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Tata Steel World 25K Kolkata – the world's first World Athletics Gold Label 25K, is gearing up for Sunday 15th Dec

Sol Campbell, Jhulan Goswami, Koushani Mukherjee will be present to inspire the runners

Kolkata, Nov 27: History will unfold just about a little more than a fortnight from today, when the world's first World Athletics Gold Label 25 K Race, Tata Steel World 25K Kolkata, will be flagged off from the iconic Red Road on Sunday, 15 December 2024. Football great Sol Campbell, cricketing legend Jhulan Goswami and Tollywood Diva Koushani Mukherjee will join runners from around the world **#AamarKolkataShonarKolkata**.

With registrations in full swing, the countdown for the 9th edition of the event was set amidst the domes, turrets and arches of the central courtyard of the historic marvel Victoria Memorial.

Running is the fastest-growing sport in India, and a true testament to Kolkata's awakening to a running movement is that registrations for the USD 142,214 prize money event continue to be in high spirits. The 10K, has received an overwhelming response from the running community and is now oversubscribed. Registrations for the feature race 25K, Ananda Run, Senior Citizen Run, and Champions with Disability are open until November 29, IST 11:59 p.m., or until running places are filled, whichever is earlier.

Chanakya Chaudhary, Vice President, Corporate Services, Tata Steel, said: "The Tata Steel World 25K Kolkata, now also a prestigious World Athletics Gold Label Race, is a red-letter day for athletes worldwide. It is also a day when participants, organizers and the community come together to celebrate the spirit of fitness, strength, and resilience. For Tata Steel, a company dedicated to and heavily invested in sports, this is yet another opportunity to bring people from all walks of life together by leveraging their passion for sports and fitness. We expect the 2024 edition of the Tata Steel World 25K Kolkata to be a bigger success than the previous editions."

"I am honoured to be a part of this moment when TSW 25K becomes the only Gold Label run at this distance in the world. Vijay Diwas celebrates our 1971 victory and Tata and Procam's continuous support to this moment through the Vijay Diwas Trophy is commendable. I wish the race all success and expect huge participation," **Brig. AK Das, Deputy GoC, Bengal Sub Area**.

"It is wonderful to see that the Tata Steel World 25K Kolkata has grown to become the world's first 25K Gold Label to be run from Kolkata. I am not at all surprised to see the buzz the event has created and how people are registering for different categories. I call upon you all the fitness enthusiasts, your family and friends to register and start the race alongside me on race day," said cricketer **Jhulan Goswami**, Tata Steel World 25K Kolkata Ratna.

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Naarayan TV, CMO, IDFC FIRST Bank, "IDFC FIRST Bank is proud to be the exclusive Associate Partner of the Tata Steel World 25K Kolkata. We celebrate every runner's #JourneyToTheStart and support them in taking that first step towards a physical and financially healthy lifestyle. We look forward to a day filled with energy, enthusiasm in the City of Joy, Kolkata."

"It is an absolute privilege to host the first World Athletics Gold Label 25K in Kolkata, with this glorious backdrop. West Bengal has truly taken up to this sport with all categories filling up fast. This is with the support of our stakeholders – The government of West Bengal, our sponsors, and, more importantly, our runners. We can assure you a galaxy of international and national level athletes and an unmatched running experience for all our runners," said **Vivek Singh, Jt. MD, Procam International**.

Samarthanam Trust for the Disabled as the Champions with Disability Facilitator

Samarthanam Trust for the Disabled is a National award-winning NGO in India that works for the empowerment of persons with disabilities and the underserved through its diverse initiatives focused on providing quality education, accommodation, nutritious food, vocational training, and placement-based rehabilitation.

With a vision of Sports for All since its inception 27 years ago, Samarthanam will be the Champions with Disability Facilitator this year.

RUNNERS SPECIAL

Medal of Steel for 25K Finishers

To celebrate the resolve of the 25K runners, each finisher is rewarded with a uniquely crafted 'Medal of Steel' from Tata Steel. Steel is a symbol of the human spirit, of inner grit, strength, and determination, a critical element that helps us 'face obstacles and odds without breaking. It keeps us going. It is this tangible manifestation of the 'steely' spirit of the city and our event participants.

Finisher Medal for every runner

Everyone on the start line is a winner, and to commemorate this spirit, all finishers across the 10K, Ananda Run, Champions with Disability, and Senior Citizens—will receive a Finisher Medal and a certificate.

Exclusive merchandise by T10, Sportswear Partner

India's leading homegrown Sportswear brand, T10, will ensure a memorable race day for the 25K and 10K participants. Confirmed 25K participants will receive a race day tee-shirt, while the fastest 1000 men and 1000 women runners in the open 10K category will receive a finishers tee-shirt.

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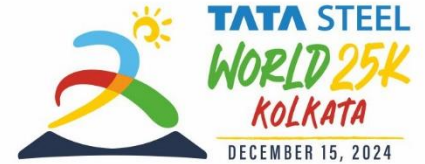
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VIJAY DIWAS TROPHY

In a show of solidarity with the Services, Tata Steel World 25K Kolkata is honoured to celebrate Vijay Diwas, which falls during the event's week. Established in 2018, it remains an integral part of the running festival with the Eastern Command's and Bengal Sub-Area's wholehearted participation. The trophy is inspired by the historic Vijay Smarak and is a Rolling Trophy.

The Vijay Diwas Trophy is contested between the Indian Army, Indian Navy, and Indian Air Force, with a total of 30 teams. Each team has three members running the 25K, and the aggregate of their timings determines the winner. The top three teams stand to win INR 75,000, INR 60,000, and INR 45,000, respectively.

POLICE CUP

An event of this stature would not have been possible without the unstinted support of the Kolkata Police. To applaud their sporting spirit, there is a special category within the event, the Police Cup. 100 police teams, including 75 Men's and 25 Women's teams, will compete in this category. Each team has 3 members running the 10KM, and the team with the fastest aggregate time will be adjudged the winner. The total prize money for this category is INR 1,68,000.

MIRCHI GET ACTIVE EXPO

The Mirchi Get Active Expo is a one-stop destination for all fitness enthusiasts. It is an opportunity for runners to learn the latest in the world of running, health, and lifestyle. Furthermore, all confirmed participants are to collect their running bibs, study race day instructions and timelines, security arrangements, traffic restrictions, road closures, and other provisions that will come into force on Race Day.

Venue: Netaji Indoor Stadium

Date & Time: 13th Dec. - 10.30 am to 07.00 pm & 14th Dec. - 10.00 am to 05.00 pm.

Tata Steel World 25K Kolkata is grateful for the unstinted support it receives from the Government of West Bengal, Ministry of Youth Affairs and Sports, Government of India, Indian Army – Eastern Command and Bengal Sub-Area, Ministry of External Affairs, Ministry of Home Affairs, Sports Authority of India (SAI), Athletics Federation of India (AFI) West Bengal Athletics Association (WBAA), Kolkata Municipal Corporation, Kolkata Police, World Athletics (WA), Association of International Marathons & Distance Races (AIMS) and Global Sports Communication (GSC).

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SCR Facilitator - Samarthanam Trust for the Disabled

For more details, please contact

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

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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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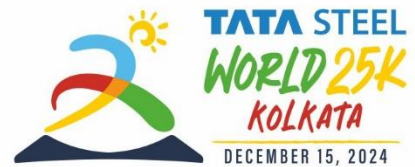
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ABOUT IDFC FIRST BANK

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.

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.

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