

VEDANTA DELHI HALF MARATHON CELEBRATES THE LEGACY OF GIVING BACK TO THE COMMUNITY

78 NGOs, 70 fundraisers collectively raised INR 3.27 Cr for 12 social causes

One of the largest sporting platforms for philanthropy has raised INR 84.48 crore since its inception - creating a positive social impact

December, 5th 2024: The citizens of Delhi and India came together yet again to uphold the 'Spirit of 'Giving' and celebrate #AaRangDeDilli at the 19th edition of the world's prestigious Vedanta Delhi Half Marathon (VDHM) on Sunday, 20th October 2024.

With assistance from the Philanthropy Partner United Way Delhi, **INR 3.27 + crore** was raised for various social causes by the participating NGOs, Fundraisers and Corporates reinforcing the motto #CAUSEITMATTERS. The Vedanta Delhi Half Marathon continues to be one of the largest sporting platforms for philanthropy and to date has raised over **INR 84.48 crore** towards charity.

Speaking at the event, **Mr. Anurag Thakur**, a Member of Parliament, said, "First and foremost, I want to extend my heartfelt thanks to Mr. Vivek Singh for organizing this remarkable event, something unimaginable just a few years ago. What you began two decades ago has now blossomed far beyond just the Delhi and Mumbai—it has sparked a nationwide movement. This initiative not only uplifts the sports community but also supports state federations and the national government in advancing the Khelo India and Fit India missions to the grassroots level.

"I would also like to urge my fellow countrymen to dedicate at least 30 minutes each day to physical exercise. Whether it's playing a sport, practicing yoga, or simply running, find a way to stay active. Once you make exercise a daily habit, you will notice profound changes in your health and overall well-being, and you will become even more effective in everything you do."

"Today, I would also like to express my gratitude to Vedanta, United Way of Delhi, and all the sponsors who contribute to this fitness revolution. While athletics and marathons may not always be the most entertaining sports to watch on television, sponsorships are what truly fuel these events. Your support is invaluable, and together, we are fostering a healthier and more active India."

Speaking about this year's edition, **Dr. Sujeet Ranjan, CEO, United Way of Delhi**, said "As we reflect on the incredible success of the 2024 Vedanta Delhi Half Marathon, we are filled with immense gratitude. On the 20th of October, the streets of Delhi came alive with the energy of thousands of runners, both from India and across the globe, united in their determination to push boundaries and make a positive impact. This iconic event was more than just a race – it was a movement, with every step taken contributing to the betterment of communities in need.

We extend our heartfelt thanks to the participants, donors, volunteers, and partners who made this event a resounding success. Your unwavering support has been crucial in driving our shared mission of creating lasting change, and together, we have proven once again the power of collective action".





Cause Neutrality, Transparency, accountability, and Sustainability are the principles of the Vedanta Delhi Half Marathon philanthropy pillar. With the sustained efforts from United Way Delhi, this pillar has paved the way to a more organized method of giving through not-for-profits, across the Indian landscape.

The event's title sponsor - Indian conglomerate Vedanta boosted the event's philanthropic drive through its #RunForZeroHunger. The aim of running for meals for children to combat malnourishment in the country struck a strong chord with the runners. Under this initiative, for every kilometer run at the marathon, Vedanta committed to facilitating nutritious meals for children through their flagship social impact initiative – Nand Ghar.

Priya Agarwal Hebbbar, Non-Executive Director, Vedanta and Chairperson, Hindustan Zinc Ltd., Vedanta, said, "This year, Vedanta Delhi Half Marathon has been a true celebration of unity and purpose. Watching over 36,000 people come together to run for a cause bigger than themselves fills my heart with gratitude and pride. We have once again surpassed our goal and raised 10 million meals to nourish children or feed animals, proving that every step can create a meaningful impact.

To everyone who ran, cheered, or contributed—thank you for being part of this extraordinary movement. I am confident that we have created history."

As a **cause-neutral platform**, the event had NGOs, which support multiple causes - ranging from early childcare and development, education and youth success, health and well-being, financial stability, environment and sustainability, disaster response and preparedness and diversity and inclusion. While fundraising is one aspect, the Vedanta Delhi Half Marathon also provided the partnering NGOs with a platform to initiate dialogue on issues of shared importance.

With **sustainability** as the keystone, more corporate houses are now investing in social good through these charities year after year. This year, 12 Corporations with 640 Employees participated in the event.

Before this year's edition of the Vedanta Delhi Half Marathon, corporates had only contributed towards fielding teams. However, in this edition companies in Delhi encouraged fundraising among their teams, making it more inclusive for all rather than only for those who are running. There were several fundraising companies and their employees' raised funds through the Vedanta Delhi Half Marathon.

Another key spectacle during the event was the **youth signing up as cause champions**, raising awareness and funds for causes close to their hearts and supporting the less privileged.

