



Sooperfly launches Paddle Hard, a Bombay-to-Goa kayaking webventure

~The eight-part YouTube web series features IIT-grad KaustubhKhade's first person record of his solo 500-km journey from Mumbai to Candolim by sea~

~Paddle Hard will be an 8-episode web series~

Mumbai, September 7, 2015: After launching mountaineering series, Mission Everest 2015 last week, Sooperfly will help retell the story of a lone sea expedition with **Paddle Hard**, a YouTube web-series launching on September 10, 2015.

The 120 Media Collective's content creation and distribution arm has partnered the seafarer to tell his story of weathering storms and wild creatures at sea, through eight webisodes.

Vishal Nongbet, Business Head and Senior Vice President, Sooperfly, said, "Paddle Hard is in line with our interest supporting fresh and compelling content through bespoke distribution. Kaustubh's trip to the party capital has all the elements intact; only, we view it from the other side of the beach! Once again, it's a show by a youngster, for the youth, on a platform they constantly haunt."

Watch the Paddle Hard preview here - <https://youtu.be/u-7SNUjZHMc>.

Kaustubh undertook the 17-day solo challenge of navigating 500 kms on the Arabian Sea from Mumbai to Candolim in February this year. Accomplishing the challenge in the shortest possible time, he has entered the Limca Book of Records and has dedicated the funds to support underprivileged children and youth. The now 'sea'soned kayaker was inspired by Magic Bus – which aims to take children out of poverty through a programme of mentoring and coaching. He associated with the NGO to help these children break away from poverty to a life of opportunities by raising funds for Magic Bus India.

Speaking on this exciting endeavour, **KaustubhKhade** said, "*Magic Bus uses sports to change lives - which is what motivated me to work with them. Engaging with anyone, child or adult, through sports helps cross many boundaries over the long term that can prove otherwise difficult to surmount.*"

Matthew Spacie, Founder and Executive Chairman, Magic Bus, said, "*We are extremely delighted to have Kaustubh take this challenge in support of the lakhs of children whose lives we are part of. Together, we hope to create a new generation of economically*



independent and socially aware citizens who are fully equipped to participate in shaping their country's future. We thank Kaustubh for being a crucial part of our mission and wish him all the best from Magic Bus team!"

Trained under 12-time Surfski Kayaking World Champion, Oscar Chalupsky, Kaustubh won two silver medals and a bronze in his first major tournament at the 2012 National Championship for Dragon Boat Racing, Mumbai. Kaustubh finished among top five from the 17 participants at the Asian Sea Kayaking Championship in Krabi, Thailand.

About Sooperfly

Part of RoopakSaluja's 'The 120 Media Collective', Sooperfly empowers Asia's digital video ecosystem by building content brands direct-to-audiences. The Company offers a complete suite of services including content creation, distribution, IP creation and audience development across genres, including music, comedy, beauty, fashion, sports, education, technology, the performing arts and more. A joint venture between India's The 120 Media Collective and UK based Diagonal View, Sooperfly combines the former's credibility with brands and advertisers for compelling content creation & production, and the latter's smart audience management skills.

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