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Naarayan TV, Chief Marketing Officer at IDFC FIRST Bank, said “Marathons have become popular over the years, and celebrate people and cities. IDFC FIRST Bank’s association with TCS World 10K Bengaluru 2024 seamlessly aligns with one of the Bank’s core pillars of Social Good. Marathons create a cohesive platform for people and NGOs to come together and create a social impact. Lastly, the larger association with a participative sport like the marathon represents the Bank’s commitment to inclusion across all levels”.

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KEY MILESTONES FOR 2024

- 11 NGOs have raised INR 10+ lakhs each.
- In the pursuit to expand the social impact of the Run, Top Up Donations and Charity bibs were introduced this year. While there was a Top Up Donation of over INR 5 lakhs, the highest amount that a charity bib was sold for was INR 2 Lakhs
- This highest amount charity bib was sold by Each One Educate One. The funds were raised to support vital educational programs and create a ripple effect, inspiring others to contribute to the ecosystem of social development and upliftment.
- 33 companies with over 1600 employee participants contributed over INR 1.65 Crores
- Gautham CB- the highest Individual fundraiser touched his dream mark of raising over INR 11 Lakhs for two NGOs together
- Beneficiary youngsters from WeLive Foundation (an NGO that works with young caregivers aged 18 and above) ran and fundraised at the event
- NGOs like Adventures Beyond Barriers, Mobility India, and Sense International India got over a dozen of their beneficiaries to participate in Champions with Disability and Majja Run on Race Day to provide them with an experience of inclusivity and the spirit of sports!
- Funds have also been utilised to build India’s first tennis wheelchair center for disabled individuals.

IMPACT 2023

Over 30,000 lives changed for the better with the funds raised in the TCS World 10K Bengaluru in 2023 in the following areas:

- Education – Digital Classrooms, Math Literacy, Teacher Training and better facilities at government schools
- Disability – Mobility aids for individuals with disability along with sustainable employment opportunities, giving them proper access to sports and promoting inclusivity
- Children – Projects focusing on giving shelter, education and a skill set to underprivileged children
- Environment – Varied initiatives like saving the Aravali forests, setting up water bodies and planting trees.
- Women & Girl children – Opening up a skill centre for tribal women in remote villages, ensuring girl's education through free and accessible mediums, programs of women led skill-based opportunities

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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 56 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 601,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$29 billion in the fiscal year ended March 31, 2024, 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





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.

ESG Goals: The Bank is incorporating ESG in every aspect of working and has high ESG scores. The Bank believes that to get an opportunity to create a new age, ethical and world class Bank for India is a great privilege for its employees.

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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 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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