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20 years since the Running Revolution gripped India

Tata Mumbai Marathon Flags Off Registrations for historic 20th Edition

Change began here; redefined the nation's sporting landscape and led to a positive socio economic-health impact



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Mumbai, 14th August 2024: The Tata Mumbai Marathon, since its inception in 2004, has heralded a change that redefined the sporting landscape in India. This movement has unleashed the power of participative sport and has personified the pulse of Mumbai – a pulse that brings us together, no matter what the circumstances...#HarDilMumbai.

The landmark 20th edition of the Tata Mumbai Marathon is scheduled to take place on Sunday, 19th January 2025 and will be flagged off from the iconic Chhatrapati Shivaji Maharaj Terminus. Procam International, promoters of Asia's most prestigious marathon today announced that registration for the event will commence from 14th August 2024, at 7a.m. on www.tatamumbaimarathon.procam.in.

Shri Chhagan Bhujbal, Hon'ble Minister, Food & Civil Supplies, Government of Maharashtra, said "I still remember the moment 20 years ago when Tata Mumbai Marathon started, and while the beginning was shaky, thanks to the love and support shown by the people of Mumbai, the government, and other stakeholders, it has now come a long way to become the festival of Mumbai, a truly endearing and resilient symbol that captures the vibrant spirit of our city. Thus, even in 2008, when massive terror attacks stuck the city, it was this ethos of "Never Back Down" that triumphed in the end. Lacs of people from all backgrounds and walks of life came down to cheer the runners, a true ocean of humanity, standing united to celebrate sports, irrespective of religion, race, age, gender, and creed.

The success of the Tata Mumbai Marathon didn't happen in a vacuum; credit must go to the people of Mumbai, innumerable sponsors, and other key stakeholders, including MCGM and Mumbai Police, for truly making this marathon phenomenal and iconic. And the transformative impact accrued from it can't be ignored, with hundreds of crores raised for countless charities."

Shri Rahul Narwekar, Hon'ble Speaker of the Maharashtra Legislative Assembly, said "It is indeed a moment of pleasure and pride for me to be here, year after year, to attend a function that symbolises the relentless spirit of Mumbai. The Tata Mumbai Marathon is not just iconic; it also perfectly encapsulates the spirit of a United India and the transformative strength of our diversity, making it a landmark occasion that everyone truly follows. It also adds an added layer of interest to our city, long known for being India's financial capital and a true melting pot, defining it in more ways than one by brilliantly capturing its unparalleled dynamism and vibrance. On that note, I'd like to congratulate Procam for making us proud by hosting the event for more than two decades. I also humbly extend a warm welcome to all stakeholders to Colaba, my constituency, on the 19th of January, 2025. We pledge to provide all support possible to make this event a grand success.

Adrian Terron, Head – Brand & Marketing, Tata Sons, "The Tata Mumbai Marathon has become a foundational event for both, the city of Mumbai and the Indian sporting calendar as part of the broader movement of participative sport across the globe. We are excited to continue our support for this transformative initiative that embodies the spirit of perseverance and brings together an ever-growing community of citizens in the act of collectively celebrating the human spirit."

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The Tata Mumbai Marathon has paved the way for a holistic approach to sports in India. From year one, it has instilled the importance of an active lifestyle and led to the popularity of the sport. Today, running is the fastest-growing participative sport in the country with 700 running events and 700+ run clubs. Over the years, the event has empowered women's participation with 30% of the total participants being women. Moreover, its inherent inclusive nature provided a centre stage for senior citizens and persons with disabilities to join the sport.

This World Athletics Gold Label Race provided Indian athletes an opportunity to compete with the best in the world and win laurels for India. Besides sport, the platform has been a silver lining for the social sector. Additionally, it has led to the development of a thriving ecosystem around the sport contributing to the socio-economic health and environmental sustainability of Maharashtra.

