



Joint Title Sponsor



Registrations for the 19th edition of the Tata Mumbai Marathon open today

'TMM Green Bib – an Agro Forest' Initiative to support environmental conservation introduced

Associate Sponsor



Social, Health, Economic & Sustainability Impact of the 2023 edition, goes well beyond race day

Sports Goods Partner



Mumbai, 10th August 2023: Tata Mumbai Marathon (TMM), Asia's most prestigious running event will be held on the third Sunday of the new year, **January 21st, 2024.**

Driven by



For the past 18 editions, Tata Mumbai Marathon has personified the pulse of Mumbai – a pulse that brings us together, no matter what the circumstances. Millions of hearts beating, in sync, for something greater than itself. Each heartbeat is a celebration of our resilience, can-do, will-do spirit, quest for betterment, desire to inspire, and unshakeable faith in ourselves - embodying the spirit of **#HarDiIMumbai.**

Snacking Partner



Energy Drink Partner



Launch of the 19th edition of the Tata Mumbai Marathon was hosted in the glorious precincts of Raj Bhavan, Mumbai. The first citizen of Maharashtra, **Honourable Governor Respected Shri. Ramesh Bais** signed on, as the first participant of the Tata Mumbai Marathon 2024.

Hydration Partner



Procam International, promoters of the event announced **registrations** for the 19th edition of the Tata Mumbai Marathon, to commence **today at 6 PM** on

<https://tatamumbaimarathon.procam.in/>



Hospitality Partner



TRIDENT
Nariman Point, Mumbai

Flagged off from the iconic Chhatrapati Shivaji Maharaj Terminus (CSMT), the Race will witness participation from running enthusiasts across the world.

Honourable Governor of Maharashtra, Respected Shri. Ramesh Bais, stated, "Raj Bhavan's Darbaar Hall has seen various sporting events. I am overjoyed to kick start registrations of Tata Mumbai Marathon from here. The Tata Mumbai marathon acts as a channel that helped over 700 NGOs across the country raising Rs. 357.2 crores funds since its inception. Marathon is a festival and all prejudices are erased in this. People from various religions, class and creed come together to run for marathons. Since the past years, the journey of Tata Mumbai Marathon has been incredible. It would be such a blessing if every village, every city, every state had a marathon of its own.



Entertainment Partner



In the past 20 years, Tata Mumbai Marathon has helped light up the lives of lakhs of people. Everyone must be enlightened about the importance of running and the holistic growth that it gives. We must encourage school and college going students to participate in such events."

Telecast Partner



Chhagan Bhujbal, Hon'ble Minister, Food & Civil Supplies, Government of Maharashtra, said, "Tata Mumbai Marathon has become the festival of Mumbai. If there is anyone who is more ecstatic after Anil Singh and Vivek Singh, it will be me to see so many people participate and give their blessings to us. There were difficulties too because of coronavirus and terrorist attacks but that did not stop us nor the lakhs of India from supporting the event.



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This is the spirit of one of the best marathons among the 10 marathons in the world. I want to take this opportunity to tell the world that no matter what challenges we encounter, nothing can ever stop us from running.”

Sanjay Bansode, Hon'ble Minister, Sports & Youth Welfare, Government of Maharashtra, said, “Today, Tata Mumbai Marathon 2024 has been inaugurated by the Hon'ble Governor Ramesh Bais. Tata Mumbai has created history by becoming one of the top ten marathons in the world. Tata Mumbai Marathon has been serving the country by helping in social welfare work and bringing unity in people since their inception. I would like to take this opportunity to congratulate and celebrate everyone associated with the marathon.”

Harish Bhat - Brand Custodian, Tata Sons, said “The Tata Mumbai Marathon is more than a race; it's a reflection of human drive and determination, mirroring the dynamic spirit of a city that never stops. This year, the initiative goes beyond mere competition; it bridges fitness with purpose, and individual achievement with a larger societal responsibility. The marathon's new TMM Green Bib initiative aims to provide every participant with an opportunity to play a vital role in preserving our environment and enhancing the livelihood of farmers of our country while achieving a higher level of fitness.”

He further added, “In a call to collective action, TMM 2024 invites not only the runners but all who care for our planet to join us and reshape this legendary event into a symbol for a more inclusive, cleaner, greener tomorrow. We hope that this year's edition will set a precedent for what a strong sport-community relationship can achieve; where with every step, we move not just towards the finish line, but to better the world we all share.”

Ujjwal Mathur - SVP & Country Head - India Business, TCS, said, "We are thrilled to witness another exciting edition of Our Run – The Tata Mumbai Marathon which unites thousands of passionate fitness enthusiasts in India's city of dreams. As a long-standing supporter and pioneer in running events, TCS believes in the transformative power of sports, exemplifying our brand's values of self-belief, community, and a promising future. With our diverse workforce, we actively encourage a healthy lifestyle, making wellness an integral part of our corporate culture. The marathon's success has not only fueled Indian long- and middle-distance runners' ambitions but also contributed significantly to charitable causes, impacting millions across the nation."

