



Title Sponsor



Joint Title Sponsor

History, Records and Legacy galore as 60,000+ runners set to participate in the 20th edition of Tata Mumbai Marathon



Associate Sponsor

Sir Mo Farah announced as the International Event Ambassador



Sports Goods Partner



Hydration Partner

Electric Two Wheeler Partner



Energy Drink Partner



Fuelled by



Social Connect Partner



Hospitality Partner

Nariman Point, Mumbai



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Institution Partner

Mumbai, 9th January 2025: 19th January 2025 marks a watershed moment as we celebrate the landmark 20th edition of the Tata Mumbai Marathon (TMM) - the largest showcase of people pushing the boundaries of the human spirit. The journey of this race has been transformative since its inception and has redefined the health, fitness, and giving paradigm in India #ChangeBeganHere.

Asia's most prestigious marathon, the Tata Mumbai Marathon will witness a record-breaking 60,000 runners take to the start line on Chhatrapati Shivaji Maharaj Terminus on Sunday, January 19th, 2025. Procam International, the promoters of the Tata Mumbai Marathon, also announced Sir Mo Farah, the most successful and by far the greatest male track distance runner in history, as the International Event Ambassador for the World Athletics Gold Label race.

Sir Mo Farah - Multiple Olympic & World Champion, International Event Ambassador

Somalian-born British runner Sir Mo, won four Olympic and six World Championship gold medals and is the first man to retain both the 5,000m and 10,000m titles at both the Olympics (2012 & 2016) and World Championships (2013 & 2015)—a feat described as the 'quadruple-double.' The 41-year-old had an unbroken streak of 10 global final wins, beginning with the 5,000m gold at the 2011 World Championships in Daegu and concluding with the 10,000m gold at the 2017 World Championships in London. His stand-out tactic of taking the lead in the latter stages and fighting off all repeated challenges led to some of the most stirring moments in the history of track distance running battles. After shifting his focus to road running, Farah won the 2018 Chicago Marathon after finishing third in the London Marathon the same year. He also holds the World Best for the One Hour Run (21,330m).

Sir Mo Farah, said *"I am thrilled to be the International Event Ambassador for the landmark 20th edition of the Tata Mumbai Marathon. When I run, I feel free, feel happy, and what better way to share this feeling with my fellow runners than an event that kickstarted a running movement in India 20 years ago. Road running has been a catalyst for change, as has the city of Mumbai. - ChangeBeganHere. I am looking forward to seeing a superb celebration amidst the sights and sounds of Mumbai. I'll be there cheering for everyone at the start line."*

Adrian Terron, Head Corporate Brand & Marketing, Tata Sons, said, "We are immensely proud to celebrate the 20th edition of the Tata Mumbai Marathon, a testament to the enduring spirit of the running community, and health-conscious citizens alike. This initiative not only champions health and fitness but also embodies the values of perseverance and unity that our beloved city and country stand for. Over the years, the marathon has grown into a symbol of commitment, adaptability, resilience, and empathy, inspiring participants to achieve their personal bests. As we mark this milestone, we look forward to continuing this legacy of excellence and fostering a culture of wellness and giving back to the society."

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



Associate Sponsor



Sports Goods Partner



Hydration Partner

Electric Two Wheeler Partner



Energy Drink Partner



Fuelled by



Social Connect Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Institution Partner

Ranked amongst the top 10 marathons in the world, the USD 390,238 event will feature the world's best, including the defending champions Hayle Lemi Berhanu and Srinu Bugatha in the men's category, along with Aberash Minsewo and Thakor Nirmaben leading the women's pack.

Ujjwal Mathur, President, India Business & Strategic Accounts – Growth Markets, TCS, said "Over the past two decades the Tata Mumbai Marathon has become a beacon of unity and resilience, showcasing the spirit of community and the strength of human endurance. TCS is honored to be part of this journey and is excited to continue this partnership, using technology to elevate the marathon experience. As we gear up for the 20th edition, we look forward to witnessing countless stories of grit and determination."