Naarayan TV, CMO, IDFC FIRST Bank, Said, "Anything that unifies people is worth celebrating. Marathons, in that sense, represent a great unifying force as they bring together the young and the old, the professional and the amateur, all crossing the finish line to celebrate diversity and inclusion. At IDFC FIRST Bank, one of our core pillars is Social Good. As the exclusive Associate Sponsor of the Vedanta Delhi Half Marathon 2024, we couldn't be prouder of how the event unites innumerable charitable causes and an ever-growing community of people working together for the greater good".



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To ensure **transparency and accountability** each year, the Vedanta Delhi Half Marathon unveils a Philanthropy Docket that captures details on all the funds raised for that year. This year the docket was unveiled in the presence of eminent partners and dignitaries

Vivek Singh, Jt. MD of race promoters Procam International, said: "The people of Delhi never cease to amaze us with their unwavering spirit and determination to make our society better each year. We are humbled to note that the Vedanta Delhi Half Marathon is an iconic sporting event with a social conscience. A symbol of hope, unity, and positive change. Kudos to all our stakeholders who have strived to make this event a resounding success."

Together, let's continue to run towards a brighter future and create a lasting impact. Every step you take truly matters.

For more information about the Vedanta Delhi Half Marathon 2024, please log on

vedantadelhihalfmarathon.procam.in/
<https://www.instagram.com/delhihalfmarathon/>
<https://x.com/DelhiHM>
<https://www.facebook.com/DelhiHM>
https://www.youtube.com/channel/UCFcBDqa1WtDIBExpx_y0nAQ

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VDHM 2024 WINNERS ACROSS DIFFERENT CATEGORIES

Social Impact Champions (*Individuals taking on a target of Rs 10 lakh for their cause*)

- Deepak Sharma raised INR 18,00,250/- for Udayan Care



Social Impact leader (*Taking on a target of Rs 5 lakh for their cause*)

- Deepika Sharma raised INR 6,06,502/- for Mission Education Foundation.
- Anil Chawla raised INR 5,62,251 for Vipla Foundation
- Teteeksha Aggarwal raised INR 5,02,000 for Child Care & development Foundation.

Social Impact Uplifter (*taking on a target of Rs. 2.5 lac & above for their cause*).

- Ravi Kant Mittal raised INR 4,04,503 for UshaKiran foundation.

Young Leaders

- Jason Joshua Moses INR 2,67,750 for MOHAN Foundation
- Rania Sarker INR 1,24,900 for Miracle Foundation India.

Corporate Champions (*Companies that contribute to their chosen NGOs*)

1. **HDB Financial Services Limited** supported youth skilling by donating INR 70,00,000 to ETASHA Society.
2. **Genpact** Supported the mental wellbeing of women & environmental conservation by donating INR 63,84,202 to SankalpTaru Foundation and United Way of Delhi
3. **Hitachi India Private Limited** Supported mental wellbeing of women by donating INR 37,00,000 to United Way Delhi.

Top Fundraising NGOs

1. United Way Delhi raised INR 95,82,444
2. ETASHA Society raised INR 70,39,452
3. Udyan care raised INR 22,26,861.



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ABOUT VEDANTA LIMITED

Vedanta Limited ("Vedanta"), a subsidiary of Vedanta Resources Limited, is one of the world's leading natural resources companies spanning across India, South Africa, Namibia, Liberia, UAE, Saudi Arabia, Korea, Taiwan and Japan with significant operations in Oil & Gas, Zinc, Lead, Silver, Copper, Iron Ore, Steel, Nickel, Aluminium, Power & Glass Substrate and foraying into electronics and display glass manufacturing. For two decades, Vedanta has been contributing significantly to nation building. Governance and sustainable development are at the core of Vedanta's strategy, with a strong focus on health, safety, and the environment. Vedanta has put in place a comprehensive framework to be the ESG leader in the natural resources sector, is committed to reducing carbon emissions to net zero by 2050 or sooner and aims to spend \$5 billion over the next 10 years to accelerate this transition. Giving back is in the DNA of Vedanta, which is focused on enhancing the lives of local communities. Anil Agarwal Foundation, the umbrella entity for Vedanta's social initiatives, has pledged Rs 5000 crore over the next five years on various social impact programs and its flagship project, Nand Ghar is setting up model Anganwadis across India. Vedanta Ltd. ranked 3rd in the S&P Global Corporate Sustainability Assessment 2023 and has been listed in the Dow Jones Sustainability World Index. The company has also been certified as a Great Place to Work 2023. Vedanta Limited is listed on the Bombay Stock Exchange and the National Stock Exchange.

All of Vedanta's community and social impact initiatives are housed under the umbrella entity of The Anil Agarwal Foundation. The focus areas of the Foundation are Healthcare, Women and Child development, Animal Welfare Projects, and Sports Initiatives. Anil Agarwal Foundation aims to empower communities, transform lives, and facilitate nation building through sustainable and inclusive growth.

For more information, please visit www.vedantalimited.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 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: procam.in

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