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## TMM 2025 Reaffirms the Power of Sport in Driving Social Change

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**TMM Continues as The Largest Sporting Philanthropy platform with a total of INR 53.62 crores raised for social causes in 2025**

**Mumbai, 17<sup>th</sup> April 2025:** As the Tata Mumbai Marathon (TMM) draws the curtain on the successful conclusion of its landmark 20th edition, it continues to stand as a shining example of how sport can serve as a powerful driver of social change. What began as a vision to inspire and unite communities—and bring pride to the host city—has now firmly established itself as a movement for social good and catalyst for a health and fitness revolution that is sweeping across the nation. With the support of 275 NGOs, TMM 2025 has raised an outstanding sum of INR 53.62 crores for social causes, underscoring the spirit of #ChangeBegan Here and the power of collective action.

Spearheaded by United Way Mumbai, the official philanthropy partner, the Tata Mumbai Marathon continues to inspire individuals and institutions alike by fostering deeper community engagement, driving social change, and enabling corporates to run for a cause.

This year's milestone is a powerful reflection of the dedication shown by its participants—963 individual fundraisers, 165 corporates, 20,358 donors, and 13,000 runners—united in support of 275 NGOs working across vital sectors such as healthcare, education, animal welfare, environment, women's empowerment, livelihood, and community development. While TMM provides the platform, the true credit goes to these organizations and their steadfast commitment to driving grassroots impact. By bringing together diverse stakeholders for a shared purpose, the Tata Mumbai Marathon continues to champion the spirit of collective action for a better tomorrow – #HarDilMumbai.

Since its inception, the Tata Mumbai Marathon has consistently broken barriers, serving as a platform that has helped raise over INR 483.20 crores, benefiting 1000+ NGOs across various causes.

**Shri Rahul Narvekar Hon'ble Speaker of Maharashtra Legislative Assembly, Govt. of Maharashtra,** said "The Tata Mumbai Marathon is not just a sporting event—it is a celebration of unity, resilience, and collective progress. Unlike many events that focus solely on brand-building or generating wealth, this marathon stands as a symbol of nation-building and community empowerment. Year after year, it brings people together across social and economic backgrounds, offering a platform not only to athletes but to every individual striving for change, support, or recognition. It gives Mumbai a renewed identity—beyond monuments and festivals, it now stands as a city of spirit, inclusivity, and strength. Events like this deserve wholehearted support, for they reflect the very best of what society can achieve when it moves forward together."

**Adrian Terron, Head, Corporate Brand and Marketing, Tata Sons,** said "At the Tata Group we see the Tata Mumbai Marathon, as yet another beacon of hope and a catalyst for social change. This platform exemplifies the power of collective action and the spirit of giving back to the community at the heart of our organization's own purpose. The positive impact on various social causes reaffirms our commitment to building a better, more inclusive society. Together, we are not just running a marathon; we are running towards a brighter future for all."



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**Shri Bhushan Gagrani, IAS, Commissioner, MCGM**, said "The Tata Mumbai Marathon exemplifies how the spirit of giving enriches us all. It is heartening to witness sports and philanthropy come together so seamlessly, creating a platform that not only celebrates human endurance but also uplifts countless lives. My compliments to Procama and all those associated with this remarkable initiative that continues to inspire and make a lasting impact."

**Ujjwal Mathur – President, India Business & Strategic Accounts – Growth Markets, TCS**, said "The Tata Mumbai Marathon is not just a sporting event — it's a movement for social good. Every step taken in the marathon echoes with the spirit of giving, resilience, and unity. As the marathon continues to achieve new milestones, TCS is proud to see the event evolve into Asia's biggest and most prestigious marathon. It has become one of India's largest sporting platforms for philanthropy, powering causes that range from healthcare and education to women's empowerment and environmental sustainability. Together, we're not just running a marathon — we're accelerating meaningful change, one cause at a time."

**George Aikara, CEO, United Way Mumbai**, said, "Each year at the TMM, I'm filled with awe and gratitude for the extraordinary commitment shown by our partner NGOs in building the TMM philanthropy platform. Every philanthropic milestone we celebrate is a direct result of their tireless efforts in galvanizing supporters, individuals, and corporates alike, to embrace this powerful sporting platform for a greater social purpose."

We witnessed nearly a thousand remarkable individuals stepping up, raising funds and rallying support for causes they deeply believe in. It was especially gratifying to see exceptional philanthropists like Dr. Bijal Mehta, Shyam Jasani, Dr. Meera Mehta, Sadashiv S Rao, Utpal Mehta, Sunit Kothari, and Villy Doctor once again achieve Change Legend status by raising over ₹1 crore each. We are equally delighted to welcome Ajay H Mehta and Gagan Banga into this illustrious group. Their efforts remind us that when purpose meets passion, the impact can be truly transformative."

**Naarayan TV, CMO, IDFC FIRST Bank**, said, "At IDFC FIRST Bank, we believe in the power of community to inspire meaningful change. The Tata Mumbai Marathon exemplifies this spirit—bringing together individuals and organizations in pursuit of a common purpose: to uplift lives and support impactful causes. As a bank with a deep-rooted commitment to social good, we are honoured to support an event that transcends sport, celebrates inclusivity, compassion, and real progress in society."

