



Press Release

Hyderabad Runners announces 11th Edition of NMDC Hyderabad Marathon

- *NMDC Ltd takes up Title sponsorship for Next Three Years*
- *Unveiled official Race T- Shirt*
- *NMDC Hyderabad Marathon is a Member of AIMS and the Course is IAAF-AIMS Certified.*
- *August 27 – 5K Fun Run; August 28 – 10K, Half Marathon (21.1K) & Full Marathon (42.2K)*

Hyderabad, 11th July, 2022: City based NMDC Ltd., have taken up the Title Sponsorship of the Hyderabad Marathon for the next three years. The NMDC Hyderabad Marathon 2022 will be held on **27th & 28th August 2022** with active participation of over **15,000 runners** from across the city, country and overseas.

Hyderabad Runners Society and NMDC Ltd together with IDFC First Bank Ltd. and Govt. of Telangana announced the launch of the 2022 **Edition** of the **NMDC Hyderabad Marathon**. The Government has been supporting the annual city mega sporting event, which involves more than 3500 volunteers from the city and runs through the heart of the city. Considered to be among the leading & challenging city marathons in India, this race also marks the beginning of the **Marathon Season in India**. It is organized by the **Hyderabad Runners Society**, which recently **celebrated Fifteen years** of promoting active lifestyles and promoting running as the preferred form of fitness activity.

The NMDC Hyderabad Marathon is considered as one of the most popular and highly rated marathons in India. The 2022 edition will see over **15,000** runners, health & fitness enthusiasts, over 3500 volunteers, 250 medical personnel, city officials and a large deployment of police, as the city comes together to energize this sporting extravaganza with a curtain raiser – **5K Fun Run** on **Saturday August 27th** and on **Marathon Sunday: August 28th 2022, the 10K, Half Marathon (21.095 km) & Full Marathon (42.195 km)** will take place.

Speaking on the occasion, **Mr. Prashant Morparia**, Race Director – NMDC Hyderabad Marathon, said, “We are extremely delighted to welcome NMDC Ltd on board the 11th **edition** of the **Hyderabad Marathon, which will be the NMDC Hyderabad Marathon powered by IDFC First Bank**. The **NMDC Hyderabad Marathon**, which has an IAAF/AIIMS certified course will aim to give its participants a world-class experience. Together with NMDC, we hope to see a Fit, Active and Healthy nation. We thank the Govt. of Telangana, our sponsors and partners for their constant patronage and support for the largest annual sporting event in Hyderabad. We look forward to the support and encouragement from every corner of the city and be part of this exciting city event.”



Nikhath Zareen, Indian amateur boxer and gold medal winner at the 2022 IBA Women's World Boxing Championships is the Face Of the Event. Speaking through video she said "I am happy to be associated with the 11th Edition of NMDC Hyderabad Marathon supported by Hyderabad Runners. I am glad that Hyderabad Runners has been actively involved in helping people lead active lifestyles and making running the preferred form of fitness activity." She also appealed to the public to register and participate in the NMDC Hyderabad Marathon, which is the largest community fitness event in the city

At the launch event, "We are happy to partner with the Hyderabad Marathon," said, **Shri. Sumit Deb Chairman-cum-Managing Director NMDC Ltd.** "NMDC has been a strong patron of health and lifestyle improvement and supports the Govt initiative of Fit India. We also endorse many sporting events and are happy to combine our efforts with Hyderabad Runners, who have been conducting this event for the last 10 years. We are very excited about this partnership and I invite runners from across the globe to participate and make the 2022 edition of NMDC HM a remarkable one".

Naarayan TV, Chief Marketing Officer, IDFC FIRST Bank, said, "As Powered by, the NMDC Hyderabad Marathon is an opportunity for us to connect with people in this amazing and vibrant city of Hyderabad. The association also aligns with our philosophy of creating social good. We are happy to be part of this signature event by Hyderabad Runners that celebrates health, fitness and sport."

Hyderabad Runners Society, the event promoter, aims to promote running as the preferred form of fitness activity and active lifestyles. The **Full and Half Marathon** covering a distance of 42.195 kms and 21.095 kms will traverse the important landmarks in the city giving the runners a picturesque view of the Hussain Sagar Lake, the Durgam Cheruvu Cable Bridge and the IT Corridor, while spreading the healthy lifestyle theme among Hyderabad denizens.

About Hyderabad Runners:

Hyderabad Runners was founded in 2007 with the idea of helping people lead active lifestyles and make running a preferred form of fitness activity. The group has been promoting healthy living and community fitness through its unique training programs like the Couch to 4K, Outdoor Kids, Train & Shine programs and the flagship event – Hyderabad Marathon. The group is built on the three pillars of advocacy, training and events and has been in the forefront to promote amateur running in India.

For more details, visit: www.nmdchyderabadmarathon.com
www.hyderabadrunners.com

About NMDC Ltd:

Incorporated in 1958 as a Government of India public enterprise, NMDC is India's largest iron ore producer. Since inception, it has been involved in the exploration of a wide range of minerals including copper, rock phosphate, limestone, magnesite, diamond, tungsten, and beach sands amongst others. In six decades of service, NMDC has built a community of its employees and the local people in the



hinterlands of India, and their social objectives are aimed at improving quality of life of people around their mining operations. From empowering women to upskilling youth, generating employment opportunities to addressing public health, NMDC has been a steady pillar in enabling progress in remote regions of the country.

For more details, visit: www.nmdc.co.in

About IDFC First Bank Ltd:

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. 1,90,182 crores, 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 641 branches, 203 asset service centres, 719 ATMs and 601 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.

For more details, visit: <https://www.idfcfirstbank.com/>

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