



Associate Sponsor

Sportswear Partner



Hydration Partner



Snacking Partner



Electric Two Wheeler Partner



Energy Drink Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Tata Steel World 25K Kolkata – A World Athletic Gold Label Race is scheduled for Sunday 15th Dec 2024

East India's biggest running festival just got bigger. It will now have a virtual run alongside the on-ground

VIDA, Impact 360 and The LaLiT Great Eastern are on board as new partners

Kolkata, September 18: East India's biggest participative sporting celebration adorns a new avatar. The City of Joy will now host the prestigious World Athletics Gold Label Race —Tata Steel World 25K Kolkata. The world's richest 25K, with prize money of USD 142,214, will witness some of the fastest athletes alongside amateurs on Sunday, December 15th, 2024, line-up on Red Road.

Procam International, today announced that the Tata Steel World 25K Kolkata registration for the on-ground and virtual run will commence on September 19, 2024, IST 7:00 am onwards at <https://tatasteelworld25k.procam.in/>.

The World Athletics Gold Label has been accorded to Tata Steel World 25K Kolkata based on stringent criteria, including organizational excellence, a world-class elite field, equal prize money for male and female runners, extensive medical support system, live television coverage for the race, media facilities, timing mats on the course, a clear sanitized route, and an AIMS certified course to ensure a pleasant running experience for all participants.

Commenting on the occasion, **Chanakya Chaudhary, Vice President, Corporate Services, Tata Steel**, said: "At Tata Steel, we have always believed in the power of sports to unite and inspire communities. The Tata Steel World 25K Kolkata, now a prestigious World Athletics Gold Label Race, is not just a race but a celebration of resilience, fitness, and togetherness. This recognition affirms the race's world-class standards, attracting elite athletes and showcasing Kolkata on the global stage. It is an honour to witness the city embrace this event year after year, and we are committed to making this edition even more memorable by encouraging participation from across all segments of society."

Tata Steel World 25K Kolkata has redefined the health, fitness, inclusion, sustainability and giving paradigm in West Bengal.

In a short span of eight years, running has been firmly rooted as the fastest-growing sport in the region. There has been a steady increase in participation across the timed categories and an over 270% increase in women's participation. Moreover, with a carefully curated flat course and favourable weather, Tata Steel World 25K Kolkata has some of the fastest timings in the world. At the 2023 edition, Daniel Simiu Ebenyo clocked 1hr.11mins:13secs, to break the men's stand-alone World's Best time ever in the 25K distance.

Supported by



Supported by



Supported by



Under the aegis of



Vijay Diwas



Under the auspices of



Certified by



Promoted by



Procam International Pvt. Ltd., 1/A Ballygunge Circular Road, Tivoli Court, Main Block, 11th Floor, Kolkata - 700019, India,

Tel: +91 33 40655087, Whatsapp: +91 89769 94484, CIN No. U92413MH1993PTC070636

tatasteelworld25k.procam.in | @tsw25k



Sportswear Partner



Hydration Partner



Snacking Partner



Electric Two Wheeler Partner



Energy Drink Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Besides this, the race has also provided a platform for Indian athletes to compete with the best. It has birthed the running ecosystem in the Northeast Region, with a 1700% growth in timed events from 2014 -2022; today, there are more than 75 races across the region, with 48 in West Bengal alone. The event has strengthened the bond with civil society, brought the community together for social good, and raised INR 4.39 crores for philanthropic causes.

The associate sponsor IDFC FIRST Bank continues its partnership in the third year of the association. **Naarayan TV, CMO, IDFC FIRST Bank** said, "IDFC FIRST Bank is thrilled to be the exclusive Associate Partner of the Tata Steel World 25K Kolkata, one of India's premier races. We are honoured to back this significant event that brings together thousands of runners, athletes, and enthusiasts. Continuing with our theme of #JourneyToTheStart, we are committed to helping people take the first step towards physical & financial well-being. Every runner who completes the respective run within a stipulated time period will be eligible for a specially designed IDFC FIRST Bank Runner's Tee. Here's to the spirit of Kolkata!"

HIGHLIGHTS 2024

Legendary cricketer Jhulan Goswami, along with actress Koushani Mukherjee, will continue as the Ratnas for this edition of the Tata Steel World 25K Kolkata.