Launched in 2024, the TMM Agro Forest initiative has proven that small steps by a community can lead to large-scale environmental and social change. Last year, over ₹32.48 lakhs were raised, enabling the plantation of 5,116 trees and offering direct livelihood support in Solapur district, Maharashtra.

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Continuing its upward journey, over ₹41.57 lakhs was raised through contributions from 2,200+ runners and corporates this year, leading to 6,547 trees to be planted through integrated agroforestry practices. Guided by United Way Mumbai, the initiative supports both the environment and farmer livelihoods, each tree aiding in soil conservation, carbon reduction, and sustainable farming. What began in Solapur has grown into a long-term TMM commitment, with a growing community of changemakers turning strides into sustainability.

**Cause, Neutrality, Transparency, Accountability, and Sustainability** form the core principles of the Tata Mumbai Marathon's philanthropy pillar. Through consistent efforts, this platform has helped establish a more structured and credible model of giving for CSO's across India. With sustainability as its cornerstone, the initiative has also seen a steady rise in corporate participation, with more companies choosing to invest in social good through these charities year after year.

**Vivek Singh, Jt. MD. Procam International said** "When Anil and I dreamt of bringing a marathon to India, we knew it had to be more than just a race. We planted five seeds of purpose—one of which was to create an inclusive charity platform that gave back to the very society we were running in. From day one, the Tata Mumbai Marathon was about meaning and movement—and today, its most significant legacy is purpose.

The philanthropy pillar has only grown stronger with every edition. The Tata Mumbai Marathon has become a platform where individuals, corporates, NGOs, and communities unite to drive change. Our heartfelt congratulations to all the winners and United Way Mumbai for their tireless commitment towards anchoring the philanthropy pillar. The Tata Mumbai Marathon isn't just a race—it's a reminder that when a community runs with heart, it doesn't just cross finish lines, it redefines them."

## 2025 IN NUMBERS:

- NGOs participating – 275
- Corporates participating – 165
- Corporate teams – 246
- Individuals signing up to raise funds – 1446
- Active fundraisers – 963
- Change Runners (fundraisers who raise over INR 1.75Lakh) – 203

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## **AWARD RECIPIENTS - INSPIRING CHANGE & TRANSFORMING LIVES**

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### **Highest fundraising NGOs:**

1. Shrimad Rajchandra Love and Care - INR 13,67,39,437
2. Light of Life Trust - INR 5,12,74,405
3. United Way Mumbai - INR 4,74,09,382
4. ADHAR - INR 2,36,83,068
5. Isha Education - INR 1,88,55,820

### **Highest fundraising Corporate Team:**

1. Me-Hin Tech Edge Solutions - INR 1,19,74,704, for ADHAR
2. Godrej & Boyce Mfg. Co. Ltd. - INR 76,11,144 for NASEOH, NCC EXPA, and War Wounded Foundation
3. Panasonic Life Solutions India Private Limited - INR 13,45,207 for United Way Mumbai

### **TMM Change Legends (Individuals who have raised ₹ 1 crore and above):**

1. Dr. Bijal Mehta - INR 3,26,60,000 for Shrimad Rajchandra Love and Care
2. Shyam Jasani - INR 1,87,00,026 for Shrimad Rajchandra Love and Care
3. Dr. Meera Mehta - INR 1,25,00,026 for Shrimad Rajchandra Love and Care
4. Sadashiv S Rao - INR 1,18,77,300 for Isha Education
5. Utpal Mehta - INR 1,13,25,026 for Shrimad Rajchandra Love and Care
6. Sunit Kothari - INR 1,10,00,026 for Shrimad Rajchandra Love and Care
7. Ajay H Mehta - INR 1,09,92,552 for ADHAR
8. Villy Doctor - INR 1,09,32,405 for Light of Life Trust
9. Gagan Banga - INR 1,03,82,007 for Seva Sadan Society

### **Change Icons (Individuals who have raised between INR 50,00,000 to INR 99,99,999):**

1. Vivek Kudva - INR 70,44,547 for United Way Mumbai
2. Fr. George Vattamattathil - INR 50,12,700 for Karunya Trust

### **Change Champions (Individuals who have raised between INR 25,00,000 to INR 49,99,000):**

1. Dr. Nirmal Surya - INR 46,00,593 for Epilepsy Foundation
2. Naveenchandra Hegde - INR 33,00,628 for Tapasya Foundation
3. Sudhir Shenoy - INR 32,19,451 for Adventures Beyond Barriers Foundation
4. Rakesh Palakurti - INR 31,62,198 for Isha Education

### **Young Leaders (Individuals below 21 years of age who have raised a minimum of INR 1,00,000):**

1. Shaurya Gagan Banga - INR 61,02,500 (also a Change Icon for OSCAR Foundation)
2. Anyssa Kothari - INR 25,11,200 (also a Change Champion for Shrimad Rajchandra Love and Care)
3. Anaisha Talsania - INR 1,825,000 (also a Change Leader for Shrimad Rajchandra Love and Care)



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## ABOUT TATA SONS

Founded by Jamsetji Tata in 1868, the Tata Group is a global enterprise, headquartered in India, comprising 30 companies across ten verticals. The group operates in more than 100 countries across six continents, with a mission 'To improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust'.

