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

55+ NGOs, 65+ fundraisers collectively raised INR 1.86 Cr for social causes

One of the largest sporting platforms for philanthropy has raised INR 81.21 crore since its inception - creating a positive social impact

December, 6th 2023: The citizens of Delhi and India came together yet again to uphold the 'Spirit of 'Giving' and celebrate #RangDeDilli at the 18th edition of the world's prestigious Vedanta Delhi Half Marathon (VDHM) on Sunday, 15th October 2023.

With assistance from the Philanthropy Partner United Way Delhi, **INR 1.86+ crore** was raised for various social causes by the participating NGOs, Fundraisers and Corporates reinforcing the motto #YheDaudJeetKiAur. The Vedanta Delhi Half Marathon continues to be one of the largest sporting platforms for philanthropy and to date has raised over **INR 81.21 crore** towards charity.

Speaking about this year's edition, **Rina Kaushal, Board Chair, United Way Delhi**, said: "As the city experienced the iconic sports event this year, on the 15th of October, the streets of Delhi not only witnessed the footsteps of the runners from India and the globe but also hundreds and thousands of hearts throbbing, to make a difference in the lives of those in need. We want to express our deepest gratitude to all the stakeholders and donors who have made this event possible. Your support and contributions have been instrumental in making the Vedanta Delhi Half Marathon 2023 a reality."

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. This year, over 5 million meals have been committed.

Priya Agarwal Hebbbar, Chairperson, Hindustan Zinc Limited & Non-Executive Director, Vedanta Limited, said, "It has been a surreal experience to witness the fervour and zeal at the Vedanta Delhi Half Marathon. The immense commitment of individuals, corporates, and NGOs toward social causes is truly heartening. Over 35,000 people participated in the prestigious run, colouring the streets of Delhi in the spirit of humanity as they all ran for a larger purpose – for zero hunger! Through our Nand Ghars, we are ensuring that 5 million nutritious meals are served to children for a healthier future."



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As a **cause-neutral platform**, the event had NGOs, which fight for 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** being the keystone, more corporate houses are now investing in social good through these charities year after year. This year the event witnessed the participation of 13 Corporates with 396 Employees.

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, Chief Marketing Officer, IDFC FIRST Bank, said, "Marathons have grown popular over the years, and celebrate cities. IDFC FIRST Bank's association with VDHM aligns with one of IDFC FIRST Bank's core pillar of Social Good. Marathons build a platform to bring together people and NGOs creating a positive impact in the lives of people. IDFC FIRST Bank, from its inception, has partnered with various programs for creating social impact. The larger association with a participative sport like the marathon represents the Bank's commitment to inclusion across all levels".

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 a sporting event with a social conscience today. 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.



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VDHM 2023 WINNERS ACROSS DIFFERENT CATEGORIES



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

Social Impact Champion:



Deepak Sharma raised INR 10, 81,026 for Udayan Care

Hydration Partner



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

Anil Chawla raised INR 8,73,800 for the Vipla Foundation

Snacking Partner



Social Impact Maker (*Taking on a target of Rs 1 lakh for their cause*)

Krishan Sharma raised INR 1,99,701 for Usha Kiran

Young Leaders

Ananmay Jalan Wadhwa, INR 110,000 for AADI

Energy Drink Partner



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

1. **Genpact**

Supported environmental sustainability by donating INR 46, 00,000

2. **Hitachi**

Supported United Way Delhi by donating INR 28,30,150



Print Partner



NGO Awards

1. Udayan Care raised INR 20,00,078
2. Blue Star Foundation raised INR 15,00,000
3. Etasha Society raised INR 12,59,801



Telecast Partner



For media-related queries, please contact:

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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, 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 semiconductors and display glass. 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 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. has been listed in Dow Jones Sustainability World Index 2022, conferred Golden Peacock Award for excellence in Corporate Governance 2022 and certified as a Great Place to Work 2023. Vedanta Limited is listed on the Bombay Stock Exchange and the National Stock Exchange.

For more information, please visit www.vedantalimited.com.



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ABOUT IDFC FIRST BANK

Introduction: IDFC FIRST Bank's vision is to build a world-class bank in India that's guided by ethics, powered by technology, and a force for social good. IDFC FIRST is a new age bank that works in the best interest of its customers.

Customer-First Philosophy: The Bank has a customer-first philosophy and offers high-quality products to our customers. In any product we launch, we bring something special to our customers. For instance, the Bank is the first and only bank in India that offers Zero fees for 28 essential services on Savings Accounts including for ATM cash withdrawals, IMPS, RTGS, NEFT, Cash Deposits at branches, Cash withdrawals at branches, SMS Alerts, Cheque book, Demand Drafts, Pay-order, duplicate statements, etc.

IDFC FIRST Bank is the first bank to offer monthly credit in savings accounts, so customers earn more with us. The bank's credit cards have unique features such as lifetime free, never-expiring rewards points, zero interest on cash withdrawal at ATMs and low APR, so customer incur less fees on our Credit Cards

Ethics First: IDFC FIRST Bank prioritizes ethics in all its dealings and product design. The Bank believes that income earned unethically is not worth earning. The Bank applies a "Near and Dear" Test in all product design, so that the employees of the Bank serve only such products to customers that they'd want for their own loved ones.

Transformation: IDFC FIRST Bank has transformed from infrastructure to retail banking in four years since merger, increasing CASA ratio from 8.7% to 46.4% (September 30, 2023). Total Customer Deposits have increased by 4X from Rs. 39,602 crores at the time of merger as of December 31, 2018, to Rs. 1,64,726 crores as of September 30, 2023. The Bank has set up 862 branches and 1,111 ATMs.

Financial Performance: The Bank recorded a PAT of Rs. 1,516 crore (~US\$ 185 million) in H1-FY24, with strong Capital Adequacy of 18.06%, including Rs. 3000 crores of fresh equity capital raised in October 2023. The Bank has high asset quality, with Retail, Rural & SME book having Gross NPA of only 1.53% and Net NPA of 0.52% as of September 30, 2023. Overall Gross NPA including infrastructure is 2.11% and Net NPA is 0.68%.

ESG Goals: The Bank is highly committed to ESG. The Bank has high governance scores, the business lines naturally support social goals, and efforts are ongoing to achieve environmental goals.

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.

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 Kolkata 25 K — 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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