Witnessing this running festival from close quarters has been a wonderful experience. I am looking forward to the Ananda Run, which will display a colourful carnival of the city's people in vibrant costumes, bringing focus to a cause close to their hearts. I'll be cheering for you at the start line," said **Koushani Mukherjee**.

Exclusive Merchandise by T10, Sportswear Partner - India's leading homegrown Sportswear brand T10, will ensure a memorable race day for the 25K and 10K participants. Confirmed 25K participants will receive a unique specially designed race day tee-shirt, while the fastest 1000 men and women runners in the open 10K category will receive a finishers tee-shirt.

VIDA V1, Official Electric Two-Wheeler Partner—Extending its association with all Procam races, VIDA Powered by Hero has joined forces with Tata Steel World 25K Kolkata 2024 as the 'Electric Two-Wheeler Partner'. As part of this partnership, VIDA will create a memorable experience for participants with its various touch points and activities before and during the race. From pre-race events to post-run celebrations, runners can look forward to engaging with VIDA throughout their journey.

Supported by



Supported by



Supported by



Under the aegis of



Vijay Diwas



Under the auspices of



Certified by



Promoted by



Procam International Pvt. Ltd., 1/A Ballygunge Circular Road, Tivoli Court, Main Block, 11th Floor, Kolkata - 700019, India,

Tel: +91 33 40655087, Whatsapp: +91 89769 94484, CIN No. U92413MH1993PTC070636

tatasteelworld25k.procam.in | /@tsw25k



Associate Sponsor

Sportswear Partner



Hydration Partner



Snacking Partner



Electric Two Wheeler Partner



Energy Drink Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Commenting on this association, **Dr Swadesh Srivastava, Chief Business Officer-Emerging Mobility BU, Hero MotoCorp**, said, "We are happy to take our association with Procam pan-India, building on our collaborations in Bengaluru, Delhi, and Mumbai, as the Official Electric Two-wheeler Partner. This association underscores VIDA's commitment to promoting sustainable mobility across the country. The synergy between running and riding electric vehicles highlights our belief that riding can be as clean and purposeful as running. At VIDA, we stand with the changemakers—runners, volunteers, and communities—in driving home the message that every step toward healthier living and greener mobility can leave a lasting impact in making a cleaner, greener planet for the generations to come. Our best wishes to the organizers and participants of the Tata Steel World 25K Kolkata."

Impact360 Foundation will lead the **philanthropy pillar**, driven by the conviction that large-scale change is achieved through strategic collaborations and partnerships. As the philanthropy partner, Impact360 will serve as a catalyst, empowering NGOs to maximize their fundraising potential.

"Impact360 Foundation is committed to driving transformative change by enhancing women's livelihood, skill building, health, and education through strategic partnerships with government bodies, NGOs, institutions, corporate, and communities. By engaging with a vast ecosystem across the country, we empower communities for a sustainable and bright future. We are delighted to partner with Procam International, in creating a meaningful impact with every step taken," said, **Pratim Roba, Director Impact 360**.

The LaLiT Great Eastern Kolkata will take on the role of the **Hospitality Partner** - The LaLiT Great Eastern Kolkata, a historic gem blending Victorian, Edwardian, and contemporary styles, combines timeless elegance with modern luxury. Notable for its heritage, exceptional service and unique culinary experiences will now host the world's best athletes and guests from around the world for the Tata Steel World 25K Kolkata.

Kamal Raza, Resident Manager of The LaLiT Great Eastern Kolkata, quoted "The LaLiT Great Eastern Kolkata has been a symbol of elegance and grandeur with its rich heritage and contemporary luxury. We are excited to welcome Procam International and look forward to providing them with an unparalleled experience of hospitality."

Vivek Singh, Jt. MD, Procam International, expressed, "Amateur Running is the fastest growing participative sport in our country with more than 1000 runners taking up the sport every day. Tata Steel World 25K Kolkata has steadily elevated the level of competitiveness and we are proud it has truly put West Bengal on the global running map. As we kick off registrations for the 9th edition, we extend our heartfelt appreciation to our sponsors, city authorities, and the running community who have consistently supported us in making Tata Steel World 25K Kolkata a World Athletics Gold Label Race and one of the biggest sporting celebrations in India".

