



Associate Sponsor



## Vedanta Delhi Half Marathon, the world's most prestigious Half Marathon is back

Ignited by



Registrations are now open for on-ground & virtual races

Driven by



VIDA joins as Electric Two-wheeler partner

Hydration Partner



Snacking Partner



**New Delhi, July 18, 2024:** Back to grace the streets of the Capital City, the 19<sup>th</sup> Edition of the World's prestigious Vedanta Delhi Half Marathon 2024 is ready to exemplify the vibrant spirit of Delhi and its citizens. Participants from around the globe will unite, championing the transformative power this event has on each one of us. Inspiring us to go beyond convention, beyond what's expected, beyond what's possible. Each and every participant will bring forth and add a unique colour to all the celebrations on the third Sunday of October this year ... AaRangDeDilli.

Electric Two Wheeler Partner



On Thursday, Procam International announced the opening of registrations for the biggest participative sporting extravaganza, to be held on Sunday, October 20. Registrations for the physical and virtual races of the Vedanta Delhi Half Marathon will commence on Friday, July 19, from 7:00 a.m. onwards at <https://vedantadelhihalfmarathon.procam.in/>.

Energy Drink Partner



The World Athletics Gold Label Race, with USD 260,000 in prize money, will feature some of the fastest athletes competing alongside amateurs from across the globe.

Refreshment Partner



Speaking on the occasion, **Sanjay Arora, Commissioner of Delhi Police, said**, "The Vedanta Delhi Half Marathon is a community event that unites the whole of Delhi. The best thing about the Marathon is that we compete against ourselves, so kudos to Procam International, Vedanta, and all the event stakeholders."

Hospitality Partner



Vedanta, the globally diversified natural resources company, has championed the cause of #RunForZeroHunger in the last two years of its association. For every kilometre run, it pledged to provide a meal to a child in need of better nourishment through its social impact initiatives under the Anil Agarwal Foundation.

Print Partner



Excited to continue the association, **Priya Agarwal Hebbar, Non-Executive Director, Vedanta Ltd and Chairperson, Hindustan Zinc Ltd said**, "It is that time of the year when the entire nation comes together to run for a cause, #RunforZeroHunger, at the Vedanta Delhi Half Marathon. For every kilometre run, we will contribute one meal and this year our aim is 5 million meals. Let's come together and run to create a brighter, hunger-free future for India." As Vedanta continues to support #RunForZeroHunger, in this edition it has committed to go beyond children and also feed animals in need. Vedanta strongly believes that all beings deserve a better future and with this extension through 'Meals For All', it will bring the collective strength of people towards a nourished India.

Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Supported by



Supported by



Supported by



Supported by



Under the aegis of



Certified by



Promoted by



Procam International Pvt. Ltd., A-262, 1st Floor, Defence Colony, New Delhi - 110024, India. Tel. +91 11 44724951/41634836

Whatsapp number: 8976994484, Email: [vedantadelhihalfmarathon@procam.in](mailto:vedantadelhihalfmarathon@procam.in)

Website: <https://vedantadelhihalfmarathon.procam.in/> | [@delhihalfmarathon](https://www.instagram.com/delhihalfmarathon) | [f](https://www.facebook.com/DelhiHM) [X](https://www.x.com/DelhiHM) [@DelhiHM](https://www.facebook.com/DelhiHM)



Associate Sponsor



With Social Good as one of its founding pillars, the event's exclusive Associate Sponsor IDFC FIRST Bank, has leveraged its sponsorship with a unique innovative offering that has encouraged the runners to perform at their best while creating a lasting impact for the betterment of our society.

Ignited by



Driven by



Hydration Partner



Snacking Partner



Electric Two Wheeler Partner



Energy Drink Partner



Refreshment Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



**Naarayan TV, Chief Marketing Officer, IDFC FIRST Bank, said "IDFC FIRST Bank is the official banking partner for the prestigious Vedanta Delhi Half Marathon for the third time. As a bank that believes in empowering people to achieve their goals, we are proud to support this iconic event that brings together thousands of runners, professional athletes, and enthusiasts on the same platform. IDFC FIRST Bank is excited to announce that every Half Marathon runner who conquers their run within 1 hour 55 minutes and every Open 10K runner who surpasses their challenge within 55 minutes can earn the exclusive IDFC FIRST Bank Runner Tee. Our partnership with the event reflects our commitment to enabling individuals to push their boundaries and achieve their aspirations, just as our bank enables customers to achieve their financial goals through our innovative banking solutions. We look forward to fuelling the passion for running and promoting a culture of fitness and wellness in the city, and are excited to be a part of this fantastic event that celebrates the spirit of determination and achievement."**

