



Tata Mumbai Marathon 2023 raises INR 40.68 Cr for Philanthropic Causes

INR 357.12 crores raised since inception creating a positive social impact



Mumbai, 21st March 2023: *Alone we can do so little; together we can do so much – Helen Keller.*

Seldom have these words found a better expression than at the Tata Mumbai Marathon 2023. Asia's most prestigious distance running event has raised **INR 40.68** crores for social good this year.



The philanthropy pillar, led by **United Way Mumbai**, has made the Tata Mumbai Marathon India's largest sporting platform for philanthropy and a silver lining for the social sector. Year after year it continues to inspire, as a showcase of what makes each one of us better. Since its inception, the Tata Mumbai Marathon has now raised over **INR 357.12 crores**, directly benefitting **700+ NGOs** for a multitude of causes, echoing the spirit - **#HarDilMumbai**.



Hon'ble Governor of Maharashtra, Shri Ramesh Bais said, "I have heard and read about Tata Mumbai Marathon but never knew the great social causes associated with it. In just 20 years, Tata Mumbai Marathon has become the most loved marathon in India and the pride of Maharashtra. The whole of Mumbai came together to welcome Tata Mumbai Marathon after a gap of 2 years due to the pandemic. I am pleased to know that in 2023, Tata Mumbai Marathon raised funds for causes such as Women Empowerment, Health, Education, Animal Welfare, and Environment, among others and raised INR 40.68 Cr amount. Through the philanthropy award, Tata Mumbai Marathon has ignited hopes in the lesser privileged people and that's why they believe in #HarDilMumbai."



"We have always been committed to supporting our community and working for the greater good. Our association with the Tata Mumbai Marathon gives us a wonderful opportunity to encourage individuals to come together and help various philanthropic causes. It is indeed heart-warming to witness citizens open their hearts and lend a helping hand to those in need. We extend our heartfelt congratulations and appreciation to all the heroes of change who successfully raised funds for various charitable organizations to make a significant impact on society with their participation" said **Harish Bhat, Brand Custodian, Tata Sons Pvt. Ltd.**



This year, **252 NGOs, 177 Corporates, 1,000 fundraisers, 17,000+ donors and 10,000+ runners** showcased their commitment to support causes such as Healthcare, Education, Animal Welfare & Environment, Women Empowerment, Livelihood, Social, Civic & Community Development among others.



"At TCS, giving back to society is a fundamental part of who we are and what we stand for, and our enduring partnership with the Tata Mumbai Marathon, a platform that brings the community together and raises awareness for a variety of philanthropic causes, is a testament to our shared commitment towards creating a positive social impact in the world. By shining a light on and addressing some of the most critical issues in our society, we hope to truly make a difference in the world. The amount raised this year will go towards causes such as healthcare, education, and women empowerment, among many others, and contribute to creating a healthier, more sustainable and equitable future. We are extremely proud of the impact we have created so far and look forward to continuing to inspire positive action and strive to make a real difference through our association with the Marathon." said **Ujjwal Mathur - SVP & Country Head - India Business, TCS.**



Procum International Pvt. Ltd. 14, St. James' Court, Marine Drive, Mumbai - 400 020, India. Tel: +91 22 2202 0284

website: tatamumbaimarathon.procum.in | [f](#) [t](#) [i](#) [g](#) /TataMumMarathon

CIN No. U92413MH1993PTC070636



"Marathons have become popular over the years, as a celebration of the city. IDFC FIRST Bank's association with the TATA Mumbai Marathon speaks to one of the Bank's core pillars - Social Good. Marathons bring people and NGOs onto a common platform, thereby impacting the lives of people positively. IDFC FIRST Bank has partnered with programs across education, health & sanitization and entrepreneurship & livelihood. With Runners' Pledge, IDFC FIRST Bank aims to enable runners to support a cause dear to them. The Bank's theme for the marathon, #JourneyToTheStart, inspired people to start their fitness, financial and philanthropic journeys. The larger association with a participative sport like the marathon represents the Bank's commitment to inclusion across all levels" said **Madhivanan Balakrishnan, COO, IDFC FIRST Bank.**

Cause Neutrality, Transparency, Accountability & Sustainability are the principles of the Tata Mumbai Marathon philanthropy pillar. With the sustained efforts of United Way Mumbai, the pillar has paved the way to a more organized method of giving; to 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.

Furthermore, Tata Mumbai Marathon presents an opportunity for companies to seamlessly drive employee engagement in their CSR objectives through participation and fundraising.

"The 2023 edition of the TMM was particularly special. The event was taking place after a gap of three years. Since the last edition in 2020, our communities have faced severe hardship as they coped with the pandemic, lockdowns, and the many challenges that followed. Throughout this period, NGOs were at the frontlines, responding in every way possible. Tata Mumbai Marathon opened its platform to these organizations, even while the event could not take place. A Special Covid Fundraiser was created, and 157 NGOs participated. The funds they raised were used for immediate relief and to fight the mid and long-term impact of the pandemic.