Ujjwal Mathur - SVP & Country Head - India Business, TCS, "As we celebrate the 20th edition of the Tata Mumbai Marathon, we are inspired by its remarkable journey. What began as a sporting event has blossomed into a powerful symbol of Mumbai's indomitable spirit. The marathon's success is fuelled by the passion of its ever-growing community of runners and fitness enthusiasts. As long-standing supporters and pioneers in running events, TCS firmly believes in the transformative power of sports to promote health, unity, sustainability, and social impact. The marathon amplifies our brand's commitment to wellness, which is deeply integrated into our corporate culture. In its 20th year, the Tata Mumbai Marathon will continue to inspire countless stories of personal triumph and forge bonds among runners, the ripple effect of which represents its true power and our collective potential to make a difference."

Naarayan TV, CMO, IDFC FIRST Bank, "IDFC FIRST Bank is thrilled to be the exclusive Associate Partner of the TATA Mumbai Marathon. This iconic event celebrates the indomitable spirit of Mumbai and its people.. One of the core pillars on which IDFC FIRST Bank is built on, is Social Good. The eponymous event aligns with that philosophy as it provides a meaningful platform for community building and making a positive impact. Continuing with our marathon theme of #JourneyToTheStart, IDFC FIRST Bank will celebrate every runner who takes the first step towards a healthy lifestyle. Every runner who completes the respective run within a stipulated time period will be eligible for a specially designed IDFC FIRST Bank Runner's Tee. We look forward to an event that unites individuals from all walks of life, radiates energy and enthusiasm".

NEW THIS YEAR

Riding on the success of its association with the TCS World 10K Bengaluru and Vedanta Delhi Half Marathon, VIDA Powered by Hero has joined forces with the Tata Mumbai Marathon to become the 'Electric Two-Wheeler Partner.' As part of this partnership, VIDA will enhance the marathon experience with various touchpoints and activities before and during the race. From pre-race events to post-run celebrations, runners can look forward to engaging with VIDA throughout their journey, making the marathon experience even more memorable.

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TATA MUMBAI MARATHON 2024 – IMPACT REPORT

The Indian Institute of Sports & Management, in collaboration with Procam International, has unveiled a special report that highlights the event's profound influence on health, social impact, economic growth, and sustainability.

KEY HIGHLIGHTS

ECONOMIC IMPACT ₹ 295CR + SOCIAL IMPACT ₹72 CR

TOTAL IMPACT = ₹367CR

SOCIAL IMPACT

- TMM is the largest sporting platform for philanthropy in India
- In 2024, 268 NGOs raised a record ₹72 crore for various causes.
- Since inception, ₹429.60 crore has been raised for different charity causes.
- Corporate participation in 2024: 179 companies had 267 teams that contributed ₹22,76,55,000 to 91 NGOs, making up 31.45% of total funds raised
- The first edition of the TMM Green Bib initiative was in TMM 2024 which raised over ₹32,48,660.

ECONOMIC IMPACT

- The report analyses the rise in tourism, and employment opportunities created in the event industry, hospitality, retail, and transportation sectors.
- 62% of the participants believed that technology impacted their running performance.
- More than 25% of runners invest upwards of ₹50,000 on tech
- 61% of outside participants preferred to stay in 3-star hotels, reflecting both individual consumer choices and broader economic dynamics in the tourism industry.

HEALTH IMPACT

- The report offers a comprehensive perspective on the event's impact on the physical and mental well-being of participants
- Participants are keen to understand their overall health and 85% of participants undergo medical checkups 90 days before the event.
- 70% of runners actively pursue specific health goals while 54% of participants are willing to invest in professional consultation for their diet
- 67% of the participants reported benefiting from no medication or reduced medication.

SUSTAINABILITY

- Zero to Landfill : 79% of the waste was recycled and 21% was composted, showcasing the importance of recycling in sustainability.
- About 4,752.5 kgs of branding material was upcycled into making floor mats/ roofing sheets for the waste pickers
- TMM Green Bib – An Agro Forest Initiative contributes to climate change mitigation and at the same time ensures a sustained livelihood for its beneficiaries – the farmers. The Agri+Horti plantation model was designed and implemented by United Way Mumbai.
- The 2024 pilot edition saw remarkable participation and results. 2,688 individuals and corporates came forward to support the cause. And 5,116 trees covering 13.084 acres were planted in the Solapur district. This initiative has significantly aided soil conservation, carbon emission mitigation, and the livelihoods of 13 farmers. This initiative also raised a total of ₹32,48,660.

