

Tata Consultancy Services World 10K Bengaluru Poised for a Grand Run

~5000m & 10,000m World Record Holder Joshua Cheptegei to headline the race ~

~ Defending Champions & Event record holders Kiran Matre & Sanjivani Jadhav to lead the Indian challenge ~

~ ASICS athlete & Indian Hockey Star Manpreet Singh Unveils the Event Finisher Tee ~

Bengaluru, 26th March 2025: The 17th edition of the Tata Consultancy Services World 10K Bengaluru is set for another spectacular chapter, with registrations for the 10K category oversubscribed and other categories filling up fast. The World Athletics Gold Label Road Race, offering a total prize fund of USD 210,000, will take place on Sunday, 27 April 2025. Embracing the spirit of *#EndendiguBengaluru - Forever Bengaluru*, the event continues to bring together elite athletes, passionate runners, and an electric atmosphere that defines the city.

Joshua Kiprui Cheptegei, the reigning world record holder in both the 5000m and 10,000m, heads this year's stellar lineup. The three-time Olympian, who has dominated long-distance running in recent years, returns to compete in Bengaluru after 11 years, adding to the excitement. He previously finished second at the TCS World 10K 2014, in a run that marked his international debut. The Indian Challenge will be led by defending champions and event record holders Kiran Matre and Sanjivani Jadhav.

Sunil Deshpande, Regional Head, TCS Bengaluru, said, *"The TCS World 10K Bengaluru is more than just a race—it's a celebration of the city's unstoppable spirit and drive to surpass expectations. The growing participation reflects a shared commitment to fitness, well-being, and community, which aligns perfectly with our values. TCS is proud to champion this passion by promoting sports as a platform to inspire healthy living and bring people together. We look forward to an incredible race day and wish all participants the very best"*.

NA Harris, MLA. Shanti Nagar, commented, *"Spirit of sports is important and we need to take it forward. Events like this inspire young people to take it up and take up a healthy lifestyle. I congratulate Vivek Singh and TCS for starting this running revolution and it's a proud moment to have more than 30,000 runners participate in our great city."*

Cheptegei's Record-Breaking Legacy and Olympic Glory

Joshua Kiprui Cheptegei, first broke the 5000m world record in 2020, running 12:35.36 at the Herculis Diamond League meeting in Monaco, shaving two seconds off the previous record held by Kenenisa Bekele, which had stood for over 16 years. He then set another milestone by breaking Bekele's 15-year-old record of 26:17.53 in the 10,000m with a time of 26:11.00 at the NN Valencia World Record Day in Valencia, Spain.

Cheptegei is also a decorated Olympian, at the 2024 Paris Olympics, he further cemented his legacy by claiming gold in the 10,000m. Prior to that, he claimed the gold in the 5000m and silver in the 10,000m at the 2020 Tokyo Olympics.



The ace runner will undoubtedly be eyeing another stellar performance and the USD 8000 cash prize designated for a course record when he competes at the TCS World 10K Bengaluru. Notably, Kipkorir Kimeli is the current course record holder, clocking a formidable 27:38 in 2022.



Cheptegei, who took the crown at the Vedanta Delhi Half Marathon in 2024, highlighted his excitement about competing in Bengaluru. He said, *"I'm excited to be racing at the TCS World 10K Bengaluru, a prestigious event that has consistently attracted top talent from around the world. Road racing has always been special to me, and I'm looking forward to giving my best on this course in front of India's passionate running community. I would like to think India is lucky for me as I made my international debut here and I hope to deliver a strong performance."*



Naarayan TV, Chief Marketing Officer, IDFC FIRST Bank said *"At IDFC FIRST Bank, we take immense pride in being the exclusive Associate Partner of the TCS World 10K Bengaluru for the fourth consecutive year. This partnership reflects our deep commitment to fostering a culture of health, wellness, and community spirit. Continuing with our theme of #JourneyToTheStart, we are committed to helping people take the first step towards physical & financial well-being. We are honoured to support an event that champions both physical and financial well-being while creating a lasting social impact."*

Public Private partnership, is an integral part of this edition and as a showcase of their support, the BMRCL will start the metro services as early at 3:30 AM on the race day making it easy for participants to arrive at the venue from different parts of the city.

TCS World 10K Bengaluru Finisher Tee by ASICS – Sports Goods Partner, launched by Manpreet Singh



Indian hockey star & ASICS athlete Manpreet Singh unveiled the exclusive ASICS Finisher Tee in Bengaluru, continuing the brand's legacy of supporting endurance athletes. ASICS, the Japanese sports performance team, is a long-standing partner of the event and has continuously elevated the runner experience.



As a token of appreciation for their effort and hard work, the top 1000 Open 10K finishers in each men's and women's category will be awarded this commemorative tee.



