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WORLD 10K
BENGALURU
28 April 2024

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TCS World 10K Bengaluru 2024 draws record participation -

Sports Goods Partner



30,000+ runners across on ground and virtual categories

Driven by



~ New Home, New Start, New Route unveiled for the 2024 edition ~

Snacking Partner



~ Vida, Powered by Hero joins forces as the “Electric Two-Wheeler Partner” ~

Electric Two Wheeler Partner



Bengaluru 18 April 2024: The 16th edition of the Tata Consultancy Services (TCS) World 10K Bengaluru scheduled for Sunday, 28th April 2024, for the first time is poised to welcome over 30,000 participants across on ground and virtual categories.

Hydration Partner



The World's Premier 10K will witness over 28,000+ participants take to the start line at the Cubbon Road outside Field Marshal Sam Manekshaw Parade Ground. Furthermore 1500+ runners will also participate virtually from different parts of the world through the exclusive TCS World 10K Bengaluru event App... #EndendiguBengaluru - Forever Bengaluru.

Energy Drink Partner



Social Connect Partner



Cheering on the participants will be legendary shot putter Valerie Adams, a four-time World Champion and two-time Olympic medallist, and the events' International Event Ambassador.

Refreshment Partner



The TCS World 10K Bengaluru saw an overwhelming response from the running community across all categories, breaking all barriers. Registrations for the feature race - the Open 10K and the Majja Run are over-subscribed. This is a glowing testament to the popularity of the sport of running. Today, running is the fastest-growing urban sport, and as many as 700 new runners are inspired each day to begin their running journey.

Hospitality Partner



Print Partner



Sunil Deshpande, Regional Head, TCS Bengaluru, said, "The response from the running community to the 16th edition of the TCS World 10K Bengaluru has been phenomenal. The passion and dedication displayed by the runners as they come together to push their boundaries and showcase incredible endurance is truly inspiring. As a leading global IT services provider, we are committed to enhancing the race experience through technology to leave a lasting impression on the runners. We are truly excited to welcome our runners, who embody the spirit of resilience and determination that makes this event so special. Our best wishes to all participants, eagerly waiting to see them on race day."

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New Home, New Start, New Route.

The 2024 edition of the World Athletics Gold Label Race promises an enhanced experience for all participants. With support from the Indian Army, Karnataka & Kerala Sub Area, Field Marshal Sam Manekshaw Parade Ground is the new home for the TCS World 10K Bengaluru.

Sports Goods Partner



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The pre-race venue for all runners is Rajendra Sinhji Army Officers Institute (RSAOI) and post-race engagements are at Field Marshal Sam Manekshaw Parade Ground. Runners across categories – 10K (Open & Elite), Majja Run, Champions with Disability and the Silvers' Run will congregate at the iconic Field Marshal Sam Manekshaw Parade Ground and take off on a scenic journey that winds past Bengaluru's famous landmarks.

Electric Two Wheeler Partner



With the guidance of the Bengaluru Police, Procam International has carefully crafted a new and improved route for the participants. Ulsoor Lake will feature prominently, with participants enjoying a scenic 3km stretch alongside it. The Open 10K route boasts only two U-turns, ensuring a fast-paced run. The Open 10K runners will also run past the Chinnaswamy Stadium, High Court and the majestic Vidhana Soudha, the seat of the Karnataka state legislature, exemplifying the spirit of 'Endendigu Bengaluru'

Hydration Partner



Naarayan TV, Chief Marketing Officer, IDFC FIRST Bank said, "This is IDFC FIRST Bank's third year partnering with TCS World 10K Bengaluru, that celebrates the city of Bangalore and its people. Commencing the 2024 marathon season with healthy beginnings, IDFC FIRST Bank is back with a year full of running events that will keep your spirits and finances high. TCS World 10K Bengaluru marks the dawn of every participant's #JourneyToTheStart and, through this association we aim to support their health and financial journeys. Join us in the Garden City to begin your #JourneyToTheStart alongside your bank that always puts YOU first."

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2024 IN FOCUS

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Vida, Powered by Hero joins forces as the "Electric Two-Wheeler Partner

Reiterating its commitment towards sustainability, VIDA, powered by Hero, the emerging mobility brand of Hero MotoCorp – the world's largest manufacturer of motorcycles and scooters, has collaborated with pioneers of the distance running movement in India, Procam International, as the Electric Two-wheeler Partner for the Tata Consultancy Services (TCS) World 10K Bengaluru

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As part of the partnership, VIDA is set to curate an experiential journey for the participants through various touchpoints and activations. From pre-race festivities to post-run celebrations, runners can look forward to engaging with VIDA.

