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Sol Campbell is the International Event Ambassador for Tata Steel World 25K Kolkata

“Campbell excited to come to the Sport loving City of Joy”

Kolkata, 14th November 2024: Tata Steel World 25K (TSW 25K) is proud to announce Premier League star Sol Campbell as its International Event Ambassador for the 2024 edition. The world's first World Athletics Gold Label 25K has added another jewel to its crown of international athletes joining the running movement that is fast blossoming in West Bengal.

At 50, he is still considered one of football's most iconic and versatile defenders. Known for his immense physicality, towering presence, and remarkable football intelligence, Campbell was a leader who embodied resilience and power.

“Coming to the City of Joy would be a huge pleasure. Being an Englishman, I know India through cricket, but I have heard that this city is known for its sport loving people. I am excited to be in Kolkata, a sporting city and part of the Tata Steel World 25K Kolkata, a race that has united the community and works towards a healthy and active life.” said **Sol Campbell** about his arrival to Kolkata.

“Anyone who loves football has to love running, that is what makes you the best! So I call out to all the football and sports lovers in West Bengal and India to join me at the startline of Tata Steel World 25K Kolkata on Sunday, 15th December 2024,” he said.

Chanakya Chaudhary, Vice President, Corporate Services, at Tata Steel, said, "Sol Campbell's association adds vitality to the spirit of the football-loving city of Kolkata. His athleticism, perseverance, and discipline mirror the philosophy and stature of TSW 25K. We are glad to have him in the camp."

“We are very excited to have Sol Campbell as our international event ambassador. His contribution to the game of football and, thereafter, his contribution to society is an inspiring tale of courage, discipline, and fortitude. He is a perfect match for the quest for excellence that we at Procam International strive for,” said **Vivek Singh, Jt. MD, Procam International**.

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He began his professional career at Tottenham Hotspur, emerging from their youth system to become a standout player. His defensive mastery quickly caught his attention, and he made a bold and controversial move to Arsenal in 2001, which became one of the most talked-about transfers in Premier League history. This decision to cross the North London divide sent shockwaves through the football community, yet it cemented Campbell's reputation as a player who prioritized success.

At Arsenal, he became a lynchpin of the famous "Invincibles" squad during the 2003-04 season, when they went undefeated in the league, a historic achievement that has rarely been matched. His contributions extended beyond club football, as he represented England in multiple major tournaments and earned over 70 caps for his country.

Off the pitch, Campbell's legacy goes beyond just football. He has become an advocate for diversity and equality in the sport, often speaking on the lack of representation of coloured players in coaching and leadership roles within football.

"I am impressed with the work Tata Steel World 25K has done for philanthropy. That is the legacy we should all aim to leave behind... give back to society and strive to make it better for all. This is very close to my heart and motivates me to get up and do something good every day," **Campbell** said.

Sol Campbell's career is a testament to perseverance, leadership, and excellence, like TSW 25K which stands as a testament for pride, inclusiveness and commitment

The ninth edition of Tata Steel World Kolkata 25K is scheduled for Sunday, 15th December.

Registrations for Tata Steel World 25K Kolkata - 25K, 10K, Ananda Run (4.5 km), Senior Citizen's Run (2.3km), and Champions with Disability (2.3 km) — will remain open until November 22, IST 11:59 p.m., or till running places are filled, whichever is earlier, at <https://tatasteelworld25k.procam.in/>

**For more details, please contact
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For more information about the Tata Steel Kolkata 25K, log on

<https://www.instagram.com/tsw25k/>
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ABOUT TATA STEEL

Tata Steel Group is among the top global steel companies with an annual crude steel capacity of 35 million tonnes per annum. It is one of the world's most geographically diversified steel producers, with operations and commercial presence across the world. The group recorded a consolidated turnover of around US\$27.7 billion in the financial year ending March 31, 2024.

A Great Place to Work-Certified™ organisation, Tata Steel Limited, together with its subsidiaries, associates, and joint ventures, is spread across five continents with an employee base of over 78,000. Tata Steel has announced its major sustainability objectives including Net Zero by 2045.

The Company has been on a multi-year digital-enabled business transformation journey intending to be the leader in 'Digital Steel making'. The Company has received the World Economic Forum's Global Lighthouse recognition for its Jamshedpur, Kalinganagar, and IJmuiden Plants. Tata Steel has also been recognised with the 'Digital Enterprise of India – Steel' Award 2024 by Economic Times CIO.

Tata Steel aspires to have a 20% diverse workforce by 2025. The Company has been recognised with the World Economic Forum's Global Diversity Equity & Inclusion Lighthouse 2023. The Company has been a part of the DJSI Emerging Markets Index since 2012 and has been consistently ranked among the top 10 steel companies in the DJSI Corporate Sustainability Assessment since 2016. Tata Steel's Jamshedpur Plant is India's first site to receive ResponsibleSteel™ Certification. Subsequently, its Kalinganagar and Meramandali plants have also received the certification. In India, Tata Steel now has more than 90% of its steel production from ResponsibleSteel™ certified sites. Received Prime Minister's Trophy for the best performing integrated steel plant for 2016-17, 2024 Steel Sustainability Champion recognition from worldsteel for seven years in a row, 2023 Climate Change Leadership Award by CDP, Top performer in Iron and Steel sector in Dun & Bradstreet's India's top 500 companies 2022, Ranked as the 2024 most valuable Mining and Metals brand in India by Brand Finance, 'Most Ethical Company' award 2021 from Ethisphere Institute, and 'Best Corporate for Promotion of Sports' recognition at the Sportstar Aces Awards 2024. Received the 2023 Global ERM (Enterprise Risk Management) Award of Distinction at the RIMS ERM Conference 2023, 'Masters of Risk' - Metals & Mining Sector recognition at The India Risk Management Awards for the eighth consecutive year, and ICSI Business Responsibility and Sustainability Award 2023 for its first Business Responsibility and Sustainability Report (BRSR), Excellence in Financial Reporting FY20 from ICAI, among several others.

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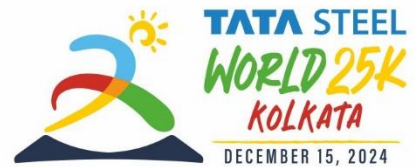
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ABOUT IDFC FIRST BANK

IDFC FIRST Bank is a new age Universal Bank in India built on the foundations of Ethical Banking, 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.

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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 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 World 25K Kolkata — 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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