



WELL-PLAYED, AMDAVAD!

COLDPLAY BEATS JACK UP CITY BIZ

Room rents were 10 times higher, popular eating joints had no time for a breather and Metro services saw the highest passenger footfall

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Never before did Ahmedabad witness this kind of craze or this level of fandom for an international rock band artiste like it did for Coldplay and Chris Martin. Queues to feast over fafda jalebis, from Manek Chowk to Ashram Road, post concert over the weekend or Airbnbs charging as high as Rs 30,000 for a room, 10 times more their original rate, became the new normal. Every state had its presence in the form of fans lining up Narendra Modi Stadium for what was, in Martin's words, "the biggest concert ever".

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A crowded Manek Chowk after the Coldplay concert