PUMA Athlete and Asian Games 2022 Silver Medallist Ancy Josan Edappilly showed her support for the Vedanta Delhi Half Marathon. The U-21 Women's Long Jump record holder won four gold medals in the 100m, 200m, and 4X100 relay in the recently concluded Khela India Youth Games.

**Ancy Sojan Edappilly, who graced the occasion, said "I am very proud to be a part of the Vedanta Delhi Half Marathon as a PUMA athlete. This event has been going on for 19 years now, and that is a very big thing for aspiring Indian long-distance runners as well as the people of Delhi. With the progress that the Indian sports scene has seen over the years, it is no surprise to see the massive support and love that the Vedanta Delhi Half Marathon has received over the years, and this time as well. And with another Olympics around the corner, hopefully, that will inspire more runners to make their presence felt."**

**Karthik Balagopalan, Managing Director, PUMA India, said, "We are very honored to continue our long-standing association with the Vedanta Delhi Half Marathon. Through our many initiatives, we pride ourselves at celebrating the superhuman strength of athletes like Ancy Sojan, and with our continued association with the Vedanta Delhi Half Marathon, we would like to extend this support to the many gunners who will grace the event with their presence on October 20th. We are trying to do our part in pushing India towards a fitter future, and with the Vedanta Delhi Half Marathon, we are definitely 'running' in the right direction."**

Supported by



Supported by



Supported by



Supported by



Under the aegis of



Certified by



Promoted by



Procam International Pvt. Ltd., A-262, 1st Floor, Defence Colony, New Delhi - 110024, India. Tel. +91 11 44724951/41634836

Whatsapp number: 8976994484, Email: vedantadelhihalfmarathon@procam.in

Website: <https://vedantadelhihalfmarathon.procam.in/> | [Instagram](https://www.instagram.com/delhihalfmarathon) | [Facebook](https://www.facebook.com/DelhiHM) | [Twitter](https://twitter.com/DelhiHM)



Associate Sponsor



## NEW THIS YEAR

Riding on the success of the recently concluded TCS World 10K Bengaluru, VIDA Powered by Hero has joined forces with Vedanta Delhi Half Marathon as the 'Electric Two-Wheeler Partner'.

Ignited by



Driven by



Hydration Partner



Snacking Partner



Electric Two Wheeler Partner



Energy Drink Partner



Refreshment Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



As part of this partnership, VIDA will create a memorable experience for participants with their various touchpoints 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.

**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 the Vedanta Delhi Half Marathon and put the 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."

## ADVANTAGE RUNNERS

The Vedanta Delhi Half Marathon is a haven for runners and offers the best incentives for its participants. An iconic course in the heart of the National capital traverses the city's historic landmarks, making the run memorable. And a fast route allows the runners to clock their personal best. Furthermore, the event partners make this event memorable with their exclusive offerings.

## Unique Vedanta Delhi Half Marathon Finisher Medal

This Finisher Medal honours and celebrates every participant's hard work and zeal for running. The Finisher's medal is made from the highest-grade Zinc that comes from Zawar Mines of Udaipur — the world's largest and oldest mines in the heritage state of Rajasthan. The Zinc is produced by India's leading Zinc producer - Hindustan Zinc Limited, a Vedanta Group company.



Procam International Pvt. Ltd., A-262, 1st Floor, Defence Colony, New Delhi - 110024, India. Tel. +91 11 44724951/41634836

Whatsapp number: 8976994484, Email: vedantadelhihalfmarathon@procam.in

Website: <https://vedantadelhihalfmarathon.procam.in/> | [Instagram](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)





Associate Sponsor



## PUMA Race Day Tee

All registered Half-Marathon participants will receive an exclusive Race Day Tee by PUMA, the Ignited partner. This tee recognizes and applauds the hard work and sacrifices each runner makes to reach the start line.