Today, running is the fastest-growing participative sport, and each year, the race has witnessed more and more citizens lacing up. Marathon, the feature race distance, will witness the highest participation ever with 11791 runners. The other on-ground race categories – Half Marathon (13771), 10K (7184), Champions with Disability (1089), Senior Citizens' Run (1894), and the Dream Run (24238) have been oversubscribed. Registrations for the virtual run of the event will continue until Wednesday, 15th January 2025, at 11:59 pm, or once all spots are filled or whichever is earlier. For more details, log on - <https://tatamumbaimarathon.procam.in/>

Naarayan TV, CMO, IDFC FIRST Bank, said, "IDFC FIRST Bank is proud to partner with the 20th edition of the Tata Mumbai Marathon, a landmark event that celebrates the spirit and determination of Mumbai. This partnership reflects our commitment to fostering resilience, progress, and the spirit of moving ahead. The marathon embodies the pursuit of a healthy lifestyle, and as the exclusive Associate Sponsor of the Tata Mumbai Marathon, we believe that progress is a combination of good health and financial well-being. More than just a race, it is a testament to perseverance and community spirit. We are excited to witness the energy, enthusiasm, and camaraderie of this event and to be part of every runner's #JourneyToTheStart."

"I can recall the mix of emotions Vivek, and I felt when planning the very first edition of this event. Our belief and conviction was to give India a platform that is much more than a sporting event; a panacea for society. Two decades have passed, yet every moment of this incredible journey feels as vivid as yesterday. To witness the ripples of Change this race has created is humbling, and this 'Change Began' with each one of you contributing to the success of the Tata Mumbai Marathon, said, **Anil Singh, MD. Procam International.**

"We are thrilled to welcome Sir Mo Farah, one of the most decorated athletes in the world to Mumbai., His presence is a perfect match for Asia's most prestigious marathon and will truly elevate our celebration and inspire all our runners to aim for greatness, concluded **Vivek Singh, Jt. MD. Procam International.**"

Exclusive Race Day Tee by ASICS, Sports Goods Partner

As a token of recognition for all the hard work and commitment, each Marathon participant will receive an exclusive Asics Race Day Tee.

ASICS athlete Joshana Chinappa said "I'm very excited to be here. Being part of the 20th edition is extremely special. It takes a huge amount of dedication, and I hope the Tata Mumbai Marathon keeps getting better and better every year. It's very special to be part of an event like this. It shows that your body is healthy and fit, and you've worked hard to get here. Take a moment to appreciate your hard work and enjoy the process".



Procum 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



Associate Sponsor



Sports Goods Partner

Hydration Partner



Electric Two Wheeler Partner



Energy Drink Partner



Fuelled by



Social Connect Partner

Hospitality Partner



Nariman Point, Mumbai

Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Institution Partner



Limited Edition Bottles by Bisleri, Hydration Partner

In celebration of the Tata Mumbai Marathon 2025, Bisleri has introduced Limited Edition Bottles featuring the Indian elite athletes - Man Singh, winner of the Asian Marathon Championship 2024 and defending champions Srinu Bugatha and Thakor Nirmaben Bharatjee. These special bottles honour the athletes' incredible achievements and inspire runners across the country.

Imagicaa proudly presents the "Run in Costume" (RIC) contest at the Tata Mumbai Marathon!

Run in Costume (RIC) is an exhilarating contest where creativity and individuality take centre stage. Under the theme "Express Yourself," participants—whether solo or in groups—showcase their imagination through vibrant costumes that reflect personal stories, cultural roots, or bursts of pure creativity. Applicable only to Dream Run participants, with exciting prizes this adds a colourful twist to the race.

Shaina NC, Queen of Drapes & Narendra Kumar Ahmed, a true Creative Shape Shifter, are the esteemed judges for this year.

As a special highlight, the top RIC participants will receive an exclusive invitation to join the vibrant Imagicaa Parade on January 26th. Their unique flair will add to the festive spirit, making this joyful celebration even more memorable.

Mirchi Get Active Expo

The Mirchi Get Active Expo will take place from January 16 to 18, 2025, at the Kalina University Campus, Gate No. 2, Sports Complex open ground, Vidyanagari, Kalina, Santacruz (East). The Expo will run from 10:00 a.m. to 7:00 p.m. on the first three days and from 10:00 a.m. to 5:00 p.m. on the final day. This event is a must-visit for participants and sports enthusiasts, offering a range of activities, products, and information to help them gear up for the marathon.

