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**WORLD 10K**  
**BENGALURU**  
28 April 2024

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## Tata Consultancy Services World 10K Bengaluru scheduled for Sunday, 28<sup>th</sup> April 2024

~ New Home, New Start, Memories Forever #EndendiguBengaluru ~

~ Registration for all race categories commence on Thursday, February 15<sup>th</sup>~

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**Bengaluru, 14 February 2024:** Procam International, pioneers of globally-renowned distance-running events in India, have announced the 16<sup>th</sup> edition of the World Athletics Gold Label Road Race Tata Consultancy Services World 10K Bengaluru (TCS W 10K), scheduled for Sunday, 28<sup>th</sup> April. \*\*

TCS World 10K Bengaluru, is a mirror of the myriad parts - where you can compete with the world's best in one of the fastest courses, colour up your life while changing another's, and bond with friends and peers in the city's most vaunted running celebration while achieving your personal running goals.

Always A Step Ahead, Spectacularly Scenic, Incredibly Fast, Endlessly Magical, Truly Inclusive; simply – #EndendiguBengaluru - Forever Bengaluru

Runners and the running experience are at the core of the event. Each year, the TCS World 10K Bengaluru strives to offer the best race day experience. The 2024 edition sets off on a new adventure promising equal fervour with exciting enhancements, including a new start and finish line.

With support from the Indian Army, Karnataka & Kerala Sub Area, Field Marshal Sam Manekshaw Parade Ground will be the new home for the TCS World 10K Bengaluru. The participants will traverse Bengaluru's prominent landmarks Cubbon Park, Ulsoor Lake, and Chinnaswamy Stadium immersing themselves in the city's spirit.

**Sunil Deshpande, Regional Head, TCS Bengaluru,** said "TCS World 10K Bengaluru fosters a remarkable spirit of unity in our city. TCS has been associated with the World 10K Bengaluru since 2011 and we are extremely proud that the event has grown in popularity and stature to become the city's premier running event. TCS is honoured to be part of an occasion that brings people together from all walks of life. From seasoned athletes to first-time runners, this event celebrates the joy of achievement and the power of collective support for causes close to our hearts. We eagerly look forward to seeing the streets of Bengaluru reverberating, once again, with the rhythm of determination and triumph."

The World's Premier 10K with a total prize money of USD 210,000, attracts some of the leading Indian and international athletes along with amateur runners from across the globe.

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Registration for all race categories, including the Open 10K, Majja Run (5.1km), Silvers' Run, and Champions with Disability (4.2km), will commence on Thursday, February 15<sup>th</sup>, starting at 7:00 am. The registration period will conclude on Friday, March 29<sup>th</sup>, at 11:59 pm, or as soon as running places are filled, whichever is earlier. Register now at <https://tcsworld10k.procam.in>

To encourage women's participation, a limited number of spots are set aside for women who do not possess a timing certificate. Registration under these criteria will be based on a first-come, first-served basis.

**Naarayan TV, CMO, IDFC FIRST Bank**, said "This is IDFC FIRST Bank's third year partnering with TCS World 10K Bengaluru, that celebrates the city of Bangalore and its people. Our association with the marathon is a fitting one as it ties in with our Customer First philosophy and helps us be involved with our customer's journey, both fitness and financial. We look forward to an event that radiates energy and celebrates the runners' *#JourneyToTheStart*"-

**Speaking about the event, Major General Ravi Murugan, AVSM – GOC, Karnataka & Kerala Sub Area** said, "I believe the TCS World 10k Bengaluru is the flagship race of the country. I must say we are extremely happy to be associated with this event - for it symbolizes excellence which I'd like to believe is synonymous with the Army. While fitness is a lifestyle choice, it is a foundational requirement for a soldier in the Army for the functional role he or she performs. The 10k exemplifies dedication, determination and passion. We would like to believe these are core values of the Army too. Lastly we were extremely happy when Procam approached us with respect to a change of venue and now the race to start from one of our grounds- the beloved Field Marshal Sam Manekshaw Parade ground. We offer our full support for the conduct of this event."

