



Title Sponsor



Joint Title Sponsor

INR 72.39 Crores raised for Humanitarian Causes by NGOs, Corporates, and citizens at the Tata Mumbai Marathon 2024

Milestone effort in fundraising at the Largest Sporting Platform for Philanthropy

Associate Sponsor



Mumbai, 5th April 2024: Asia's most prestigious Tata Mumbai Marathon (TMM) with support from 268 NGOs has once again surpassed records, raising an astounding INR 72.39 crores for social causes, marking a historic milestone in philanthropy and community engagement. TMM continues to inspire individuals and organizations alike, showcasing the power of collective action for a better tomorrow - #HarDilMumbai.

Sports Goods Partner



Spearheaded by United Way Mumbai, the -Tata Mumbai Marathon has solidified its position as India's largest sporting platform for philanthropy and a beacon of hope for the social sector. This year's achievement underscores the unwavering commitment of participants and supporters towards driving positive change in society.

Driven by



Hydration Partner



In a remarkable display of generosity, 1157 fundraisers, 179 Corporates, 24,083 individual donors, and 12,000+ runners joined forces to support 268 NGOs working across Healthcare, Education, Animal Welfare & Environment, Women Empowerment, Livelihood, and Social and Civic & Community Development.

Snacking Partner



Since its inception, the Tata Mumbai Marathon has consistently broken barriers, now totalling over INR 429.60 crores in funds raised, benefiting 1000+ NGOs across various causes.

Energy Drink Partner



Adrian Terron, Head Brand & Marketing, Tata Sons, said "Tata Mumbai Marathon has become well-known not only for the sport of running but also for its philanthropic and community-driven spirit. This year's event has raised an exceptional amount of funds to contribute towards various social causes, which is a testament to the power of individuals, NGOs, and corporations working together to create a positive impact in society. We are proud to be part of this growing movement, which reflects the Tata group's commitment to contributing to the betterment of society."

Social Connect Partner



Hospitality Partner



Nariman Point, Mumbai

Ujjwal Mathur, Senior Vice President & Country Head - India Business, TCS, said, "At Tata Consultancy Services (TCS), a commitment to serving the society is intrinsic to our identity and values. Our enduring partnership with the Tata Mumbai Marathon serves as a catalyst for community engagement, empowering us to champion diverse philanthropic causes. Beyond showcasing human endurance, the marathon embodies the spirit of humanity and the collective pursuit of a better world. We are resolute in our mission to drive meaningful change by raising awareness of pressing societal issues. Our mission has resulted in positive action, and we eagerly anticipate continuing to make a tangible impact".

Loyalty Partner



Print Partner



Radio Partner



Telecast Partner



George Aikara, CEO of United Way Mumbai, lauded the success of the Tata Mumbai Marathon 2024, emphasizing the exceptional commitment and belief demonstrated by participants. He remarked, "This edition of the Tata Mumbai Marathon has been the most extraordinary, record-breaking one we've ever witnessed! The philanthropic platform of the TMM is one of the most important and credible giving mediums, as evidenced by the large numbers of companies, NGOs, fundraisers, and individuals who have chosen it to give back to society. Among the fundraisers, we have 10 individuals who qualified as TMM Change Legends, which is having raised above INR 1 Cr. Manisha Khemlani surpassed her previous record by raising an astonishing INR 9.94 crore, the highest ever raised by any individual at the TMM. Dr. Bijal Mehta, Ms. Darshini Bhat, and Mr. Shyam Jasani, raised over four crores each!

Medical Partner



Philanthropy Partner



United Way Mumbai

Institution Partner



Proud Partner



Supported by



Under the aegis of



Certified by



Promoted by



Procam International Pvt. Ltd. 14, St. James' Court, Marine Drive, Mumbai - 400 020, India. Tel: 69520200

Website: tatamumbaimarathon.procam.in |

CIN No. U92413MH1993PTC070636



At United Way Mumbai, we are deeply grateful to have the unwavering support, trust, and generosity of every donor for their belief in the transformative impact of the TMM." Ms. Villy Doctor, Mr. Sunit Kothari, Mr. Vipul Shah, Mr. Rajkumar Jain, Dr. Meera Mehta, and Mr. Utpal Mehta are the other Change Legends this year.



This edition marks a significant turnout; notably, nearly 10,000 participants hail from the corporate sector. The TMM has cemented its position as the preferred event for India Inc., leveraging its distinctive capacity to involve employees, generate funds, and contribute significantly to philanthropy through CSR contributions. This segment alone has contributed an impressive sum exceeding INR 22 crores.



Rachana Iyer, Head - CSR, IDFC FIRST Bank said, "As an organisation that considers being a Force for Social Good as one of our 3 Pillars, IDFC FIRST Bank is elated to be associated with the TATA Mumbai Marathon, a marathon that is recognised as the largest in Asia. The Bank's mission is to serve and contribute to the well-being of communities. Through the Bank's CSR Division- FIRST IMPACT and the contribution of our customers, we aim to create broader opportunities across our focus areas of social responsibility, namely Entrepreneurship & Livelihood, Education, and Sanitation. Along with physical fitness, we also aim to enrich your financial fitness along with making a social impact because alone, we can do little but collectively we can do much more!"



