

## **15 EDITIONS; 51+ CRORES RAISED BY 300 NGOs FOR 12 CAUSES;** **OVER 1 MILLION LIVES IMPACTED**

### **TCS WORLD 10K BENGALURU 2023 RAISES INR 2.72 CRORES**

**Bengaluru, 12 July 2023:** Tata Consultancy Services World 10K Bengaluru continues to serve as a testament to the power of sport, community and philanthropy. The landmark 15th edition on 21st May surpassed expectations as Bengaluru's streets pulsated with vibrant energy to #ComeAlive with 27,000 participants, the fastest elite field and a lasting social impact.

Central to the success of the philanthropic endeavour was the invaluable partnership with **aidbees**, the philanthropy partner that empowered 80 NGOs, corporates, individuals and runners to raise **INR 2.72** crores for a multitude of causes. TCS World 10K Bengaluru has united the community in a common goal that benefits over 1 lakh less fortunate people every year. Strengthening the legacy as South India's largest Sporting Platform, the event has now collectively raised **INR 51.88** crore since the inception of the race in 2008.

**Sunil Deshpande, Region Head, TCS Bengaluru, said** "This year's TCS World 10K Bengaluru was a truly remarkable experience, with a record 27,000+ participants gathering to showcase their indomitable spirit and enthusiasm for the race. We want to extend our heartfelt gratitude to everyone who participated and contributed to making the event such a resounding success. The TCS World 10K embodies TCS' values of excellence, resilience, and togetherness, and is an endeavor to inspire people to believe in themselves and thrive to lead a healthy and active lifestyle. Furthermore, the TCS World 10K is driven by a strong commitment to championing important social causes. TCS as an organization is dedicated to creating a lasting and positive change in the community through collaborative efforts with our partners. Headstreams continued to be our charity partner this year and we wish them all the success. Moving forward, we remain resolute in our goal to continue uniting the community whilst creating a positive impact through sports, and look forward to creating a new record at the TCS World 10K Bengaluru next year."

In this edition, 80 NGOs benefitted in support of **Child Welfare, Community Development, Disability, Education, Environment & Animal Welfare, Girl Child & Women Welfare & Empowerment, Health, and Human Rights, Mobility Aids for the Disabled, Water conservation and Support for the Elderly** among other causes.

**Rashmie Kumar, Founder Director, aidbees, said** "This was our debut year of association with the World's Premier 10K as the Philanthropy Partner. I'm ecstatic that we touched dream numbers in the form of 100+ participating individuals, 80+ NGOs and 29+ Corporates. We at aidbees hope that this milestone, becomes the stepping stone for a long-lasting association for larger social good and the funds raised impact many more people in need!"

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**Naarayan TV, CMO, IDFC FIRST Bank**, said “Marathons have gained popularity over the years as a celebration of a city. IDFC FIRST Bank’s association with TCS World 10K resonates with one of the Bank’s core pillars – Social Good. IDFC FIRST Bank has partnered with programs across education, health & sanitization and entrepreneurship & livelihood. IDFC FIRST Bank’s theme for the marathons across major cities is the #JourneyToTheStart, which hopes to inspire people to start their fitness, financial and philanthropic journeys. Marathons act as a platform to bring both people and NGOs on one platform, touching lives of the people positively.”

## 2023 KEY MILESTONES

- 7 NGOs have raised INR 10+ lakhs each.
- In the Kindness Ambassadors category, four individuals raised over INR 5 lakhs each for 4 different NGOs.
- Amongst the top corporate contributors, Atkins (member of SNC- Lavalin Group) has contributed INR 18 lakhs for Right To Live- Kote Foundation and Informatica Business Solutions contributed INR 13.90 lakhs for Smile Foundation, with the total contributed by Companies being INR 1,00,37,500/-
- 8 Young Leaders have cumulatively raised INR 11,98,919.

**Vivek Singh, Joint Managing Director, Procam International**, said, “My brother Anil and I could not have envisaged for a better 15<sup>th</sup> edition of the TCS World 10K Bengaluru. With the unwavering support of all our partners, government authorities, athletic bodies and our runners -, the event stands for everything good! Kudos to the efforts put in by all our fundraisers and the team at aidbees. We are privileged that the event has instilled a remarkable sense of community and created a positive impact through giving.”

