

Milind Soman to ride Ather 450X from Bengaluru to Mangalore as part of Green Ride 2.0

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Mumbai, Maharashtra Dec 23, 2022 ([Issuewire.com](https://www.issuewire.com)) - India's supermodel and fitness icon Milind Soman is setting some major fitness goals and has once again embarked on the "Green Ride 2.0" – the 2nd edition of the multi-city solo cycle & electric bike ride powered by Ather from Mumbai to Mangalore.

The Green Ride is an initiative to create awareness amongst people, to encourage them to keep the environment healthy with pollution-free clean air by making the right choices. It aims at promoting the cause of a Sustainable Environment, Clean Air & Green Energy.

Starting from 19th December 2022 to 26th December 2022, Green Ride 2.0 will cover a total distance of over 1400 km across 10 cities in 8 days. The cities covered en route are; Mumbai, Pune, Karad, Kolhapur, Belgaon, Shegaon, Hirebennur, Tumkuru, Mysore, and Mangalore. On his route, MILIND will visit solar energy plants, perform tree plantation drives, and will engage with local NGOs dedicated to the cause of a sustainable environment along the route

Speaking on the 2nd edition of Green Ride, Fitness icon Milind Soman said, "My message to people is simple – all the progress and advancement that we have achieved as a society is futile if we do not have pure air to breathe. If each one of us makes a change in our day-to-day lives – walking/cycling short distances instead of driving, planting a sapling, reusing/recycling, etc. – we will collectively be able to make a significant difference to our environment. My experience last year on the first Green Ride was overwhelming, with the enthusiasm and interest shown by people all through the journey still fresh in my memory. And I am eagerly looking forward to this year's Ride as we spread the message of pursuing a healthy and more sustainable existence."

Ather spokesperson, Ravneet Phokela, Chief Business Officer, Ather Energy said,

"Electric vehicles are the single biggest hope for achieving a decarbonised world and faster adoption of EVs is the first step towards this goal. At Ather, we are proud to be pioneering the E2W movement in the country with our range of electric scooters and our widespread charging infrastructure. Each day, Ather users are riding more than 10 lakh kilometers saving 25,000 litres of petrol and 57.5 tonnes of CO₂. We are excited to partner with Green Ride 2.0 and Milind Soman to promote clean air and green energy. Milind's zest for achieving the impossible while promoting a cause is what brings us together today."

Insurance Partner Turtlemint spokesperson Anand Prabhudesai, Co-founder, Turtlemint said, "There are millions of people who look up to Milind Soman as the epitome of health and fitness and for the various initiatives, he is a part of. We are excited to partner with Milind Soman for Green Ride 2.0, which aims to educate people about being fit and choosing sustainability every day. We hope that this initiative reaches out to millions of people and they resonate with the cause as we do"

The first edition of Green Ride was launched in December 2021. Milind Soman completed a 1,000-km-long bicycle journey from Mumbai to the national capital to raise awareness about air pollution. He cycled 150 km a day to promote the use of cleaner fuel and a healthy lifestyle to tackle pollution.

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