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"Every great city in the world must have a Marathon. Nothing binds a city, as a marathon does! With this in mind, we launched the Mumbai Marathon in 2004. Today, 20 years later, the Tata Mumbai Marathon represents everything good Mumbai stands for. We owe this success to our running community, the invaluable support of sponsors, and the steadfast encouragement of the government. As we gear up to welcome the landmark 20th edition of the Tata Mumbai Marathon, let us remember, that extraordinary impact can be achieved when we run with purpose, passion, and the unwavering belief that together, we can make a difference" said **Anil & Vivek Singh, Promoters, Procam International.**

REGISTRATION DETAILS

Tata Mumbai Marathon prides itself on being an inclusive race. This year, limited spots have been reserved in the half marathon for Persons with Disability (PwD). To encourage more women to participate in the marathon and half marathon, a limited number of running spots are reserved for them in both the categories. Guidelines are available on the event website.

Marathon: Registration for amateurs will start on Wednesday, August 14, 2024, at 7:00 a.m. and remain open until Saturday, November 30, 2024, or until all running spots are filled, whichever occurs first. All confirmed male participants will receive an exclusive ASICS race-day singlet, while female participants will receive an ASICS race-day tee.

Half Marathon: The registration period will open on Friday, August 23, 2024, at 7:00 a.m., and close on Friday, September 13, 2024. Slots will be confirmed on a fastest-runner-first basis as per the timing certificate submitted during half-marathon registration for their respective categories.

Open 10K: The Open 10K race category is exclusively reserved for charity, with a limited number of charity bibs available on a first-come, first-served basis. These charity bibs can be secured through a premium donation to participating NGOs. For more information, please visit www.unitedwaymumbai.org/tmm. In addition to the charity bibs, there are limited running places available under Open 10K-Online Ballot, where an online ballot system is implemented to ensure all runners have an equal opportunity to participate in the Open 10K race category. Participation in the race category under the online ballot will be confirmed only through a random draw of entries received during the ballot period. The online ballot in Open 10K will open on Friday, August 16, 2024, at 7:00 a.m. and close on Thursday, August 22, 2024. Please visit our event website for guidelines related to online ballot.

Charity Running Spots: Registration for charity running places in the Marathon, Half Marathon, the Open 10K and Dream Run will start on Wednesday, August 14, 2024, at 7:00 a.m. and close on Friday, December 13, 2024, or until all running spots are filled, whichever occurs first. For more details log on to www.unitedwaymumbai.org/tmm.

Dream Run: Registrations will open on Tuesday, November 5, 2024, at 7:00 a.m. and close on Monday, November 25, or until all available spots have been filled, whichever comes first.

Senior Citizens' Run and Champions with Disability: Registrations will open on Tuesday, August 27, 2024, at 7:00 a.m. and close on Monday, November 25, 2024, or until all available spots have been filled, whichever comes first.

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Tata Mumbai Marathon Virtual Run: Participants who are keen to run TMM virtually from anywhere in the world will be able to experience the magic of TMM and run as one with the event via the exclusive Tata Mumbai Marathon app. The virtual race categories are Marathon, Half Marathon, 10 Km, and the Dream Run (5 km). Registrations will open on Wednesday, August 14, 2024, at 7:00 a.m. and close on Wednesday, January 8, 2025.

For more details, please visit - <https://tatamumbaimarathon.procam.in/>

The Tata Mumbai Marathon is grateful for the unstinted support from, the Government of Maharashtra, the Ministry of Youth Affairs & Sports, the Ministry of External Affairs, the Ministry of Home Affairs, the Sports Authority of India (SAI), the Athletic Federation of India (AFI), Indian Athletics, Mumbai Police, Indian Army, Indian Navy, M.C.G.M., Indian Railway, Raj Bhavan, Maharashtra, World Athletics (WA), Association of International Marathons & Distance Races (AIMS) and Global Sports Communication (GSC).

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

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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.

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.

TCS is the sponsor of many premier running events across the world - 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.

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 601,000 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

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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 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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