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THE ICONIC TATA MUMBAI MARATHON IS BACK

18th edition of Asia's prestigious marathon to be held on January 15, 2023

Registrations for physical and virtual races commence on 11th August 2022



Associate Sponsor

IDFC FIRST Bank on board, as exclusive Associate Sponsor

Sports Goods Partner



Mumbai, 10th August 2022: Much-awaited Asia's prestigious Tata Mumbai Marathon (TMM) is back with renewed hope and vigour. TMM is an experience that is indelibly linked to the city's unquenchable optimism and fighting spirit. The World Athletics Elite Label Road Race continues with its tradition of being held on the third Sunday of the new year – this time on January 15, 2023.



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For seventeen years, the Tata Mumbai Marathon has not only personified the sporting spirit of Mumbai and India but also been a showcase of what makes each one of us better - in the many roles we live through. This year, we celebrate this very spirit of #HarDilMumbai.

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Procam International, pioneers of distance running in India, today announced the registration dates for the 18th edition of the Tata Mumbai Marathon. The registration for the Full Marathon will commence on 11th August 2022, 7:00 am onwards at tatamumbaimarathon.procam.in along with registrations for all virtual run categories.

Print Partner



Race promoters Procam International, along with the Government of Maharashtra, the Municipal Corporation of Greater Mumbai, and the Mumbai Police, among other stakeholders, are pulling out all stops to provide an enhanced running experience, to mark the highly-anticipated return of India's biggest running celebration.

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The physical races of the 2023 edition of the Tata Mumbai Marathon will be flagged off from the iconic Chhatrapati Shivaji Maharaj Terminus (CSMT). The categories are the classic distance marathon, the hugely popular half marathon, the open 10k, widely regarded as the first milestone in road running, the Senior Citizens' Run, which will see silvers rule the road, the Champions with Disability, and the colorful Dream Run.

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Tata Mumbai Marathon prides itself on being an inclusive race. It is also pertinent to note, that this year a limited number of spots have been reserved in the half marathon for Persons with Disability (PwD).

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

website: tatamumbaimarathon.procam.in | /TataMumMarathon

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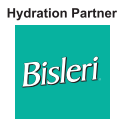
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Shri Eknath Shinde, Chief Minister, Government of Maharashtra, said “The much awaited and much cherished, Tata Mumbai Marathon returns after two years. Today the event is one of the top 10 marathons in the world and that is a big achievement. It is a pride of Mumbai and India, that brings our community together across all ages, caste, creed to run as one. As a chief patron of the Tata Mumbai Marathon I now announce the registrations for the 18th edition of the event have begun. We extend our support to the event and we are with you.”

Mr. Harish Bhat, Brand Custodian, Tata Sons, said “The Tata Group is proud to be associated with this iconic race that brings alive the essence of Mumbai! Embodying the spirit of Mumbai, the city that never stops moving, overcoming every challenge just like the marathon runners moving towards their goal with a never-give-up attitude, the Tata Mumbai Marathon brings together amateur and professional runners from cross the country.”

He further added, “The race gives every runner the opportunity to push beyond the limits of body and mind to succeed in this test of human strength and endurance. For the people of Mumbai, the Tata Mumbai Marathon holds a special place in their hearts, and this year, we look forward to seeing them once again lining the race route, cheering the athletes, and bringing alive the spirit of the city as we celebrate #HarDilMumbai!”

Ujjwal Mathur, Sr. Vice President & Country Head, India Business, TCS said “TCS has been associated with the Mumbai Marathon for many years and has now grown as a pioneer of running events across the globe. We believe in the power of sports in bringing people together and are proud to bring back to the streets of Mumbai, Our Run –The Tata Mumbai Marathon. We see this as an opportunity to reignite our passion for fitness. Our long-term commitment towards marathons reflects our brand positioning 'building on belief', which values the belief in self, the community, and a beautiful tomorrow. As an organisation that has a diverse workforce, we encourage our associates to live a healthy and active lifestyle and focus on wellness is an important part of our corporate culture.”

Rahul Narvekar, Speaker of the Maharashtra Legislative Assembly, said “As a Mumbaikar I can say after the Ganesh Chaturthi, the Tata Mumbai Marathon is the biggest celebration we all look forward to. I urge you all to register for the event”.

NEW THIS YEAR

IDFC FIRST Bank will be a part of the Tata Mumbai Marathon for the first time after the technology-led bank signed up to be an Associate Sponsor across Procama International's four events and marked their arrival in mass-participation sport, at the TCS World 10K Bengaluru in May this year.