### **Run from anywhere in the world via the TCS World 10K Bengaluru app**

Runners from anywhere in the world can experience the magic of the event and run in the 10K and 5K via the exclusive TCS World 10K Bengaluru app. Registration for the virtual run opens on Thursday, February 15<sup>th</sup>, and will close on Tuesday, April 23<sup>rd</sup>, 2024, or till available spots are taken, whichever comes first.

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## **Sobisco comes on board to fuel runners with nutrition**

Sobisco has teamed up with the TCS World 10K Bengaluru 2024 as the official Refreshment Partner. For over a decade, Sobisco has been on a mission to provide the nation and beyond with top-quality, nutritious snacks. Their commitment to excellence has led to remarkable success.

Sobisco's goal has always been to promote health and wellness through nutrition. As part of this collaboration, Sobisco will provide healthy refreshments in the post-race bags, and all registered participants will receive exclusive product hampers.

## **Finisher Tee by ASICS Sports Goods Partner**

As a token of recognition for their efforts and achievements, Japanese sports performance brand ASICS will present the exclusive Finisher Tee for the top 1000 finishers each, across men and women in the Open 10K.

Talking about the 16<sup>th</sup> edition, **Vivek Singh, Joint MD, Procam International** said, "For the past 16 years, the TCS World 10K Bengaluru has been the pride of this city - bringing everyone together on a common platform. As we kickstart the registrations for the 2024 edition, our special thanks to the Indian Army, Karnataka, and Kerala Sub Area for giving us a new start and finish.

Our thanks to the Government of Karnataka, who have been supporting this event since its inception. Our gratitude to our Sponsors, Partners and the running community, you have made this event an integral part of Bengaluru, and this legacy will continue to grow from strength to strength each year.... Forever Bengaluru #EndendiguBengaluru."

Tata Consultancy Services World 10K Bengaluru has continued support from the Government of Karnataka, Karnataka Athletic Association, Ministry of Youth Affairs & Sports, Ministry of External Affairs, Ministry of Home Affairs, Bengaluru Police, Bruhat Bengaluru Mahanagara Palike, Department of Horticulture, Sports Authority of India, Athletics Federation of India, World Athletics, Association of International Marathons & Distance Races and Global Sports Communication.

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## The TCS World 10K Bengaluru is strengthened by partnerships from-

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**\*\*The Race date of the TCS World 10 K Bengaluru, i.e. Sunday 28<sup>th</sup> April 2024, may undergo a change on account of elections to the 18<sup>th</sup> Lok Sabha. In case there is a conflict of dates, the new event date will be intimated to all immediately.**

### 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 55 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 603,305 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$27.9 billion in the fiscal year ended March 31, 2023, 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](http://www.tcs.com)

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## About IDFC FIRST Bank

**IDFC FIRST Bank** is a new age Universal Bank in India built on the foundations of ethical banking, modern technology-based banking, and banking for larger Social Good. We are building a world class and for India.

As part of our **ethical banking** theme, the Bank applies a "**Near and Dear**" Test at design stage itself, so that the employees of the Bank serve only such products they'd want for their own loved ones. We believe income earned unethically is not worth earning. Therefore, the Bank shunned complicated descriptions, calculations, and legalese that customers don't understand, and abolished charges on Savings Accounts including for Debit Cards, IMPS, RTGS, NEFT, Cash Deposit, "Non-Home branch" access, Cash withdrawals at ATMs and at branches, 3<sup>rd</sup> 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. The Bank is the first and only bank in India to do so. It is the first bank to offer monthly credit on savings accounts. It's credit cards have **First-Time-In-India** features, with no hidden charges, such as Lifetime Free without minimum spend conditions, never-expiring rewards points, zero interest on cash withdrawal at ATMs, dynamic low APR and much more. Every product offered by the bank is customer friendly, most often the best in the industry.

As part of **technology led banking**, IDFC FIRST Bank has built a modern technology stack which has helped us build an advanced mobile app with 250+ features such as Google like Search, 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 our customers. For business customers we offer 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 has developed a unique capability of 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. We also offer other retail and rural loans such as Kisan Credit Cards, harvest financing, gold loans etc.

As a **Universal Bank**, we offer 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 believe to create a new age, ethical and world class Bank for our country is a great privilege of our lifetimes.

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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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