Startups of Rajasthan.
- > Founder of Pink Pedals chosen as first Bicycle Mayor of Jaipur.
- > Organised Saksham Cyclothon for consecutive 4 years for Petroleum Ministry.
- > Organised Road Safety Cyclothon for consecutive 3 years for Transport Ministry.
- > Developed “PINK ZONE”, a area fully in control of Lady Police Women for Traffic Police.
- > Founder of Pink Pedals selected for “Young Entrepreneur Award” by YeForum & FORTI.
- > Pink Pedals guided and supported by Her & Now program in collobration with German Embassy and GIZ Bank.
- > Pink Pedals guided and supported by US Embassy.
- > Pink Pedals founder featured on HerStory, an initiative by YourStory.



BENEFITS OF CYCLING.



CYCLES ON RENT, SAFETY & GOOD HEALTH PERMANENT





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"CYCLES ON **RENT**, SAFETY & GOOD HEALTH PERMANENT"