Ignited by



Driven by



Hydration Partner



Snacking Partner



Electric Two Wheeler Partner



Energy Drink Partner



Refreshment Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



## RACE DAY DETAILS AND TIMINGS

The Half Marathon and the Police Cup will start at 5:00 am, followed by the Elite Men & Women Race at 7:00 am. The Champions with Disability & Senior Citizen Run at 7:05 am and the Great Delhi Run at 9:00 am. All the above race categories will start and end at the Jawaharlal Nehru Stadium

The Open 10K will begin at 7:50 a.m. from Sansad Marg and end at the Jawaharlal Nehru Stadium.

## REGISTRATION DETAILS

Registrations for all physical race categories—Half Marathon, Open 10K, Great Delhi Run (4.5 km), Senior Citizens' Run (2.5 km), and Champions with Disability Run (2.5 km)—will start on Friday, July 19th, 2024, at 7:00 a.m. Registration will stay open until 11:59 p.m. on Friday, September 20, 2024, or until all spots are filled, whichever comes first.

To encourage more women to join, a limited number of spots are reserved for those who can't provide a timing certificate or don't meet the timing requirements listed on the event website.

**Virtual Run:** People from around the globe can join the Vedanta Delhi Half Marathon and participate virtually through the exclusive Vedanta Delhi Half Marathon app. The virtual race options include a Half Marathon, an Open 10K, and the Great Delhi Run (5 km). The registrations will remain open until 11:59 pm on Friday, October 11, 2024.

"We are thrilled to announce registrations for the Vedanta Delhi Half Marathon, an event that continues to push the boundaries of athletic excellence and community engagement. This nineteen-year legacy has carved a way for inclusivity, philanthropy, and sustainable practices. United by a common purpose, and with the support of all stakeholders, we intend to scale new heights this year, said **Vivek Singh, Joint MD, Procam International**.

Vedanta Delhi Half Marathon is grateful for the unstinted support from the Government of NCT of Delhi, the Ministry of Youth Affairs & Sports GOI, the Ministry of External Affairs GOI, the Ministry of Home Affairs GOI, the Sports Authority of India (SAI), Indian Athletics Delhi Police, New Delhi Municipal Corporation, Municipal Corporation of Delhi, The Indian Army, Raj Bhavan Delhi, World Athletics (WA), Association of International Marathons & Distance Races (AIMS) and Global Sports Communication (GSC).

Supported by



Supported by



Supported by



Supported by



Under the aegis of



Certified by



Promoted by



Procam International Pvt. Ltd., A-262, 1st Floor, Defence Colony, New Delhi - 110024, India. Tel. +91 11 44724951/41634836

Whatsapp number: 8976994484, Email: vedantadelhihalfmarathon@procam.in

Website: <https://vedantadelhihalfmarathon.procam.in/> | [Instagram](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)



Associate Sponsor



**The event is proud and grateful for the support of its esteemed partners:**

Title Sponsor – Vedanta Ltd.

Associate Sponsor – IDFC FIRST Bank

Ignited by



Ignited by - PUMA

Driven by



Driven by – TATA.ev

Hydration Partner



Hydration Partner – Bisleri

Snacking Partner



Snacking Partner – Cadbury Fuse

Electric Two Wheeler Partner



Electric Two-Wheeler Partner - VIDA

Energy Drink Partner



Energy Drink Partner - FAST&UP

Refreshment Partner



Refreshment Partner - SOBISCO

Hospitality Partner



Hospitality Partner – Le Meridien, New Delhi

Print Partner



Print Partner - The Times of India

Radio Partner



Radio Partner – Mirchi

Telecast Partner



Telecast Partner – Sony Sports

Medical Partner



Medical Partner – Metro Group of Hospitals

Philanthropy Partner



SCR Facilitator - EMOHA

Philanthropy Partner – United Way Delhi

**For more information about the Vedanta Delhi Half Marathon 2024, the event website**

is [vedantadelhihalfmarathon.procam.in/](https://vedantadelhihalfmarathon.procam.in/)

<https://www.instagram.com/delhihalfmarathon/>

<https://x.com/DelhiHM>

<https://www.facebook.com/DelhiHM>

[https://www.youtube.com/channel/UCFcBDqa1WtDIBExpX\\_y0nAQ](https://www.youtube.com/channel/UCFcBDqa1WtDIBExpX_y0nAQ)