ASICS Brand Athlete & Indian Men's Hockey Team player, Manpreet Singh commented, *"It is incredible to know that 30,000 people will be participating in this year's TCS World 10K. I'd like to congratulate the organisers and sponsors, including TCS, ASICS, and Bisleri, on this tremendous achievement. It serves as great motivation for future generations to embrace fitness. To the participants, I would say, give it your best. It's all about dedication and focus. Running is about fitness, and the more people who take part, the better it is for our country."*



Defending Champions & Event record holders Kiran Matre & Sanjivani Jadhav will lead the Indian challenge

In the Indian men's category, 10,000m National Games silver medallist and TCS World 10K event record holder and defending champion Kiran Matre will face a strong challenge from inform ASICS athlete Sawan Barwal. Barwal is making his debut in TCS World 10K and is in tremendous form. In the recently concluded National Games, Sawan won the 10,000m Gold, and he also won the Half Marathon in the TMM 2025 edition, won the VDHM 2024, and was runner-up at the TSW 25K Kolkata event. The other top challenge will come from the TCS World 10K 2022 edition winner, Abhishek Pal.

In the Women's category, 10,000m National Games Gold Medallist & TCS World 10K event record holder and defending champion Sanjivani Jadhav, who is also the three-time winner of the TCS World 10K, Bengaluru, will face a close contest from Lili Das, who has been in good form in recent years. Lili was the runner-up in the last edition and went on to win the VDHM 2024 edition and the TSW 25K Kolkata 2024 edition.

The ace runner will undoubtedly be eyeing another stellar performance and the USD 8000 cash prize designated for a course record when he competes at the TCS World 10K Bengaluru. Notably, Kipkorir Kimeli is the current course record holder, clocking a formidable 27:38 in 2022.

"The TCS World 10K Bengaluru is a vibrant celebration of running, bringing together elite athletes, amateur runners, and the city's unmatched energy. The festive atmosphere of the event embodies the spirit of Bengaluru. The TCS World 10K has always been a meeting ground for the world's finest athletes, and with Joshua Cheptegei's participation, along our Indian champions Kiran Matre and Sanjivani Jadhav, the event continues to showcase top-tier talent and fierce competition," expressed **Vivek Singh, Joint MD, Procam International.**

Limited Edition Bottles by Hydration Partner Bisleri

Hydration Partner, Bisleri, has launched limited-edition bottles featuring three top Indian Elite Athletes: Defending Champion and event record holder Kiran Matre; National Federation Cup 2024 Athletics Championship 5000m Silver Medallist Harmanjot Singh; and TCS World 10K Bengaluru course record holder and three-time champion Sanjivani Jadhav.

Cheering Zones to Elevate Atmosphere

The TCS World 10K Bengaluru will come alive with the energy of designated Cheer Zones along the Majja Run, with key locations near Vidhana Soudha transforming into vibrant hubs of music, chants, and cultural performances. Enthusiastic groups, including running clubs, NGOs, schools, corporate teams, and community ensembles, will line the route, creating an electrifying atmosphere that celebrates the spirit of the race and fuels runners with every step.

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The Heart of Majja Run – "Run in Costume" Now Debuts in the Open 10K!

Participants in the Majja Run and Open 10K (digital contest) will have the chance to showcase their creativity at the Run in Costume Contest. The Costumes reflect the rich heritage and culture of our country, personal stories, fandoms, or social causes. With these bold and imaginative outfits, individuals and groups will compete for exciting prizes, cash rewards, official TCS World 10K Bengaluru merchandise, and the coveted title of Bengaluru's Run in Costume Champion.

Mirchi Get Active Expo

Mirchi Get Active Expo is set to take place at the Princess Shrine, Gate No.9, Princess Academy Palace, Mekhri Circle, Bellary Road, Mekhri, Bengaluru. The Expo will be a hub for runners and fitness enthusiasts alike. It commences on Thursday, 24th April, and runs through Saturday, 26th April 2025. The Expo will be open from 10:00 am to 7:00 pm on Thursday and Friday and from 10:00 am to 5:00 pm on Saturday. Registered runners must visit the venue to collect their bibs, engage in exclusive meet-ups, and explore special offers from top sports and lifestyle brands.

The TCS World 10K Bengaluru is strengthened by its partnerships

Title Sponsor — Tata Consultancy Services

Associate Sponsor — IDFC FIRST Bank

Sports Goods Partner — ASICS

Hydration Partner — Bisleri

Energy Drink Partner — FAST&UP

Social Connect Partner — Vedanta

Hospitality Partner — ITC Windsor Bengaluru

Print Partner — The Times of India

Radio Partner — Mirchi

Telecast Partner — SONY Sports 1

Medical Services Partner — Fortis

Philanthropy Partner — aidbees

Sr. Citizens Run Facilitator — Vayah Vikas

Inclusion Ally — Adventures Beyond Barriers Foundation (ABBF)

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ABOUT TATA CONSULTANCY SERVICES (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 56 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 607,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$29 billion in the fiscal year ended March 31, 2024, and is listed on the BSE and the NSE in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit www.tcs.com

TCS is the sponsor of many premier running events across the world - the Tata Mumbai Marathon (along with Tata Sons), the TCS New York City Marathon, the TCS London Marathon, the TCS Amsterdam Marathon, the TCS World 10K Bengaluru, the TCS Lidingloppet (the world's largest cross-country run), the TCS Toronto Waterfront Marathon, the TCS Sydney Marathon and is the technology partner of marathons held in Boston and Chicago — all part of the company's effort to promote health and fitness in the communities, the world over.

Apart from running events, TCS also has a title partnership with Jaguar TCS Racing (all-electric motor racing).

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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.

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Hydration Partner



Energy Drink Partner



Social Connect Partner



Hospitality Partner



Print Partner



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Philanthropy Partner



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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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: <https://procam.in>

