

100 DAY CHALLENGE

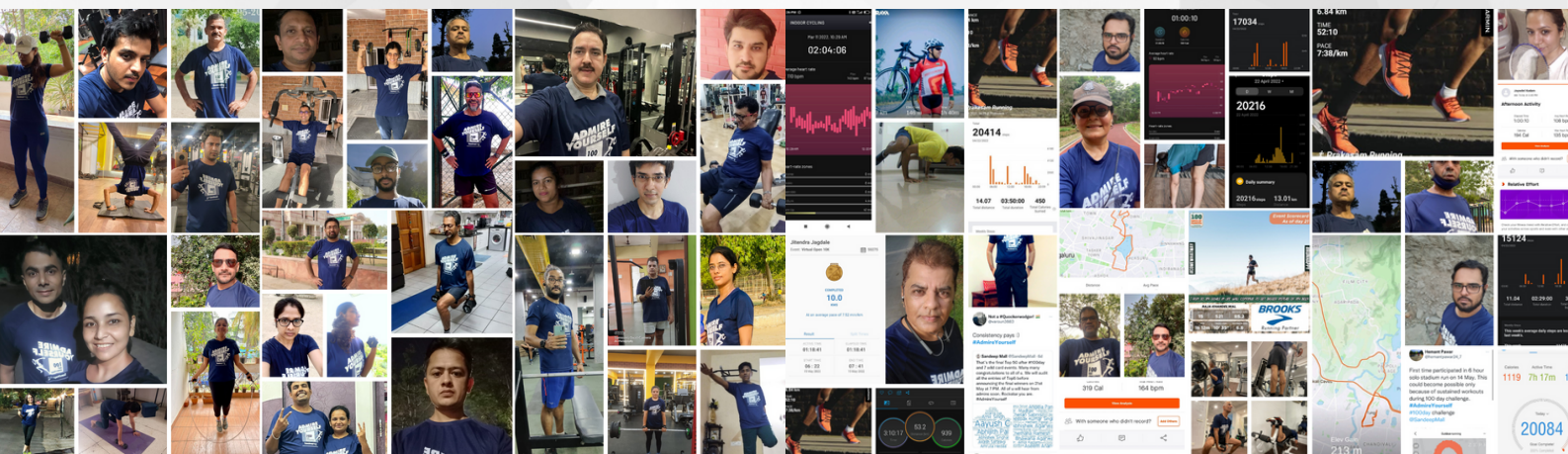
22ND JANUARY - 1ST MAY 2022

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A SNAPSHOT

Driven by Fit India Ambassador
Sandeep Mall's call to build a healthier India
- **#LetsGetFitterTogether** and supported
by **Paytm**, the Challenge kicked off on
January 22 and ended successfully
on **May 1, 2022**.



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www.sandeepmall.com

What's 100 Day Challenge 2.0?

100 Day Challenge 2.0 was a mass fitness drive, where 1000 individuals, from across the country (and few beyond border too) virtually became part of one tribe, with one goal – fitter and happier self - **#AdmireYourself**.

In a nutshell, it was 100 Days of -

- Discipline
- Dedication
- Self Love
- Hard Work
- Competitiveness
- Belongingness
- Catching Sunlight
- Motivating Others
- Spreading Happiness



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Widely accepted as a platform for physical transformation for many and inspiration for others, this one of its kind 100 day challenge saw participants from 16 years of age to 70 year old. Among them, 35% were women, whereas 40% were from the age group of 40 years and above. 70% of the participants exercised 75+ days out of a total 100.


THE 100 DAY CHALLENGE HAS COME A LONG WAY...

- From one person's transformation journey to a mass fitness drive
- From a single activity challenge in January 2021 to a multi-activity mega challenge
- From 40 participants in the running challenge to 1000 participants in 100 Day Health Challenge 2.0.

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TOTAL ENTRIES:

50,000+

TOTAL HOURS OF EXERCISE

75,000+

ACTIVE PARTICIPANTS:

800+

VARIETY OF ACTIVITIES:

20+

EMPOWERED BY TECHNOLOGY


A team of experienced IT professionals from Echo Connect custom designed and developed a robust, transparent, online dashboard specifically for the Challenge, to make it easier for the participants to clock in their daily exercise activities and for admins to assess large amounts of data every day. The dashboard's interface was logically built on a well-thought-out point tabulation system, maintaining the balance of points between 20+ different activities.

UNSUNG HEROES OF THE CHALLENGE

A team of 5 admin volunteers regularly audited the data and administered all communications with participants. It was a mammoth task for them to go through hundreds of data everyday, specially heavy influx of data and audio visual content during wild card challenges. The admins promptly answered participants' queries in WhatsApp group and Telegram.