Supported by



Supported by



Supported by



Under the aegis of



Vijay Diwas



Under the auspices of



Certified by



Promoted by



Procam International Pvt. Ltd., 1/A Ballygunge Circular Road, Tivoli Court, Main Block, 11th Floor, Kolkata - 700019, India,

Tel: +91 33 40655087, Whatsapp: +91 89769 94484, CIN No. U92413MH1993PTC070636

tatasteelworld25k.procam.in | /@tsw25k



Associate Sponsor

Sportswear Partner



Hydration Partner



Snacking Partner



Electric Two Wheeler Partner



Energy Drink Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



REGISTRATION DETAILS

On-ground registrations - 25K, Open 10K, Ananda Run (4.5 km Approx.), Senior Citizens' Run (2.3 km), and Champions with Disability (2.3 km) — will commence on September 19, 2024, IST 7:00 a.m onwards at <https://tatasteelworld25k.procaml.in/> and will stay open until November 22, IST 11:59 p.m., or till running places are filled, whichever is earlier.

To encourage women's participation, a limited number of spots have been reserved in both the 25K and open 10K races. From this event onwards, all participants who register for the run must submit their timing certificate, which is mandatory in the 25K category.

Virtual Run - For the first time runners from around the globe can join the race through the exclusive Tata Steel World 25K Kolkata app. The virtual race options include a 25K, Open 10K, and 5 km. Registration will start at 7.00 am on Thursday, September 19th, and remain open until 11:59 pm on Thursday, December 5, 2024, or as soon as running places are over, whichever is earlier.

**For more details, please contact
Procaml International:**

Neha Kandalgaonkar / Deepak Pilankar
neha@procaml.in / deepak@procaml.in

Carpe Diem Communique Pvt. Ltd

Dolon Dasbhaumik 9874272071 /Moumita Biswas 8777866266

For more information about the Tata Steel Kolkata 25K, log on

<https://www.instagram.com/tsw25k/>
<https://www.facebook.com/tsw25k>
<https://x.com/tsw25k>

Supported by



Supported by



Supported by



Under the aegis of



Vijay Diwas



Under the auspices of



Certified by



Promoted by



Procaml International Pvt. Ltd., 1/A Ballygunge Circular Road, Tivoli Court, Main Block, 11th Floor, Kolkata - 700019, India,

Tel: +91 33 40655087, Whatsapp: +91 89769 94484, CIN No. U92413MH1993PTC070636

tatasteelworld25k.procaml.in | [Instagram](https://www.instagram.com/tsw25k) [Facebook](https://www.facebook.com/tsw25k) [Twitter](https://x.com/tsw25k) /@tsw25k



Sportswear Partner



Hydration Partner



Snacking Partner



Electric Two Wheeler Partner



Energy Drink Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



ABOUT TATA STEEL

Tata Steel Group is among the top global steel companies with an annual crude steel capacity of 35 million tonnes per annum. It is one of the world's most geographically diversified steel producers, with operations and commercial presence across the world. The group recorded a consolidated turnover of around US\$27.7 billion in the financial year ending March 31, 2024.

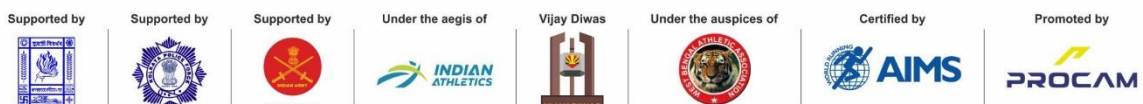
A Great Place to Work-Certified™ organisation, Tata Steel Limited, together with its subsidiaries, associates, and joint ventures, is spread across five continents with an employee base of over 78,000. Tata Steel has announced its major sustainability objectives including Net Zero by 2045.

The Company has been on a multi-year digital-enabled business transformation journey intending to be the leader in 'Digital Steel making'. The Company has received the World Economic Forum's Global Lighthouse recognition for its Jamshedpur, Kalinganagar, and IJmuiden Plants. Tata Steel has also been recognised with the 'Digital Enterprise of India – Steel' Award 2024 by Economic Times CIO.