Madhivanan Balakrishnan, ED & COO, IDFC FIRST Bank, said ““This is IDFC FIRST Bank's second year as associate sponsors of the Tata Mumbai Marathon. We are thrilled to be associated with this marathon which celebrates and brings the people of the Mumbai together. Through this association we can be more involved in our customer's fitness and financial journey. We look forward to an event that radiates energy and inspires the people of the city to come together!”



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TMM GREEN BIB – AN AGRO FOREST INITIATIVE



Today Agro Forestry is seen as one of the most sustainable solutions by the United Nations for overall environmental benefit, soil quality conservation and farmer livelihood. These are areas of utmost concern and need addressing on an immediate basis.



Registering for the Tata Mumbai Marathon 2024 will allow every stakeholder to upgrade to a **TMM Green Bib** and be part of the **TMM Agro Forest** initiative. An initiative in which every tree planted will contribute to not just soil conservation and **carbon emission mitigation**, but importantly help in **sustaining a farmer’s livelihood**.



A participant can **upgrade** to a **TMM Green Bib** during registration and become a **TMM Evergreener**. The minimum contribution during an upgrade is one tree; however, one can choose to contribute more than one tree and even a 1-acre farm. The contribution amount for 1 tree is **INR 635**. This is a one-time investment that covers planting, sapling protection, drip irrigation, maintenance and supervision and capacity building of the farmer, for a period of **3 years**. This time frame is critical to ensure the tree becomes self-sufficient.



On Race Day, the Evergreener participant will run with a special TMM Green Bib and once the tree is planted, a geo-location tag will be shared with each contributor.



The initiative is unique because it connects the TMM participants and their ecosystem with the farmers. Each farmer will allocate 1 acre of land to the TMM Agro Forest initiative. Over time this initiative will not only lead to environmental conservation but also will make the farmers resilient to uncertain weather conditions and enhance their livelihood. This year the geography for the TMM Agro Forest will be the **Solapur district of Maharashtra**.



In addition to participants, any citizen to make an impact can also opt to be an Evergreener via donations to the TMM Agro Forest initiative, on the United Way Mumbai website.



This community-based Tree Plantation & Livelihood support project Agri+Horti plantation model will be planned and implemented by **United Way Mumbai, the Philanthropy Partner** to the Tata Mumbai Marathon.



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TATA MUMBAI MARATHON 2023 – IMPACT REPORT

Today, the Tata Mumbai Marathon has played an integral role, not only in the development of India’s sporting canvas but also in creating a lasting positive impact on the city and the country.

This year along with the **Indian Institute of Sports Management** a special report has been curated with a comprehensive analysis of the event, highlighting its profound influence across the domains of health, social impact, economic growth, and sustainability.

KEY HIGHLIGHTS

Total Impact = ₹290.08 Cr (Economic Impact ₹249.40 Cr + Social Impact ₹40.68 Cr)

Economic Impact

- The report analyses the rise in tourism, and employment opportunities created in hospitality, retail, and transportation sectors.
- There has been a significant increase in the economic impact, with a jump of almost 60% since 2020 and an impressive 89.8% increase since 2009.
- The event directly generated INR 3 crore worth of additional employment opportunities.
- We see, that 62 % of the participants spend money on food and travel between the range of INR 10,000 to INR 50,000

Social Impact

- The report demonstrates how the marathon acts as a catalyst for positive social change, raising awareness and empowering individuals to make a difference.
- Since inception, INR 357.2 Cr has been raised for charitable causes, directly benefiting over 700 NGOs.
- In 2023, 252 NGOs raised 40.68 Cr for various causes.
- 73.9% of participants have raised funds for charity.

Health Impact

- The report provides a holistic view of the event’s positive influence on the physical and mental health of participants and the change in the fitness landscape.
- 80% of runners experienced a reduction in their medications, due to their running habit
- 62% included running as a part of their daily routine for a healthier lifestyle.
- 43% of participants have positively influenced up to three or more individuals to take up active living.

Sustainability

- The report outlines the various sustainability initiatives introduced, showcasing the marathon’s continuous commitment to minimizing its environmental footprint
- TMM is a 100% waste-managed event
- During TMM 2023, a total of 13 tonnes of waste was generated, from which 12.79 tons have been successfully recycled.



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“It is our honour and privilege to have registrations for the 19th edition of the Tata Mumbai Marathon, launched by Respected Shri Ramesh Bais, Hon’ble Governor of Maharashtra, said **Vivek Singh, Jt. MD, Procram International**.



When we took the bold step to host a marathon in our country – we laid the foundation with the belief that the marathon to become a panacea for civil society. TMM has now become an integral part of Mumbai’s folklore with a significant impact – on the country’s health, social and economic landscape. Strengthening this impact is the TMM Green Bib. We urge all citizenry to choose the green bib, participate and contribute towards a sustained livelihood. Let’s unite to Bring out the best in us, **Anil Singh, MD, Procram International** said.



