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Smash that serve to win Chennai Open tickets

Staff Reporter

CHENNAI: Are you a tennis fan hunting for tickets to the big event here in January? All you need is a strong arm to smash a tennis ball.

As a prelude to Chennai Open 2015, scheduled to be held from January 5 to 11, mobile service provider Aircel has floated a 'fastest serve challenge', wherein people can try swinging the racket to clock ball speeds touching 80 kmph, to win tickets.

On Saturday afternoon, the serve challenge opened with much fanfare at Phoenix Mall, with shoppers trying their hand at the tennis serve inside an exclusive enclosure.

"I'm thrilled and hopeful of hitting the ball over the specified speed. However, this is the very first time I will be

serving with a tennis racket," said Lokesh Kumar from Nungambakkam as he waited in line for his turn.

Youngsters thronged the serving booth in a desperate attempt to get one of three chances right to clinch the announced prize. While some managed to fire a rocket, many were mere misses with the bright green ball bouncing off the booth's ceiling.

Aircel's business head for Chennai circle, R. Ananthraman said, the challenge was an attempt to attract members of the general public, even those who were not tennis enthusiasts, to Chennai Open.

"The truck carrying Aircel's serve challenge booth will travel to schools and colleges in the city in the coming days and we expect an overwhelming response," he said.