Tata Steel aspires to have a 20% diverse workforce by 2025. The Company has been recognised with the World Economic Forum's Global Diversity Equity & Inclusion Lighthouse 2023. The Company has been a part of the DJSI Emerging Markets Index since 2012 and has been consistently ranked among the top 10 steel companies in the DJSI Corporate Sustainability Assessment since 2016. Tata Steel's Jamshedpur Plant is India's first site to receive ResponsibleSteel™ Certification. Subsequently, its Kalinganagar and Meramandali plants have also received the certification. In India, Tata Steel now has more than 90% of its steel production from ResponsibleSteel™ certified sites. Received Prime Minister's Trophy for the best performing integrated steel plant for 2016-17, 2024 Steel Sustainability Champion recognition from worldsteel for seven years in a row, 2023 Climate Change Leadership Award by CDP, Top performer in Iron and Steel sector in Dun & Bradstreet's India's top 500 companies 2022, Ranked as the 2024 most valuable Mining and Metals brand in India by Brand Finance, 'Most Ethical Company' award 2021 from Ethisphere Institute, and 'Best Corporate for Promotion of Sports' recognition at the Sportstar Aces Awards 2024. Received the 2023 Global ERM (Enterprise Risk Management) Award of Distinction at the RIMS ERM Conference 2023, 'Masters of Risk' - Metals & Mining Sector recognition at The India Risk Management Awards for the eighth consecutive year, and ICSI Business Responsibility and Sustainability Award 2023 for its first Business Responsibility and Sustainability Report (BRSR), Excellence in Financial Reporting FY20 from ICAI, among several others.

Photographs: [Management and Plant facilities](#) | **Logos:** [Files and usage guidelines](#)
Website: www.tatasteel.com

Follow us on: Tata Steel | @TataSteelLtd | Tata Steel | Tata Steel |



Procum International Pvt. Ltd., 1/A Ballygunge Circular Road, Tivoli Court, Main Block, 11th Floor, Kolkata - 700019, India,

Tel: +91 33 40655087, Whatsapp: +91 89769 94484, CIN No. U92413MH1993PTC070636

tatasteelworld25k.procum.in | /@tsw25k



Associate Sponsor

Sportswear Partner



Hydration Partner



Snacking Partner



Electric Two Wheeler Partner



Energy Drink Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



ABOUT IDFC FIRST BANK

IDFC FIRST Bank is a new age Universal Bank in India built on the foundations of Ethical Banking, Digital Banking, and Social Good Banking. We are building a world class bank in India. As part of the Bank's **ethical banking** approach, it applies a "Near and Dear" Test to its products, so that the employees of the Bank serve only such products they'd want for their own loved ones. It believes income earned unethically is not worth earning.

Therefore, the Bank avoids complicated descriptions, calculations, and legalese that customers don't understand. It abolished all 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. It follows the principle that it won't touch its customers' bank account for one reason or other. It is the first and only bank in India till date to do so.

IDFC FIRST Bank is the first bank in India to offer monthly credit on savings accounts. The credit cards have no hidden charges. It offers Lifetime Free without minimum spend conditions, never-expiring rewards points, zero interest on cash withdrawal at ATMs, dynamic low APR and much more. Fees if any are transparent and described neatly in a manner a common person can understand. Every product offered by the bank is highly customer friendly, most often the best in the industry.

As part of **technology led banking**, the Bank has built a modern technology stack and has built an advanced mobile app with 250+ features such as 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 the customers. For business customers the Bank offers 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's business model is naturally geared to social banking. It has developed unique capabilities for 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. It also offers other retail and rural loans such as Kisan Credit Cards, harvest financing, gold loans etc.

IDFC FIRST Bank is a **Universal Bank**, and offers 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.

Supported by



Supported by



Supported by



Under the aegis of



Vijay Diwas



Under the auspices of



Certified by



Promoted by



Procam International Pvt. Ltd., 1/A Ballygunge Circular Road, Tivoli Court, Main Block, 11th Floor, Kolkata - 700019, India,

Tel: +91 33 40655087, Whatsapp: +91 89769 94484, CIN No. U92413MH1993PTC070636

tatasteelworld25k.procam.in | /@tsw25k



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 the dynamic Singh brothers Anil and Vivek, 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 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.

Sportswear Partner



Hydration Partner



Snacking Partner



Electric Two Wheeler Partner



Energy Drink Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Supported by



Supported by



Supported by



Under the aegis of



Vijay Diwas



Under the auspices of



Certified by



Promoted by



Procam International Pvt. Ltd., 1/A Ballygunge Circular Road, Tivoli Court, Main Block, 11th Floor, Kolkata - 700019, India,

Tel: +91 33 40655087, Whatsapp: +91 89769 94484, CIN No. U92413MH1993PTC070636

tatasteelworld25k.procam.in | /@tsw25k