

IDFC FIRST Bank makes a Runners Pledge to enable Delhi runners to donate for Social Good

New Delhi, October 7, 2022: IDFC FIRST Bank today announced a financial Pledge to enable participants in the Delhi Half Marathon to contribute towards causes that matter to them.

IDFC FIRST Bank has committed Rs. 2100 to every participant who completes the half marathon within 1 hour and 55 minutes and Rs. 1000 for every participant who completes the 10k run within 55 minutes.

The funds will be deposited directly into the bank accounts of qualifying participants, thus enabling them to contribute towards causes that are dear to them or endeavours that they believe in.

Every participant who qualifies, will not only experience the joy of running but will also be empowered to support the lesser privileged of society.

The Runners Pledge is IDFC FIRST Bank's newest effort towards maximising social good, which is one of the founding pillars of the bank. It is not only demonstrated through its diverse social responsibility programs but is also deeply rooted in the way it conducts its business.

The Runners Pledge is expected to be a powerful message on social inclusion for participants in the marathon and also aligns with Delhi Half Marathon's philanthropy theme.

Naarayan TV, Chief Marketing Officer, IDFC FIRST Bank, said, "As Associate Sponsor, IDFC FIRST Bank is rolling out this exciting initiative that will add to the incredible levels of enthusiasm and energy during the Delhi run. As part of this, we are happy to launch the IDFC FIRST Bank Runners Pledge which will inspire a movement of giving back to society. The initiative aligns with the Bank's philosophy of being a force for social good. As a participative sport that's rooted in the spirit of bettering oneself, we believe that by rewarding participants, there's an additional reason to run and thereby support a cause."

"Under the Runners Pledge, the Bank commits to deposit funds into the eligible participant's bank account, commensurate with the distance covered and finishing time. Finishers in turn may choose to

support a social cause of their choice or make a beginning towards something that matters to them. For many, this will mark a #JourneytotheStart of helping the lesser privileged."

Vivek Singh, Jt. MD, Procam International, said, "IDFC FIRST Bank's latest initiative is rooted in transformation for the greater good, which is an important pillar of the Vedanta Delhi Half Marathon. This will surely inspire the runners to give their best."

IDFC FIRST Bank had partnered Procam for four global distance running events as the Associate Sponsor – Delhi Half Marathon, Tata Mumbai Marathon, Tata Consultancy Services World 10K Bengaluru, Tata Steel Kolkata 25K and a partner to Sunfeast India Move As One.

The Bank's social responsibility programme is focused on five areas: Education, Livelihoods, Women Empowerment, Health and Financial Inclusion. The Bank considers and implements social responsibility programs that have a potential for long term sustainability and can trigger a continuous positive change.

About IDFC FIRST Bank

IDFC FIRST Bank was formed by the merger of erstwhile IDFC Bank, promoted by renowned infrastructure financing institution IDFC Ltd. and leading technology NBFC, Capital First. IDFC FIRST Bank, has a balance sheet of Rs. 2,00,565 crore and has provided over 30 million loans in its combined history and serves customers in over 60,000 villages, cities and towns across the length and breadth of the country. The bank believes in making customer-first products and was the first universal bank to offer monthly interest credit on savings accounts, lifetime free credit cards with dynamic and low APR rates, and many other such interesting products.

The Bank's vision is to build a world class bank in India, guided by ethics, powered by technology, and to be a force for social good. Our mission is to touch the lives of millions of Indians in a positive way by providing them high-quality banking services.

In a short time, the Bank has expanded to 651 branches, 235 asset service centres, 807 ATMs and 602 rural business correspondent centres across the country, a next-generation net and mobile banking platform and 24/7 Customer Care services and is incrementally growing digitally. IDFC FIRST Bank is committed to bring high-quality banking at affordable rates to India. The Bank also offers high quality technology-enabled corporate banking solutions, contemporary cash management solutions, fleet card and FASTag solutions and wealth management solutions.