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Tata Steel Kolkata World 25K: A Powerful Celebration of Sport & Giving

30 NGOs, 8 corporates & citizens collectively raised INR 29.91 lakh for social causes

Kolkata, 21st March 2025: Tata Steel World 25K Kolkata, the world's first World Athletics Gold Label 25K and West Bengal's largest running festival, celebrated a landmark milestone on Sunday, 15 December 2024. More than 20,500 runners united in the spirit of competition, community welfare, and social good at the historic Red Road with an inspiring energy that echoed the spirit of Kolkata *#AamarKolkataShonarKolkata*.

The event's philanthropy pillar, supported by Impact 360 Foundation, Philanthropy Partner, has consistently expanded its charitable outreach, empowering NGOs, advancing Sustainable Development Goals (SDGs), and creating tangible social impact.

For the ninth edition, the philanthropy drive has brought together the collective power of over 30 NGO partners, raising an incredible ₹29.91 lakh. This generosity will allow them to extend their reach to more beneficiaries, fuel vital projects, empower these organizations to fulfil their missions and create lasting change.

Rajesh Kumar Sinha-IAS, Principal Secretary, Sports and Youth Welfare and Housing Department, Govt. Of West Bengal said, "I thank Tata Steel World 25K Kolkata for standing by those who need help walking through life, ensuring they are not forgotten in the marathon. It's inspiring to see 25 to 30 NGOs come together this year, and I am sure many more will join in the coming years. Their support has been truly remarkable. This is a milestone in the event's history, but trust me—this is just the beginning."

Debashish Ray Choudhari, CEO Impact360 Foundation, said, "This year's philanthropy drive at the Tata Steel World 25K Kolkata has been an extraordinary collective effort, embodying our motto, *#CauseltMatters*. As the Philanthropy Partner for the first time, Impact 360 is immensely proud to have enabled over 30 NGO partners to champion critical social development goals. With total donations amounting to ₹29.91 lakh, we also witnessed encouraging corporate engagement from 8 corporate partners fielding 222 employees to support charities, alongside individual fundraisers rallying behind 12 different social causes.

He added, "This collective endeavour is a testament to the power of unity in transforming lives. Philanthropy is not about giving money but about solving problems. The Tata Steel World 25K Kolkata embodies this philosophy, creating a platform where sports and social impact go hand in hand. We extend our deepest gratitude to our partners, fundraisers, and donors whose unwavering support has propelled this mission forward. Your contributions have been instrumental in shaping a legacy of generosity and purpose, proving that when we run together, we run for a cause that truly matters."

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Chanakya Chaudhary, Vice President, Corporate Services, Tata Steel, said: “The ninth edition of the Tata Steel World 25K Kolkata was indeed a memorable event that truly reflected the spirit of Kolkata, with participation from over 20,500 running enthusiasts. Accorded the prestigious World Athletics Gold Label in 2024, the recognition has affirmed the race’s world-class standards, attracting elite runners and bringing the community together to celebrate fitness. This year, the spirit of endurance and unity helped raise ₹29.91 lakh for charitable causes. The philanthropy pillar of this initiative strikes a powerful chord with the people of Kolkata, bringing together the city’s best creative minds. We remain committed to nurturing this unique blend of sport, art, charity, and purpose in the coming years.”

Since its inception, the Tata Steel World 25K Kolkata has shown a phenomenal influence on social change, enabling more than 75 NGOs to spread awareness and raise ₹4.68 Cr for numerous causes, including Health, Environment, Animals, Education, Human Rights, Skill Development or Community Development, Women's Empowerment, Girl-Child Education, child sexual abuse, and Disability.

Naarayan TV, Chief Marketing Officer, IDFC FIRST Bank, said, “At IDFC FIRST Bank, we believe in the power of community to drive meaningful change. The Tata Steel World 25K Kolkata is a testament to this spirit, uniting people for a common purpose—supporting social causes that make a real difference. As a bank committed to social good, we take pride in being part of an event that goes beyond athletic excellence to foster inclusivity, compassion, and positive impact in society.”

Cause Neutrality, Transparency and accountability, and Sustainability are the principles of the Tata Steel World 25K Kolkata philanthropy pillar. With sustained efforts, this pillar has paved the way to a more organized method of giving for not-for-profits across the Indian landscape. With sustainability being the keystone, we have seen more corporate houses investing in social good through these charities year after year.

Vivek Singh, Jt. MD, Procam International, “The Tata Steel World 25K has firmly established itself as the world’s premier 25K, setting the gold standard for athletic achievement. Beyond its sporting excellence, this event has become a powerful catalyst for philanthropy, and we extend our heartfelt congratulations to all our fundraisers for their dedication and contributions to the greater good. This event marked a fitting and memorable conclusion to the Tata Steel World 25K Kolkata, leaving a lasting impact on all who were part of it.”

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WINNERS OF THE TATA STEEL WORLD 25K KOLKATA

Highest Fundraising NGOs:

1. TATA MEDICAL CENTER TRUST, KOLKATA

Fundraised: ₹ 7,17,831 ; Cause category: Healthcare

Tata Medical Center is a philanthropic initiative from the House of Tatas. A cancer hospital with 437 beds run by Tata Medical Centre Trust in Kolkata, it provides financial assistance to the underprivileged for cancer treatment.