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

Follow us on:

- [Instagram](#)
- [Facebook](#)
- [X \(Formerly Twitter\)](#)
- [YouTube](#)

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 | [Instagram](#) [Facebook](#) [X](#) [YouTube](#) /TataMumMarathon

CIN No. U92413MH1993PTC070636



Title Sponsor



Joint Title Sponsor



Associate Sponsor



Sports Goods Partner

Hydration Partner



Electric Two Wheeler Partner



Energy Drink Partner



Fuelled by



Social Connect Partner

Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Institution Partner



TATA IN SPORTS

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 612,700 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

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

Associate Sponsor



Sports Goods Partner



Hydration Partner



Electric Two Wheeler Partner



Energy Drink Partner



Fuelled by



Social Connect Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Institution Partner



ABOUT IDFC FIRST BANK

Vision: IDFC FIRST Bank is building a world-class bank in India, guided by four core principles: Ethical Banking, Customer-Friendly Banking, Digital Banking, and Social Good Banking.

IDFC FIRST Bank was created by the merger of infrastructure financing Giant IDFC Bank and retail financing specialist Capital First in December 2018. Earlier, IDFC Bank launched commercial Banking operations in 2016.

“Universal” Bank: IDFC FIRST Bank offers products and services across all segments including Retail, MSME, Rural, startups, Corporate Banking, Cash Management, Wealth Management, Retail Deposits, Government Banking, Working Capital, Trade Finance, and Treasury solutions.

Ethical Banking: The Bank follows a "Near and Dear" test to ensure that all products are so friendly that the employees can confidently recommend to their loved ones. The Bank holds the belief that income earned unethically is not worth earning. The bank is committed to doing right by customers, even when no one is watching.

In line with the above, the Bank has simplified descriptions, calculations, and legal jargon to avoid confusing customers. The Bank offers zero fees on most services in savings accounts, such as SMS alerts, IMPS, RTGS, NEFT, cash deposits, non-home branch access, ATM and branch cash withdrawals, third-party transactions, cheque books, demand drafts, pay orders, duplicate statements, and other commonly charged services. It is the first and only bank in India till date to do so.

Customer Friendly Banking: IDFC FIRST Bank provides monthly interest credit on savings accounts. In credit cards, the Bank offers lifetime free cards without minimum spend conditions, rewards points that do not expire, zero interest on cash withdrawal at ATMs and dynamic low APR. Fees, if applicable are transparent and clearly described for easy understanding. We love making great products that customer love to have.

Technology led banking: The Bank has built a modern technology stack which has enabled the Bank to offer our customers an advanced mobile banking app with 250 features. It has a high rating of 4.8 on Google Playstore and Appstore. FORRESTER the internationally renowned rating entity has rated the app the best in India and among the top 20 apps in the world for two years in a row.

The advanced technology stack has also enabled us to offer high quality service across all channels including mobile banking, branch, internet banking, Call Centre, Relationship Managers, and all other channels.

Social Good Banking: The Bank's business is inherently designed to promote financial inclusion while maintaining consistently high asset quality. The Bank has financed over 40 million customers, including 16 million lifestyle improvement loans for laptops, washing machines and such purposes, 15 million loans to 4.3 million women entrepreneurs, 6.5 million loans for two-wheelers and cars, 1 million sanitation loans for toilets, water fittings etc., 1 million livelihood loans for cattle, 3,00,000 SME loans and 1,00,000 Home loans.

ESG Goals: The Bank is incorporating ESG in every aspect of working and has high ESG scores. The Bank believes that to get an opportunity to create a new age, ethical and world class Bank for India is a great privilege for its employees.

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 | [Instagram](#) | [Facebook](#) | [Twitter](#) | [TataMumMarathon](#)

CIN No. U92413MH1993PTC070636



Title Sponsor



Joint Title Sponsor



Associate Sponsor



Sports Goods Partner



Hydration Partner

Electric Two Wheeler Partner



Energy Drink Partner



Fuelled by



Social Connect Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Institution 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 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

Neha Kandalgaonkar/ Deepak M Pilankar
neha@procam.in / deepak@procam.in

Concept PR

Abhay Bhow
+91 9892751311
abhay@conceptpr.com

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