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On the association, **Dr. Swadesh Srivastava, Chief Business officer – Emerging Mobility Business Unit (EMBU), Hero MotoCorp**, said, *“At VIDA, we believe in empowering individuals to make choices that promote sustainability and contribute towards a greener, healthier planet. Just as EVs promote a healthy planet, running is a healthy lifestyle choice too. Thus, we are delighted to be associated with TCS World 10K, Bengaluru, and put spotlight on the importance of sustainable mobility and wholesome choices. VIDA is committed to fostering a brighter future through our innovative products and services that offer convenience and efficiency. Our aim is to inspire participants to make environmentally conscious choices. Together, we can drive meaningful change and create a more sustainable world for generations to come.”*

Defending Indian champion Tamshi Singh to lead the way

The Indian elite women's line-up will feature the defending champion Tamshi Singh and Sanjivani Jadhav, a two-time champion and event record holder with a time of 33:38 set in 2018. While last year's runner-up, Harmanjot Singh, will compete again in the men's category.

The World's Premier 10K, with a total prize money of USD 210,000, has attracted some of the leading Indian and international athletes along with amateur runners from across the globe. Winners in the Indian Men's and Women's categories will be awarded INR 2,75,000 each. Furthermore, a record-breaking feat could see them take home an additional INR 2,00,000 thanks to the combined event record bonus and jackpot.

TCS World 10K Bengaluru Finisher Tee by ASICS Sports Goods Partner

ASICS, a Japanese sports performance brand that has been developing sports footwear and apparel for more than 71 years, is the long-standing official 'Sports Goods Partner' for the event. As part of the collaboration, ASICS launched the Finisher Tee.

As a token of appreciation for their effort and hard work, the top 1000 Open 10K finishers each in the men and women category will be awarded with this tee.

Limited Edition Bisleri Bottles

The Hydration Partner, Bisleri, has launched limited-edition bottles featuring three top Indian Elite women runners: Defending Champion Tamshi Singh, Tata Mumbai Marathon 2023 Indian winner Chavi Yadav and TCS World 10K Bengaluru event record holder & two-time champion Sanjivani Jadhav.

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Live Performance by Saregama Artists

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To celebrate and applaud the efforts of all participants, TCS World 10K, Bengaluru, along with Saregama Artists, will host a musical treat in the post-finish zone. Noted performers such as Avinash Gupta, Pablo, DJ Turbulence, and Abhishek Soni will perform renditions of popular songs.

“We are delighted to see this overwhelming response from Bengaluru’s ever-enthusiastic running community. With a record 28,000 participants this year, it’s heartening to see that the TCS World 10K, pioneers of distance running in Bengaluru, has retained its appeal, its global position, and its youthfulness.” expressed **Vivek Singh, Joint MD, Procram International**.

He further added, “With a new route unveiled today, we are eager and excited to deliver another memorable event this year. The new route enables us to accommodate more runners, ensuring easy movement at the start and finish line. As always, we are extremely grateful to the Karnataka State Authorities, who have extended unparalleled support for the race despite it being election time. We are also thankful to all our sponsors and stakeholders for their incredible support”.

Cosplay Your Way in the Majja Run!

Unleash your inner pop icon this year at the Run in Costume Contest in the Majja Run. Make your dash dressed as Wonder Woman, Jawan, or any character that fires your fandom, and race to glory on the track that’s as vibrant as the city’s pop culture. Individuals and groups have a chance to win fabulous prizes, cash rewards, TCS World 10K Bengaluru merchandise and the title of Bengaluru’s Run in Costume Champion!

Mirchi Get Active Expo is set to take place at the Royal Senate, Gate No. 6, Sri Raman Maharishi Road, Beside Palace Sheesh Mahal, Palace Ground, Bengaluru. The Expo will be a haven for runners and fitness enthusiasts alike. It commences on Thursday, 25th April, and runs through Saturday, 27th April 2024.

The expo will remain open from 10:00 am to 7:00 pm on Thursday and Friday, and from 10:00 am to 5:00 pm on Saturday. The registered runners will need to visit the expo to collect their running bibs, participate in exclusive runners meet, and avail of exciting offers by leading sports & lifestyle brands.