Close to 70% of the patients are provided treatment at a subsidized cost. Due to the long waiting list of cancer patients needing specialized treatment, especially the underprivileged, Tata Medical Center had moved for additional beds and facilities in the Phase II expansion project.

The funds raised at the event will help create additional infrastructure and help more patients get treatment without delay.

2. CONCERN INDIA FOUNDATION

Fundraised: ₹ 3,87,830 ; Cause category: Education

Set up in 1991, Concern India Foundation is a registered non-profit, public charitable trust that works towards helping people help themselves by making the disadvantaged self-reliant and enabling them to lead a life of dignity. Concern is headquartered in Mumbai and functions in Maharashtra, West Bengal, Odisha, Telangana, Karnataka, Tamil Nadu, and Delhi NCR.

The Concern India Foundation has participated in the Tata Steel World 25K Kolkata for the last four editions. Over the past few years, they have raised more than ₹ 10 lakhs through the event, which has been instrumental in helping to educate girls and children with disabilities in West Bengal.

3. HUMAN DEVELOPMENT CENTRE

Fundraised: ₹ 3,87,830 ; Cause category: Water, Sanitation and Hygiene

Human Development Centre (HDC) began its journey in 2000. It was registered in 1986, starting with CAPART India. Over the years, they have expanded focus areas to Health, Sustainable Livelihood, Special Child Programs, and Women's Empowerment.

Empowering women through skill development is a major part of their mission. Currently, 36,000 women are engaged in garment stitching, cutting, and producing finished products sold on a large scale across West Bengal. Many of these designs have been featured in Tamil movies and Lakmé Fashion Week, showcasing their craftsmanship on prestigious platforms.

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The funds raised through TSW25K will be used to implement a WASH in Schools project, which includes building toilets, installing drinking water facilities, setting up handwash stations, and conducting health and hygiene awareness sessions for children, ensuring better sanitation practices in schools.

4. LITTLE BIG HELP TRUST

Fundraised: ₹ 2,67,531 ; Cause category: Education

Little Big Help India Trust is dedicated to transforming the lives of vulnerable children and families in West Bengal, India. The aim is to protect and promote children's fundamental rights, especially the right to education and protection while empowering women and youth through life-changing vocational training. The Trust works with marginalized children from some of the most challenging environments, including streets, railway stations, slums, and abusive situations. The Trust implements short-term and long-term projects designed to address the complex needs of these children.

The funds raised by the Trust at the 2024 edition will be used to provide Vocational Training to 20 youth on specialised courses in the hospitality industry.

HIGHEST INDIVIDUAL FUNDRAISER:

RAKESH MITRA

Fundraised: ₹ 7,50,004 for 'Little Big Help,' 'Tata Medical Center, Kolkata,' and 'YODA'

Rakesh Mitra, a resilient and accomplished CFO, is a testament to determination and strength. Having faced significant health challenges, Rakesh has embraced life with renewed vigor, channeling that same perseverance into both personal and professional pursuits. As the Chief Financial Officer at The Lalit Suri Hospitality Group, Rakesh has consistently demonstrated exceptional leadership, strategic insight, and the ability to navigate challenges gracefully.

He took up a personal challenge to raise funds for three charitable organisations – (i) Little Big Help, which works at creating better opportunities for vulnerable children and women in West Bengal, especially in the field of education; (ii) Tata Medical Center Kolkata, providing cancer treatment to the underprivileged; and (iii) YODA (Youth Organisation In Defence of Animals), working with a mission to alleviate the suffering of animals.

HIGHEST CONTRIBUTING COMPANY

ITC Limited

Fundraised: ₹ 6,00,000/- ; Cause category: Livelihood; NGO: Impact360 Foundation

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For more information about the Tata Steel World 25K Kolkata, log on

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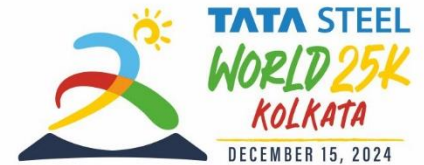
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ABOUT TATA STEEL

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.

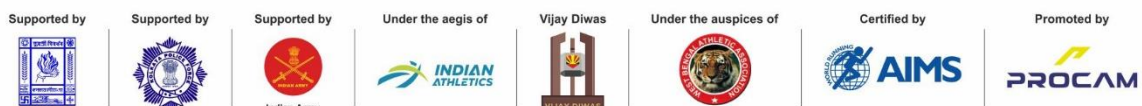
Tata Steel aspires to have a 20% diverse workforce by 2025. The Company has been recognised with the World Economic Forum's Global Diversity Equity & Inclusion Lighthouse 2023. The Company has been a part of the DJSI Emerging Markets Index since 2012 and has been consistently ranked among the top 10 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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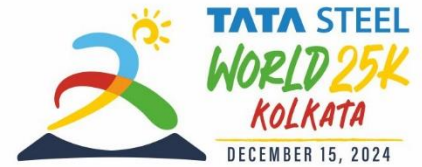
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ABOUT IDFC FIRST BANK

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.

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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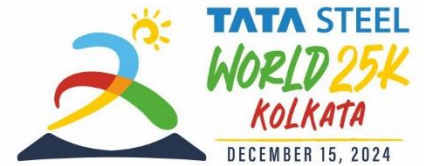
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ABOUT PROCAM INTERNATIONAL

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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