Tata Sons is the principal investment holding company and promoter of Tata companies. Sixty-six percent of the equity share capital of Tata Sons is held by philanthropic trusts, which support education, health, livelihood generation, art, and culture.

In 2023-24, the revenue of Tata companies, taken together, was more than \$165 billion. These companies collectively employ over 1 million people.

Each Tata company or enterprise operates independently under the guidance and supervision of its own board of directors. There are 26 publicly listed Tata enterprises with a combined market capitalisation of more than \$365 billion as on March 31, 2024.

## 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 56 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 607,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$29 billion in the fiscal year ended March 31, 2024, 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)

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

Apart from running events, TCS also has a title partnership with Jaguar TCS Racing (all-electric motor racing).

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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.

The 7 Core Principles of IDFC FIRST Bank IDFC FIRST Bank was created in December 2018 through the merger of infrastructure finance giant IDFC Bank and retail finance specialist Capital First. Earlier, IDFC Bank had commenced commercial Banking operations in 2016. The following are the 7 core Principles of the Bank:

**1. Vision:** IDFC FIRST Bank is building a world-class Bank in India, driven by Ethical, Customer-Friendly, Digital, and Socially Responsible Banking principles.

**2. Universal Bank:** IDFC FIRST Bank is a Universal Bank, offering a comprehensive range of services, including Retail, MSME, Rural, Startups, Corporate Banking, Cash Management, Wealth Management, Deposits, Government Banking, Working Capital, Trade Finance, and Treasury solutions.

**3. Ethical Banking:** The Bank adheres to a "Near and Dear" test, ensuring its products are so customer-friendly that employees can confidently recommend them to loved ones. The Bank is committed to doing right by customers even when no one is watching and believes that income earned unethically is not worth earning. So, the Bank has simplified descriptions, calculations, and legal jargon to avoid confusing customers. It offers "ZERO FEE Banking" on all savings account services, including SMS alerts, IMPS, RTGS, NEFT, cash deposits, non-home branch access, ATM withdrawals, cheque books, Demand Drafts, Pay Orders, duplicate statements, and other commonly charged services. It is the first and only bank in India to do so.

**4. Customer-Friendly Banking:** IDFC FIRST Bank credits interest monthly on savings accounts. For credit cards, it offers lifetime-free cards with no minimum spend conditions, non-expiring reward points, zero interest on ATM cash withdrawals, and dynamic low APR. Any applicable fees are transparent and clearly explained.

**5. Technology-led Banking:** The Bank's modern technology stack delivers high-quality services across mobile, branch, internet banking, call centers, and relationship managers. Its advanced mobile banking app, featuring 250 functionalities, is rated 4.8 on Google Playstore and App Store. Renowned global rating agency Forrester has ranked it the best in India and among the top 20 worldwide for two consecutive years.

**Social Good Banking:** The Bank focuses on financial inclusion while ensuring high asset quality. It has financed over 40 million customers, including 16 million lifestyle improvement loans, 15 million loans to 4.3 million women entrepreneurs, 6.5 million vehicle loans, 1 million sanitation loans, 1 million livelihood loans, 300,000 SME loans, and 100,000 home loans.

**7. ESG Goals:** The Bank holds high ESG scores, reflecting its commitment to financial inclusion and social responsibility.

Creating a new-age, ethical, customer-friendly, and world-class Bank for India is a privilege for its employees.

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## ABOUT UNITED WAY MUMBAI

United Way Mumbai is a part of the 130+ year-old United Way movement spanning 41 countries across the world. Our mission is to improve lives by mobilizing the caring power of communities to advance the common good. We work closely with a network of 500+ NGOs and a large number of corporates for their CSR programmes, workplace giving campaigns and other events. This includes designing of CSR policy and strategies, due diligence of NGO partners, programme implementation, employee volunteering, impact assessments and financial and programmatic reporting.

Over the past two decades, we have partnered with over 300 companies and over 1,00,000 individual donors investing close to INR 1,150 crore for community development projects. Our expertise lies in identifying, designing and implementing high-impact projects in the areas of Healthy Community, Youth Opportunity, Financial Security, & Climate and Community Resiliency in both urban as well as rural communities across the country.

As the Philanthropy Partner, United Way Mumbai brings together NGOs, corporates, and individuals on a credible and transparent platform for giving. Every participating NGO is onboarded through a thorough due diligence process, while companies and fundraisers contribute via a cost-efficient, cause-neutral, and fully digital giving ecosystem.

For more details, please contact Annabelle D'Costa at +91 9673071222 | Email: [annabelle@unitedwaymumbai.org](mailto:annabelle@unitedwaymumbai.org)

## 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. **website:** <https://procam.in>

**For more information, please contact:**

### Procam International

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