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Tata Consultancy Services World 10K Bengaluru has continued support from the Government of Karnataka Dept. of Youth Empowerment & Sports, Bengaluru Police, Bruhat Bengaluru Mahanagara Palike, Department of Horticulture Karnataka Athletic Association, Ministry of Youth Affairs & Sports GOI, Ministry of External Affairs GOI, Ministry of Home Affairs GOI, Sports Authority of India, Athletics Federation of India, World Athletics, Association of International Marathons & Distance Races and Global Sports Communication.

The TCS World 10K Bengaluru is strengthened by partnerships from

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About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 55 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 603,305 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$27.9 billion in the fiscal year ended March 31, 2023, and is listed on the BSE and the NSE in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit www.tcs.com

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About IDFC FIRST Bank

IDFC FIRST Bank is a new age Universal Bank in India built on the foundations of ethical banking, modern technology-based banking, and banking for larger Social Good. We are building a world class and for India.

As part of our **ethical banking** theme, the Bank applies a "Near and Dear" Test at design stage itself, so that the employees of the Bank serve only such products they'd want for their own loved ones. We believe income earned unethically is not worth earning.

Therefore, the Bank shunned complicated descriptions, calculations, and legalese that customers don't understand, and abolished charges on Savings Accounts including for Debit Cards, IMPS, RTGS, NEFT, Cash Deposit, "Non-Home branch" access, Cash withdrawals at ATMs and at branches, 3rd party transaction charges at branches, SMS Alert, Cheque book, Demand Drafts, Pay-order, duplicate statement, and all such services that are usually charged in the market. The Bank is the first and only bank in India to do so. It is the first bank to offer monthly credit on savings accounts. It's credit cards have **First-Time-In-India** features, with no hidden charges, such as Lifetime Free without minimum spend conditions, never-expiring rewards points, zero interest on cash withdrawal at ATMs, dynamic low APR and much more. Every product offered by the bank is customer friendly, most often the best in the industry.

As part of **technology led banking**, IDFC FIRST Bank has built a modern technology stack which has helped us build an advanced mobile app with 250+ features such as Google like Search, goal based investing, MF investment assistance, electric-speed payments, Account Aggregator, MF Aggregator, Personal Finance Manager, Auto categorisation of spends, single app for personal and business banking, UPI on Credit Cards, travel and shop, bill and recharges, deals and reward redemptions, which offer great convenience to our customers. For business customers we offer on-the-go bulk payments, ability to pay income tax, GST, customs duty, and connected banking with ERP solutions.

As part of the **Social Banking theme**, the Bank has developed a unique capability of financing bottom of pyramid customers with consistently high asset quality. The Bank has financed over 40 million customers including 0.3 million SMEs, 0.9 million livelihood (cattle loans), 16 million lifestyle improvement loans (for laptops, washing machine, etc.), 1 million sanitation loans (toilets, water fittings), 6.5 million mobility loans (2-wheelers and cars), and home financing (over 100,000 homes), and 15 million loans to 4.3 million women-entrepreneurs. We also offer other retail and rural loans such as Kisan Credit Cards, harvest financing, gold loans etc.

As a **Universal Bank**, we offer end to end Corporate Banking, Trade Finance such as issuance of LCs & BGs, SBLC, Packing Credit, Pre-shipment and Post-shipment Finance, Treasury products including risk hedging solutions like Forwards, Swaps, Options, and other Forex Solutions, SME Banking, Wealth Management, NRI banking, Cash Management, Nostro & Vostro account operations, Escrow facilities, Correspondent Banking, Fastag, Toll-acquiring, Dealer Finance and Purchase/Sales Invoice discounting.

ESG Goals: The Bank is incorporating ESG in every aspect of working and has high ESG scores. The Bank believe to create a new age, ethical and world class Bank for our country is a great privilege of our lifetimes.

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About Procam International

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Since its inception in 1988, Procam International has been the driving force behind the growth and development of sports management in India. Founded by Anil and Vivek Singh, Procam is India's premier sports management company and is involved in live events, sports consultancy, and live television production.

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With astute planning and exemplary execution, Procam has a track record of conceptualising and promoting over 100 international events, across the disciplines of Powerboat Racing, Cricket, Football, Tennis, Distance Running, Squash, WWE, Horse Racing, Volleyball, among others. These events have elicited participation of the highest calibre of athletes and huge public interest and attendance.

Snacking Partner



Pioneers of the distance running movement in India, Procam International's Big 4 – Tata Mumbai Marathon, Vedanta Delhi Half Marathon, Tata Consultancy Services World 10K and Tata Steel Kolkata 25 K — are global leaders in their respective distances. They have ushered in a running revolution that has helped redefine, the health, fitness, and 'giving' paradigm of our country.

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