**For media-related queries, please contact:**

**Procam International**

Neha Kandalgaonkar/ Deepak M Pilankar

[neha@procam.in](mailto:neha@procam.in) / [deepak@procam.in](mailto:deepak@procam.in)

**WordsWork Communication**

Manvi Kapila +91 8920959339

[manvi@wordswork.in](mailto:manvi@wordswork.in)

Supported by



Supported by



Supported by



Supported by



Under the aegis of



Certified by



Promoted by



Procam International Pvt. Ltd., A-262, 1st Floor, Defence Colony, New Delhi - 110024, India. Tel. +91 11 44724951/41634836

Whatsapp number: 8976994484, Email: [vedantadelhihalfmarathon@procam.in](mailto:vedantadelhihalfmarathon@procam.in)

Website: <https://vedantadelhihalfmarathon.procam.in/> | [Instagram](https://www.instagram.com/delhihalfmarathon) | [Facebook](https://www.facebook.com/DelhiHM) | [YouTube](https://www.youtube.com/channel/UCFcBDqa1WtDIBExpX_y0nAQ) | [X](https://x.com/DelhiHM) | [LinkedIn](https://www.linkedin.com/company/vedantadelhihalfmarathon)

Associate Sponsor



## ABOUT VEDANTA LIMITED

Vedanta Limited ("Vedanta"), a subsidiary of Vedanta Resources Limited, is one of the world's leading natural resources companies spanning across India, South Africa, Namibia, Liberia, UAE, Saudi Arabia, Korea, Taiwan and Japan with significant operations in Oil & Gas, Zinc, Lead, Silver, Copper, Iron Ore, Steel, Nickel, Aluminium, Power & Glass Substrate and foraying into electronics and display glass manufacturing. For two decades, Vedanta has been contributing significantly to nation building. Governance and sustainable development are at the core of Vedanta's strategy, with a strong focus on health, safety, and the environment. Vedanta has put in place a comprehensive framework to be the ESG leader in the natural resources sector, is committed to reducing carbon emissions to net zero by 2050 or sooner and aims to spend \$5 billion over the next 10 years to accelerate this transition. Giving back is in the DNA of Vedanta, which is focused on enhancing the lives of local communities. Anil Agarwal Foundation, the umbrella entity for Vedanta's social initiatives, has pledged Rs 5000 crore over the next five years on various social impact programs and its flagship project, Nand Ghar is setting up model Anganwadis across India. Vedanta Ltd. ranked 3rd in the S&P Global Corporate Sustainability Assessment 2023 and has been listed in the Dow Jones Sustainability World Index. The company has also been certified as a Great Place to Work 2023. Vedanta Limited is listed on the Bombay Stock Exchange and the National Stock Exchange.

All of Vedanta's community and social impact initiatives are housed under the umbrella entity of The Anil Agarwal Foundation. The focus areas of the Foundation are Healthcare, Women and Child development, Animal Welfare Projects, and Sports Initiatives. Anil Agarwal Foundation aims to empower communities, transform lives, and facilitate nation building through sustainable and inclusive growth.

For more information, please visit [www.vedantalimited.com](http://www.vedantalimited.com)



Hydration Partner



Snacking Partner



Electric Two Wheeler Partner



Energy Drink Partner



Refreshment Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner





Associate Sponsor



## 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.



Hydration Partner



Snacking Partner



Electric Two Wheeler Partner



Energy Drink Partner



Refreshment Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Supported by



Supported by



Supported by



Supported by



Under the aegis of



Certified by



Promoted by





Associate Sponsor



## 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.

Ignited by



Driven by



Hydration Partner



Snacking Partner



Electric Two Wheeler Partner



Energy Drink Partner



Refreshment Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



United Way Delhi

Supported by



Supported by



Supported by



Supported by



Under the aegis of



Certified by



Promoted by



Procam International Pvt. Ltd., A-262, 1st Floor, Defence Colony, New Delhi - 110024, India. Tel. +91 11 44724951/41634836

Whatsapp number: 8976994484, Email: vedantadelhihalfmarathon@procam.in

Website: <https://vedantadelhihalfmarathon.procam.in/> | [@delhihalfmarathon](#) | [@DelhiHM](#)