Seeing the fundraising community come together during this time of uncertainty and ambiguity in the event itself was heartening.

Tata Mumbai Marathon 2023 philanthropy campaign and the Special Covid Fundraiser have raised a phenomenal INR 40.68 crore for charity." said **George Aikara, Chief Executive Officer, United Way Mumbai.**

2023 in Focus

- 177 companies fielded 278 teams in support of 87 NGOs and raised an astonishing amount of INR 17.095 crore
- The highest and first-time fundraiser, the father-daughter duo Gagan and Navya Banga, raised INR 1.13 crore from 112 donors.
- The 2nd highest fundraiser – Sadashiv Rao, raised INR 1.12 crore from 217 donors, is a veteran fundraiser at the TMM and has been raising funds since 2011. This year he has become the highest fundraising individual over the years with a record-breaking cumulative total of INR 5.88 crore.
- 4 individuals have raised INR 1 crore and above; among which three of them are first-time fundraisers.
- 3 individuals have raised above INR 50 lakhs; one of whom is a first-time fundraiser.
- 978 individuals collectively raised INR 14.31 crores.



Procam International Pvt. Ltd. 14, St. James' Court, Marine Drive, Mumbai - 400 020, India. Tel: +91 22 2202 0284

website: tatamumbaimarathon.procam.in | [f](#) [t](#) [i](#) [g](#) /TataMumMarathon



Commenting on this year's achievement, **Vivek Singh, Jt. MD, Procam International** added, "Sport is at its best when it helps transform the lives of all its touches, which is the legacy of the Tata Mumbai Marathon. The consolidated efforts of our NGOs, fundraisers, and corporates have made this event the largest sporting platform for philanthropy, and for this, we express our sincere gratitude. Kudos to our philanthropy partner United Way Mumbai, yet again for mobilizing the community and the sector to raise over ₹40.68 crores".

He further added, "The success of the 2023 edition is special in more ways than one. The event stamped the resurgence and importance of participative sport in India, with a bigger and better edition. And this has been possible only with the support from our sponsors, partners, Govt. authorities and the running community".

WINNERS ACROSS DIFFERENT CATEGORIES

NGOs

- Highest Fundraising NGO: Shrimad Rajchandra Love and Care | INR 5.49 Crores.
- 2nd Highest Fundraising NGO: United Way Mumbai | INR 2.63 Crores.
- 3rd Highest Fundraising NGO: Central Chinmaya Mission Trust | INR 2.59 Crores.

CORPORATE TEAM

- Highest Fundraising Corporate: Jasani Jewellery (UNIT II) | INR 1 Crore
- 2nd Highest Fundraising Corporate: Godrej & Boyce Mfg. Co. Ltd. | INR 76.60 Lacs
- 3rd Highest Fundraising Corporate: NTT India Private Limited | INR 25 Lacs

CHANGE LEGENDS - Individuals committing to raise INR 1 CR and above

- Navya and Gagan Banga | INR 1,13,13,800
- Sadashiv Rao | INR 1,12,47,279
- Manisha Khemlani | INR 1,03,71,429
- Shyam Jasani | INR 1,00,00,000

CHANGE ICONS - Individuals committing to raise INR 50 lakhs and above

- Meera Mehta | INR 54,42,000
- Aarti Shah | INR 52,15,500
- Villy Doctor | INR 50,53,328

CHANGE CHAMPIONS - Individuals committing to raise raising between INR 25 lakhs and INR 49.99 lakh

- Avinash Joshi | INR 25,00,000

YOUNG LEADER - Individuals below 21 years committing to raise a minimum of ₹ 1,00,000

- TMM Young Leader - Anyssa Kothari | INR 15,30,000



Procam International Pvt. Ltd. 14, St. James' Court, Marine Drive, Mumbai - 400 020, India. Tel: +91 22 2202 0284

website: tatamumbaimarathon.procam.in | [f](#) [t](#) [i](#) [g](#) /TataMumMarathon



Title Sponsor



Joint Title Sponsor

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 Amsterdam Marathon, the TCS World 10K, and the TCS Lidingloppet (the world's largest cross-country run), and is the technology partner of marathons held in London, Chicago, Boston, and Australia — all part of the company's effort to promote health and fitness in the communities, the world over.

About IDFC FIRST Bank

IDFC FIRST Bank is a universal Bank formed by the merger of erstwhile IDFC Bank, promoted by renowned infrastructure financing institution IDFC Ltd. and leading technology NBFC, Capital First. IDFC FIRST Bank has provided over 30 million loans in its combined history and serves customers in over 60,000 villages, cities and towns across the length and breadth of the country. The Bank's vision is to "build a world class bank in India, guided by ethics, powered by technology, and to be a force for social good". Our mission is to touch the lives of millions of Indians in a positive way.

The Bank's tagline is "Always You First", where "You" refers to the customer. The bank believes in making customer-first products and was the first universal bank to offer monthly interest credit on savings accounts, first bank to announce ZERO FEES on Savings accounts, first bank to issue life-time free credit cards with no minimum spend conditions, first bank to offer dynamic and low APR rates, evergreen rewards points, and many other such interesting products.