In its inaugural year, the TMM Green Bib – An Agro Forest initiative has raised over Rs 32.48 lakhs to plant 5,116 trees. The donations have come from over 2,612 runners. Under the guidance of United Way Mumbai this community-based Tree Plantation and livelihood support project ensures every tree planted contributes not just to soil conservation and carbon emission mitigation, but more importantly helps in sustaining a farmer's livelihood. This year the initiative aids farmers by engaging in sustainable farming practices in the Solapur District in Maharashtra. The success of this pilot year is the beginning of a long-term commitment by TMM where a new region will be identified every year.



Vivek Singh, Jt MD, Procam International, said, "The Tata Mumbai Marathon continues to be a catalyst for positive change combining in unison the power of sport and philanthropy. Through philanthropy, we can bridge gaps, empower communities, and plant seeds of opportunity. It's not just about the numbers or the money raised; it's about the lives touched, impacted and the futures changed. Our sincere gratitude to United Way Mumbai for steering this pillar to success and congratulations to all our fundraisers for this monumental effort. Every milestone reached on this journey of compassion and empathy, heralds a brighter more inclusive world, reflecting the essence of humanity's greatest endeavours."



2024 IN NUMBERS



- NGOs participating –268
- Corporates participating– 179
- Corporate teams– 267
- Individuals signing up to raise funds– 1650
- Active Fundraisers (those who have raised some money) – 1157
- Change Runners (fundraisers who raise over INR 1.75Lakh) – 199



Procam International Pvt. Ltd. 14, St. James' Court, Marine Drive, Mumbai - 400 020, India. Tel: 69520200

Website: tatamumbaimarathon.procam.in | /TataMumMarathon



Title Sponsor



21 January, 2024



Joint Title Sponsor

Associate Sponsor



AWARD RECIPIENTS - INSPIRING CHANGE & TRANSFORMING LIVES

Highest fund-raising NGOs

- 1 Shrimad Rajchandra Love and Care | ₹ 20,00,18,489
- 2 Central Chinmaya Mission Trust | ₹ 17,98,94,863
- 3 United Way Mumbai | ₹ 4,22,70,110
- 4 Light of Life Trust | ₹ 3,42,67,240
- 5 Isha Education | ₹ 1,45,51,985

Highest fund-raising Corporate Team

- 1 Jasani Jewellery (UNIT II) | ₹ 4,02,00,000 | for Shrimad Rajchandra Love and Care
- 2 Godrej & Boyce Mfg. Co. Ltd. | ₹ 82,55,754 | for NASEOH, NCC EXPA, and War Wounded Foundation
- 3 Me-Hin Tech Edge Solutions | ₹ 16,21,312 | for ADHAR

TMM Change Legends - Individuals committing to raise ₹ 1 CR and above

- Manisha Khemlani | ₹ 9,94,73,139 | for Central Chinmaya Mission Trust
- Dr. Bijal Mehta | ₹ 4,97,55,479 | for Shrimad Rajchandra Love and Care
- Darshini Bhatt | ₹ 4,76,36,611 | for Central Chinmaya Mission Trust
- Shyam Jasani | ₹ 4,02,00,000 | for Shrimad Rajchandra Love and Care
- Villy Doctor | ₹ 1,11,70,535 | for Light of Life Trust
- Vipul Shah | ₹ 1,07,50,000 | for Shrimad Rajchandra Love and Care
- Rajkumar Jain | ₹ 1,02,50,000 | for Shrimad Rajchandra Love and Care
- Sunit Kothari | ₹ 1,01,00,000 | for Shrimad Rajchandra Love and Care
- Dr. Meera Mehta | ₹ 1,00,87,144 | for Shrimad Rajchandra Love and Care
- Utpal Mehta | ₹ 1,00,50,000 | for Shrimad Rajchandra Love and Care

Change Icons - Individuals committing to raise ₹ 50 lakhs and above

- AppaRao Mukkamala | ₹ 93,45,691 | for Central Chinmaya Mission Trust
- Sadashiv Rao | ₹ 81,78,663 | for Isha Education
- Muralikrishnan B | ₹ 54,28,268 | for United Way India
- Meghana Patel | ₹ 52,88,500 | for Central Chinmaya Mission Trust
- Rakesh Gandhi | ₹ 51,01,001 | for Shrimad Rajchandra Love and Care

Change Champions - Individuals committing to raise between ₹ 25 lakhs and ₹ 49.99 lakh