## TCS WORLD 10K PHILANTHROPY AWARD WINNERS 2023

### NGOs

1. Right To Live - Kote Foundation – INR 27,63,569
2. Shrimad Rajchandra Love and Care– INR 18,45,351
3. Each One Educate One Foundation- INR 15,92,868

### CORPORATE CONTRIBUTIONS

1. Atkins (Member of SNC Lavalin Group) - INR 18,00,000
2. Informatica Business Solution Pvt. Ltd. - INR 13,90,000
3. Karma Capital Advisors Pvt. Ltd – INR 7,27,500

❖ Highest Corporate Fundraiser- Balasubramaniam M (Cisco India) – 2,56,890.24



## **HIGHEST INDIVIDUAL KINDNESS FUNDRAISERS**

- ❖ Highest Fundraiser & Kindness Champion (Raising a minimum of INR 10 Lakhs)
  - Gautham CB for Neonates Foundation of India at INR 10,07,480
- ❖ 2<sup>nd</sup> Highest Fundraiser & Kindness Ambassador (Raising a minimum of INR 5 lakhs)
  - Usha Baliga for Bangalore Kidney Foundation at INR 7,07,402
- ❖ 3<sup>rd</sup> Highest Fundraiser Sudhir Shetty for VEER RATNA FOUNDATION at INR 709436
- ❖ 4<sup>th</sup> Highest Fundraiser MANISHA KHOSLA for Bhumi at 680680.42
- ❖ 5<sup>th</sup> Highest Fundraiser Patrick Pitchappa for Odisha Rising Foundation at 518534.44

## **YOUNG LEADERS (individuals below the age of 18 years)**

1. Ishaan Gwalani aged 9 years raised INR 2,00,961 for Shrimad Rajchandra Love & Care
2. PV Sricharan, 6 years old raised INR 1,77,384 for Each One Educate One

**For more details, please contact**

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## **ABOUT TATA CONSULTANCY SERVICES LTD. (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 614,000 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](http://www.tcs.com)

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## ABOUT IDFC FIRST BANK

IDFC FIRST Bank's vision is to build a world-class bank in India that's guided by ethics, powered by technology, and a force for social good.

**Philosophy:** The Bank has a customer-first philosophy offering high-quality products including current accounts, savings accounts, fixed deposits, retails loans, business loans, corporate banking, cash management solutions, FASTag, wealth management, and 24/7 customer care services. IDFC FIRST technology initiatives for India like CBDC, UPI for foreigners etc.

**Unique Benefits for customers:** The Bank is the first and only bank in India that offers Zero fees for 28 essential services on savings accounts including for ATM cash withdrawals, IMPS, RTGS, NEFT, Cash Deposits and Cash withdrawals at branches, SMS Alerts, Cheque book, Demand Drafts, Pay-order, duplicate statements, etc. IDFC FIRST Bank is the first bank to offer monthly credit on savings accounts, so customers earn more with us. The bank's credit cards have unique features such as lifetime free, never-expiring rewards points, zero interest on cash withdrawal at ATMs and low APR.

**Ethics First:** IDFC FIRST Bank prioritizes ethics in all our dealings and product design. We believe income earned unethically is not worth earning. The Bank applies a "Near and Dear" Test in all product design, so that the employees of the Bank serve only such products to customers that they'd want for their own loved ones.

**Transformation:** IDFC FIRST Bank has transformed from infrastructure to retail banking in four years since merger, increasing CASA ratio from 8.6% to 49.77% (March 31, 2023) and increased retail deposits from 27% to 76% of total deposits, and set up 809 branches and 925 ATMs.

**Financial Performance:** The Bank recorded a PAT of Rs. 2437 crore (US\$ 301 million) in FY23, with strong Capital Adequacy of 16.82%. The Bank has high asset quality, with retail loans having Gross NPA of 1.65% and Net NPA of 0.55% as of March 31, 2023. Overall Gross NPA including infrastructure is 2.51% and Net NPA is 0.86%.

**ESG Goals:** The Bank is highly committed to ESG. The Bank has high governance scores, the business lines naturally support social goals, and efforts are ongoing to achieve environmental goals

## ABOUT PROCAM INTERNATIONAL

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.

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 the participation of the highest calibre of athletes and huge public interest and attendance.

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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