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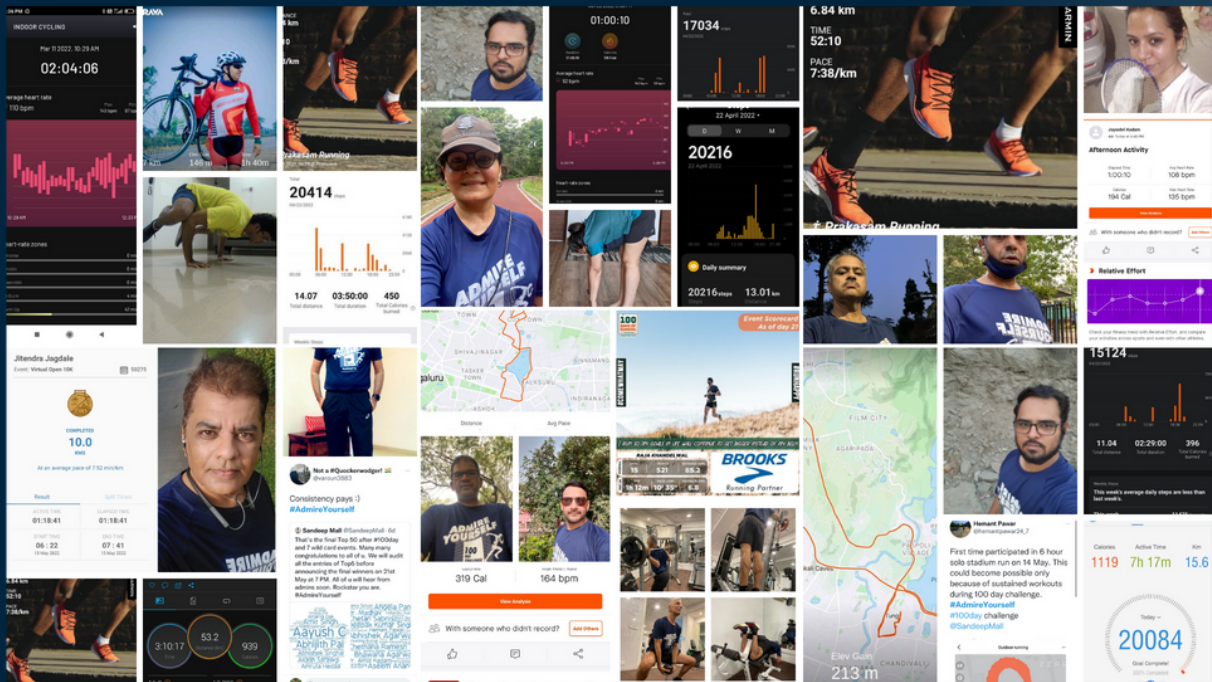


DIGITAL BUZZ

Apart from virtual footprints of 1000s of tweets and still continuing, the 100 Day challenge created a lot of buzz on social media, primarily on Twitter.

Diligent participants regularly shared their workout updates, images and videos that inspired fellow participants and thousands others on social media, to take on a fitness journey.

At the end, many tweeted about astounding success of the Challenge and shared their transformation stories.



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Collectively, the virtual community achieved highly encouraging milestones, including:




- 75,000+ kms of walking
- 40,000+ kms of running
- 55,000+ kms of cycling
- 700 hours of swimming
- 13,700+ hours of strength training
- 1,350 hours of yoga
- 725 hours of indoor cycling
- and a lot more!

From walking to running to strength training to yoga to indoor cycling...to the wild card challenges to 400 meter sprint to push-ups to jumping jacks – days were power packed with high adrenaline rush.

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On social media, maximum traction was witnessed during all the

WILDCARD CHALLENGES

To make the Challenge more lively and exciting, several wildcard challenges were announced. Each activity was unique, challenging and fun for the participants. More bonus points to the participants was a definite plus for all!

- **Jumping Jack**
- **Flamingo Balance**
- **Flexibility**
- **Plank for a minute**
- **Push Ups**
- **20, 000 steps on Earth Day**
- **400 mtr. sprinting**
- **Suryanamaskar**

At least 200 participants took up each of the Wildcard Challenges.

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Daily Step Count Challenge

Apart from the wild card challenges, there were points for daily average step counts. At the end of the exciting Challenge, 225+ participants maintained 10,000 steps a day for 100 days. 200+ logged in average 700 daily steps through the challenge duration.


Week-long Shopping Fest - Exclusively for the participants

Midway to the Challenge, an impromptu Shopping Fest was planned for the participants – ‘a small reward on completing 50 days’. Five of the supporting brands offered attractive gifts for the top three in both the categories, including 15-25% off on their respective online stores with a special coupon code created just for the participants for one whole week. The result was delightful with the participating brands –

Teabox, Enrico, StuffCool, Suspire and Aboli - witnessing significant jump in sales in that one week.

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WINNERS OF THE CHALLENGE

In a virtual award ceremony, winners were announced in three categories - **40 and Above, Under 40 and Women.**

Click here for the list of Top 50 in each category and also for the names of the winners and runners up.

All the Top 50 participants in every category will be receiving medal. Apart from prizes from our gift sponsors, the winners and runners up will also be rewarded with 100 Day Challenge Trophy.

CERTIFICATE FOR ALL 1000 PARTICIPANTS




Click here to watch the recording of virtual award ceremony of 100 Day Challenge 2.0, held on May 22, 2022.

Watch our 2 minute video, a curtain raiser to the virtual award ceremony.

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This is just one milestone in the fitness journey for the participants of 100 Day Challenge.

May the community thrive, bond and grow.

Let fitness and good health always remain the prime motto of our lives.


Your continuous support will help us reach and inspire thousands more to live well and fit.

THANK YOU

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