- Rajesh Panchamia | ₹ 42,50,000 | for Shrimad Rajchandra Love and Care
- Reshma Jain | ₹ 37,83,709 | for Shrimad Rajchandra Love and Care
- Asira Chirmuley | ₹ 33,52,614 | for Central Chinmaya Mission Trust
- Swami Swatmananda | ₹ 31,08,346 | for Central Chinmaya Mission Trust
- Ruvik Kavedia | ₹ 25,21,000 | for Shrimad Rajchandra Love and Care
- Dhruv Shah | ₹ 25,00,000 | for Shrimad Rajchandra Love and Care
- Hemant Goshar | ₹ 25,00,000 | for Shrimad Rajchandra Love and Care

Young Leaders - Individuals below 21 years committing to raise a minimum of ₹1,00,000

- Shaurya Gagan Banga | ₹ 55,50,000 | Change Icon for OSCAR Foundation
- Anyssa Kothari | ₹ 28,86,050 | Change Champion for Shrimad Rajchandra Love and Care
- Vir Kapoor | ₹ 7,86,900 | for Ummeed Child Development Center



Hydration Partner



Snacking Partner



Energy Drink Partner



Social Connect Partner



Hospitality Partner



Loyalty Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Institution Partner



Proud Partner



Supported by



Under the aegis of



Certified by



Promoted by



Procam International Pvt. Ltd. 14, St. James' Court, Marine Drive, Mumbai - 400 020, India. Tel: 69520200

Website: tatamumbaimarathon.procam.in | /TataMumMarathon

CIN No. U92413MH1993PTC070636



Title Sponsor



Joint Title Sponsor

TATA IN SPORTS

Tata group is a global enterprise with combined revenues of \$150 billion (INR 12 trillion) in 2022-23 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 a century. 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 Bengaluru, the TCS Lidingloppet (the world's largest cross-country run), TCS London Marathon, TCS Toronto Waterfront Marathon and is the technology partner of marathons held in Chicago, Boston, and Australia — all part of the company's effort to promote health and fitness in the communities, the world over.

Driven by



Hydration Partner



Snacking Partner



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.

Energy Drink Partner



Social Connect Partner



Hospitality Partner



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

Loyalty Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Institution Partner



Proud Partner



Supported by



Under the aegis of



Certified by



Promoted by



Procram International Pvt. Ltd. 14, St. James' Court, Marine Drive, Mumbai - 400 020, India. Tel: 69520200

Website: tatamumbaimarathon.procram.in |



Title Sponsor



About IDFC FIRST Bank

Joint Title Sponsor



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.

Associate Sponsor



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.

Sports Goods Partner



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, 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. 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.

Driven by



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.

Hydration Partner



Snacking Partner



Energy Drink Partner



Social Connect Partner



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.

Hospitality Partner



Loyalty Partner



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.

Print Partner



Radio Partner



ESG Goals: The Bank is incorporating ESG in every aspect of working and has high ESG scores.

Telecast Partner



The Bank believe to create a new age, ethical and world class Bank for our country is a great privilege of our lifetimes.



Philanthropy Partner



Institution Partner



Proud Partner



Supported by



Under the aegis of



Certified by



Promoted by



Procram International Pvt. Ltd. 14, St. James' Court, Marine Drive, Mumbai - 400 020, India. Tel: 69520200

Website: tatamumbaimarathon.procram.in |



Title Sponsor



Joint Title Sponsor

About United Way Mumbai

United Way Mumbai is a non-profit organization with a mission to improve lives by mobilizing the caring power of communities to advance the common good. As a leader in the Indian development sector, United Way Mumbai works closely with a network of 600+ non-profits and a large number of corporates for their CSR programs, workplace giving campaigns, and other events. This includes designing of CSR policy and strategies, due diligence of non-profit partners, program implementation, employee volunteering, impact assessments, and financial and programmatic reporting. Over 22 years, United Way Mumbai has partnered with 300+ companies and 100,000+ individual donors investing INR 970 Crore in over 1200 community development projects impacting over 129 lakh lives. United Way Mumbai's expertise lies in identifying, designing & implementing high-impact projects in the areas of Education, Health, Income, Environment, and Public Safety, in urban and rural communities, through a collective community impact model.

Associate Sponsor



United Way Mumbai, in its role as the Philanthropy Partner brings together charities, corporates, and individuals through a credible platform for giving. Each participating NGO undergoes a background due diligence process, and companies and fundraisers can contribute through a cause-agnostic, highly cost-efficient, digital giving platform.

Sports Goods Partner



Driven by



Hydration Partner



Snacking Partner



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.

Energy Drink Partner



Social Connect Partner



Hospitality Partner



Nariman Point, Mumbai

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.

Loyalty Partner



Print Partner



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.

Radio Partner



For more details, please contact Sonam Shetty at +91 98208 67650

Email: sonam@unitedwaymumbai.org

Telecast Partner



Medical Partner



Philanthropy Partner



United Way Mumbai

Institution Partner



Proud Partner



Supported by



Under the aegis of



Certified by



Promoted by



Procam International Pvt. Ltd. 14, St. James' Court, Marine Drive, Mumbai - 400 020, India. Tel: 69520200

Website: tatamumbaimarathon.procam.in |