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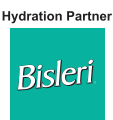
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B Madhivanan, Chief Operating Officer, IDFC FIRST Bank, said, "IDFC FIRST Bank is delighted to be the Associate Sponsor of the Tata Mumbai Marathon, a marquee event that perfectly resonates with our range of high-quality products and services. As a new age digital-first bank, we power the '#JourneytotheStart' of millions of people, from entrepreneurs to millennials, and from salaried professionals to self-employed, who wish to save or avail of loans to better their financial lives. The event also provides us a great opportunity to enrich the quality of life of people in our city and inspire energy, wellness and a sense of celebration."

"We are thrilled to announce the date for the 18th edition of the Tata Mumbai Marathon, the race's return is eagerly awaited by all following the pandemic-forced break. What makes the Tata Mumbai Marathon unique is its ability to bring out the best in each one of us. TMM stands as a beacon for the city's Can-do-will-do spirit and has become an integral part of its socio-sporting fabric," Anil & Vivek Singh of Procam International said.

"We are truly blessed for the unstinted support from the Government of Maharashtra, the civic authorities, our sponsors, and millions of runners the world over. We would also like to extend our warm welcome to IDFC FIRST Bank who join us as our exclusive Associate Partner. TMM has always inspired individuals to become better versions of themselves, and we will unite and come together as one again, to celebrate the return of our much-cherished race," he added.

Bollywood Youth Icon Tiger Shroff, who is the Face of the Event, said, "The Tata Mumbai Marathon is more than just a race, it is an emotion that has enriched the lives of millions of runners. The event has a special place in my heart as I have witnessed its magic firsthand. The determination of the runners is a reflection of the unwavering spirit of belief, as fear turns to freedom and the heart beats #HarDilMumbai. I urge each one of you to join me and be a part of this celebration! Register Now!"

REGISTRATION DETAILS

The Full Marathon: Registration for amateurs will start on Thursday, August 11, 2022, at 7:00 a.m. and remain open until Wednesday, November 30, 2022, or until all running spots are filled, whichever occurs first.

The Half Marathon: The registration period will open on Saturday, August 20, 2022, at 7:00 a.m., and close on Friday, September 30, 2022. Slots will be confirmed on a fastest runner first basis as per their timing certificate submitted during half marathon registration for their respective categories.





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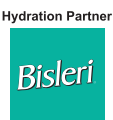
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To encourage more women to participate in the full and half marathon, a limited number of running spots are reserved for them in both categories. Guidelines are available on the website.

The Open 10K is exclusively for charity with a limited number of spots reserved for women runners. Registrations will open on Friday, August 26, 2022, at 7:00 a.m. and close on Friday, September 30, 2022, or until all available racing spots have been filled, whichever comes first.

For registration confirmation criteria please visit tatamumbaimarathon.procam.in

Dream Run, Senior Citizens Run, and Champions with Disability: Registrations will open on Friday, August 26, 2022, at 7:00 a.m. and close on Saturday, October 29, 2022, or until all available spots have been filled, whichever comes first.

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). Registration can be done between 11th August 2022 and 2nd January 2023.

Health mandatories to participate in TMM 2023

Only individuals who are fully vaccinated (both doses) with a Covid-19 vaccination approved by WHO can apply. A certificate for the same must be uploaded while applying for the race. The prevailing health advisories and mandatories as prescribed by the Central/State governments shall apply.

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

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For more information about the Tata Mumbai Marathon 2023 visit, tatamumbaimarathon.procam.in



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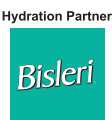
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TATA IN SPORTS

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 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'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. Though the Bank is a recent entrant to the banking system in India, IDFC FIRST Bank was the first universal bank to introduce monthly interest credits to customers on savings accounts, low dynamic APR and lifetime free credit cards, intuitive and personalized mobile app, digital savings and lending solutions, contemporary wealth management, digital cash management solutions, unique multi-purpose fleet card and Fastag solutions, a cutting-edge corporate banking portal and other such unique industry-first features.

The Bank has a balance sheet of Rs. 1,74,232 crore, and has provided over 30 million loans in its history. It serves customers in over 60,000 villages, cities, and towns





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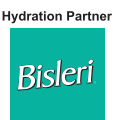
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across the length and breadth of the country. In a short time, the Bank has expanded to 599 branches, 201 asset service centres, 727 ATMs, and 620 rural business correspondent centres across the country, and is incrementally growing digitally. The Bank enjoys the trust of millions of customers and its deposits have grown at a CAGR of 84% during the three years since merger.

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, 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 to redefine, the health, fitness, and charity paradigm of India.

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

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