IDFC FIRST Bank serves customers across the length and breadth of the country and has expanded to 707 branches, 253 asset service centers, 867 ATMs, a next-generation net and mobile banking platform and 24/7 Customer Care services.

Since the merger with Capital First in 2018, the Bank has successfully transformed from an infrastructure and corporate financing institution to a retail financial institution, where over 80% of the loan book is now constituted by retail and commercial loans. On the deposits side, 77% of the deposits as of December 2022 is from retail customers, as compared to 27% at the time of merger. The bank has a balance sheet of Rs. 2,21,374 crore (December 31, 2022).

IDFC FIRST Bank is committed to bring high-quality banking at affordable rates to India. Apart from retail loans and deposits, the Bank also offers high quality technology-enabled corporate banking solutions, contemporary cash management solutions, fleet card and FASTag solutions and wealth management solutions.



Title Sponsor



Joint Title Sponsor

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 Amsterdam Marathon, the TCS World 10K, and the TCS Lidingloppet (the world's largest cross-country run), and is the technology partner of marathons held in London, Chicago, Boston, and Australia — all part of the company's effort to promote health and fitness in the communities, the world over.

About IDFC FIRST Bank

IDFC FIRST Bank is a universal Bank formed by the merger of erstwhile IDFC Bank, promoted by renowned infrastructure financing institution IDFC Ltd. and leading technology NBFC, Capital First. IDFC FIRST Bank has provided over 30 million loans in its combined history and serves customers in over 60,000 villages, cities and towns across the length and breadth of the country. The Bank's vision is to "build a world class bank in India, guided by ethics, powered by technology, and to be a force for social good". Our mission is to touch the lives of millions of Indians in a positive way.

The Bank's tagline is "Always You First", where "You" refers to the customer. The bank believes in making customer-first products and was the first universal bank to offer monthly interest credit on savings accounts, first bank to announce ZERO FEES on Savings accounts, first bank to issue life-time free credit cards with no minimum spend conditions, first bank to offer dynamic and low APR rates, evergreen rewards points, and many other such interesting products.

IDFC FIRST Bank serves customers across the length and breadth of the country and has expanded to 707 branches, 253 asset service centers, 867 ATMs, a next-generation net and mobile banking platform and 24/7 Customer Care services.

Since the merger with Capital First in 2018, the Bank has successfully transformed from an infrastructure and corporate financing institution to a retail financial institution, where over 80% of the loan book is now constituted by retail and commercial loans. On the deposits side, 77% of the deposits as of December 2022 is from retail customers, as compared to 27% at the time of merger. The bank has a balance sheet of Rs. 2,21,374 crore (December 31, 2022).

IDFC FIRST Bank is committed to bring high-quality banking at affordable rates to India. Apart from retail loans and deposits, the Bank also offers high quality technology-enabled corporate banking solutions, contemporary cash management solutions, fleet card and FASTag solutions and wealth management solutions.



Associate Sponsor



Sports Goods Partner

Driven by



The Official Timer



Energy Drink Partner



Hydration Partner



Snacking Partner



Social Connect Partner



Hospitality Partner



Print Partner



Entertainment Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Institution Partner



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: +91 22 2202 0284

website: tatamumbaimarathon.procam.in | [Facebook](https://www.facebook.com/tatamumbaimarathon) | [Instagram](https://www.instagram.com/tatamumbaimarathon) | [/TataMumMarathon](https://www.tatamumbaimarathon.procam.in)

CIN No. U92413MH1993PTC070636



About United Way Mumbai

United Way Mumbai is a part of the 130+ year old United Way movement engaged in nearly 1,800 communities, spanning 40 countries across the world. Our mission is to improve lives by mobilising 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 21 years, we have partnered with over 300 companies and over 1,00,000 individual donors investing above Rs. 834 crores for community development projects.

UWM, in its role as the charity partner brings together charities, corporates and individuals through a credible platform for giving. Each participating NGO undergoes a background due diligence process.

For more details please contact Sanaa Shaikh +91 98211 15632 Email: sanaa@unitedwaymumbai.org

For the latest figures, you can also visit our website – www.unitedwaymumbai.org/tmm

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 Anil and Vivek Singh, Procam is India's premier sports management company and is involved in live events, sports consultancy, and live television production.

Pioneers of the distance running revolution in India, Procam International's Big 4 – Tata Mumbai Marathon, Vedanta Delhi Half Marathon, Tata Consultancy Services World 10K Bengaluru, and Tata Steel Kolkata 25K are global leaders in their respective distances. They have ushered in a running revolution that has helped redefine India's health, fitness, and charity paradigm.

Procam also promoted India's largest virtual run, Sunfeast India Move As One. Launched in 2020, the event has community and fitness as its main pillars.



Procam International Pvt. Ltd. 14, St. James' Court, Marine Drive, Mumbai - 400 020, India. Tel: +91 22 2202 0284

website: tatamumbaimarathon.procam.in | [f](#) [t](#) [i](#) [g](#) /TataMumMarathon