REGISTRATION DETAILS



Marathon registration for amateurs will commence on Thursday, August 10, 2023, at 6:00 pm and remain open until Thursday, November 30, 2023, or until all running spots are filled, whichever is earlier.



All the confirmed male participants will receive the exclusive **ASICS race day singlet**, while women participants will receive the **ASICS race day tee**.



Half Marathon registrations will open on Saturday, August 12, 2023, at 7:00 am, and close on Monday, September 25, 2023. Slots will be confirmed on a fastest-runner-first basis as per their timing certificate submitted during the registration process.



Top **500 finishers each** in the Half Marathon – men and women, will receive an **ASICS Finishers Tee**.



Tata Mumbai Marathon prides itself on being an inclusive race. It is also pertinent to note, that this year too, a limited number of spots have been reserved in the half marathon for **Persons with Disability (PwD)**.



To encourage more **women** to participate in the **full and half marathon**, a limited number of running spots are reserved for them in both categories. Guidelines are available on the website.



The Open 10K is exclusively for charity with a limited number of spots reserved for women runners. Registrations will open on Wednesday, August 16, 2023, at 7:00 a.m. and close on Monday, September 25, 2023, or until all available racing spots have been filled, whichever is earlier.



Dream Run, Senior Citizens’ Run and Champions with Disability registrations will commence on Friday, 18th August 2023 at 7:00 a.m. and close on Tuesday, 31st October 2023, or as soon as running places are filled, whichever occurs earlier.



TMM Virtual Run - Participants who wish to run in the TMM virtually from anywhere in the world will be able to experience the magic of this event and run as one, using the exclusive Tata Mumbai Marathon app. The virtual race categories are Marathon, Half Marathon, 10 KM, and the Dream Run (5 km). Registrations for the same can be done between 1st December 2023 and 8th January 2024.



For registration confirmation criteria please visit



<https://tatamumbaimarathon.procram.in/>



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21 January, 2024

The Tata Mumbai Marathon is proud and grateful for the support of our esteemed partners –



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Tata Mumbai Marathon is grateful for the unstinted support from:

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 Indian Railway
 Raj Bhavan, Maharashtra
 World Athletics (WA)
 Association of International Marathons & Distance Races (AIMS)
 Global Sports Communication (GSC)

For more information about the Tata Mumbai Marathon 2024 visit, <https://tatamumbaimarathon.procam.in/>

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TATA IN SPORTS:

Tata group is a global enterprise with combined revenues of \$128 billion (INR 9.6 trillion) in 2021-22 with Tata Consultancy Services (TCS), one of the world's leading IT services, consulting, and business solutions organizations is the title sponsor of the Tata Mumbai Marathon.

Associate Sponsor



Sport has always been an integral part of the Tata group for over 75 years. Tatas association with multiple sports ranging from cricket, football, hockey, badminton, chess, athletics, mountaineering, and motor racing, among others, has produced many award-winning sportspersons, helped the development of marginal communities, and supported sporting teams, national and international events as well as training academies. The Tata Sports Club was set up in 1937 to encourage sports among its employee base across the country.

Sports Goods Partner



TCS is the sponsor of many premier running events across the world - the TCS New York City Marathon, the TCS Amsterdam Marathon, the TCS World 10K, and the TCS Lidingloppet (the world's largest cross-country run), and is the technology partner of marathons held in London, Chicago, Boston, and Australia — all part of the company's effort to promote health and fitness in the communities, the world over.

Driven by



ABOUT IDFC FIRST BANK

Snacking Partner



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.

Energy Drink Partner



Philosophy: The Bank has a customer-first philosophy offering high-quality products including current accounts, savings accounts, fixed deposits, retail loans, business loans, corporate banking, cash management solutions, FASTag, wealth management, and 24/7 customer care services. IDFC FIRST bank is one of the select banks to work with the regulator for pilot projects for many banking technology initiatives for India like CBDC, UPI for foreigners etc.

Hydration Partner



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.

Social Connect Partner



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.

Hospitality Partner



Transformation: IDFC FIRST Bank has transformed from infrastructure to retail banking in four years since merger, increasing CASA ratio from 8.6% to 46.5% (June 30, 2023) and increased Retail Deposits as % of total deposits from 27% to 77%, and set up 824 branches and 1,069 ATMs.

Print Partner



Financial Performance: The Bank recorded a PAT of Rs. 765 crore (~US\$ 93 million) in Q1-FY24, with strong Capital Adequacy of 16.96%. The Bank has high asset quality, with Retail, Rural & SME book having Gross NPA of 1.53% and Net NPA of 0.52% as of June 30, 2023. Overall Gross NPA including infrastructure is 2.17% and Net NPA is 0.70%.

Entertainment Partner



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

Telecast Partner



Medical Partner



Philanthropy Partner



Institution Partner



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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.



For more information, please contact:



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