

## **Motoziel Sponsors Motorcyclist Sarah Kashyap for 2016 Desert Storm Rally**

*A 360-degree solution provider to motorcyclists, Motoziel is sponsoring Sarah Kashyap, the only Indian female rider to complete the challenging Raid de Himalaya rally in 2015, in the Maruti Suzuki Desert Storm 2016.*

Gurgaon, Haryana ([PRWEB](#)) April 02, 2016 -- Motoziel Pvt. Ltd. is known for offering an all-inclusive solution to motorcyclists in India and abroad. A team of passionate riders, the company has cut across the motorcycling ecosystem in a short span and emerged as a one-stop shop for a complete riding experience. Committed to ceaseless pursuit of success, Motoziel has inked a sponsorship deal with Sarah Kashyap, who gears up for the 14th edition of Desert Storm Rally this April. The Chandigarh girl symbolizes resolve and zeal and is a newfound source of inspiration for the female riders in the country.

In recent years, India has made a smooth transition in embracing motorsports. Thanks to the increasing number of nations viewing opportunities for staging motorsport events across the country, it continues to hit big strides in the arena. Once an unfamiliar territory, car and motorcycle rallies are making their presence felt across the nation and are being organized like never before.

The 14th adrenaline-pumping edition of Maruti Suzuki Desert Storm Rally 2016, scheduled to get underway on April 2nd, is certain to draw all the eyeballs. The rally is open to 2-wheelers and 4-wheelers and will cover approximately over 2,300 kilometres of the least explored outback of the Thar Desert in Rajasthan. Northern Motorsport (<http://www.motorsport.in>) organizes this event and the deafening buzz has already begun to make rounds among the motorsports enthusiasts all over.

Speaking of this association, Sarah Kashyap said, “A month back, I was not even sure if I'd be able to attempt Desert Storm this year. Motorsport is an expensive sport and with a dream of competing as a professional, it was important for me to find support. It was more like a long shot when I approached Kalyan Mazumdar (Managing Director) and Biswaroop Banerjee (Executive Director & CEO) from Motoziel. I was very apprehensive whether they'll support me or not. I know I'm no CS Santhosh (yet), but I'll never become one if I get no support from the industry.”

Speaking further, she said, “It's somewhere very important to be associated with like-minded & passionate people. Motoziel has believed in me and my abilities when I'm still in an emerging stage in my Motorsport career, and this means a lot to me! Motoziel has taken care of the major part of the expenses for the rally - from my registration to the service support to providing me new riding gear. I seek to take this association forward and measure up to their (Motoziel) expectations.”

When asked about her participation in the challenging DS rally, she added, “With ten days before the flag off, I feel calm, confident and a little hopeful that I'll be one of the surprise packages in the rally. Currently, there are speculations on me that I won't be able to ride 10 meters in the 45-degree temperature of Rajasthan in the sand. With all humility, I hope to prove everyone wrong.”

Meanwhile, Motoziel is proud of sponsoring Sarah Kashyap for the annual motorsport event. Seeking to carry her big strides into the event, the company is striving to make the event a success for her.

About Motoziel Pvt. Ltd.



Motoziel Pvt. Ltd. delivers a total motorcycling experience under a single roof. Featuring a fleet of premier motorcycles, including Ducati Scrambler ICON, Harley Davidson Iron 883, and Triumph Bonneville T100, the company organizes adventure motorcycle tours, both custom and fixed, nationally and internationally. Further information about the company can be found at <http://motoziel.com/>.



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