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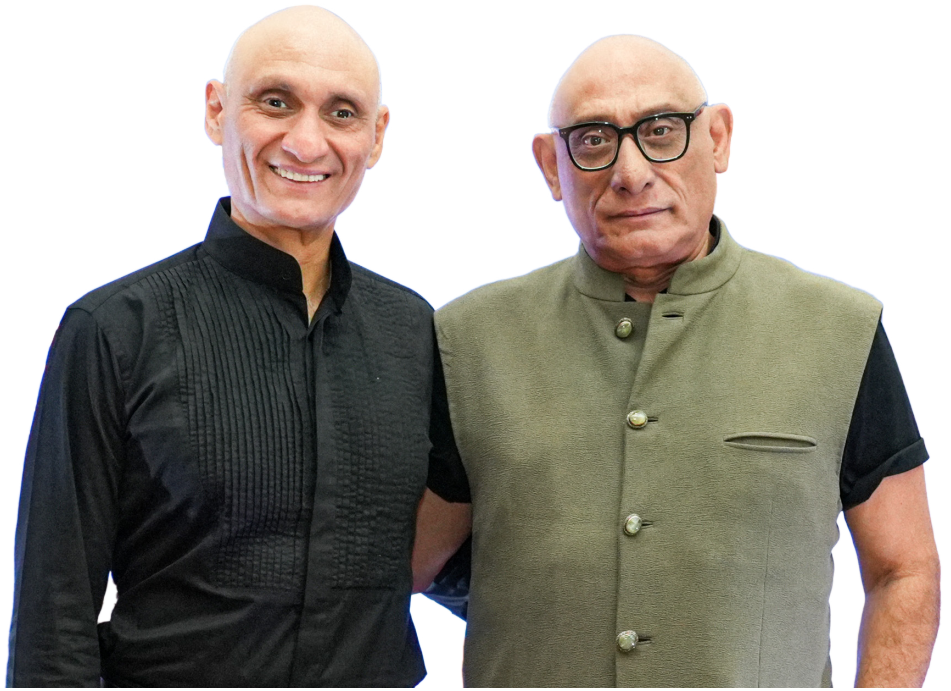
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From the **PROMOTER'S DESK**

For two decades the Tata Mumbai Marathon has represented everything good this great Metropolis stands for. This extraordinary feat lies in the ownership the event evokes from all stakeholders; be it the government & civic authorities, our sponsors & partners, the runners, and the citizens of India #HarDilMumbai.

The legacy of the Tata Mumbai Marathon transcends mere race day excitement and embodies a profound social, health, and economic impact.

The event has witnessed a steady increase in participation from across India and the world.. The popularity of this event has boosted tourism in Maharashtra and created numerous opportunities for local businesses to thrive. The investment of global brands with Tata Mumbai Marathon extends beyond the traditional realm of sports sponsorships, with innovative offerings to engage the runners. This has helped the ecosystem to flourish and has been a guiding light for many more brands to join the fray. Runners are more invested than ever, spending on accessories and means to enhance their performance and participation. All these factors have directly contributed to the economic strength of the State.

Changes in lifestyle habits and mindset shifts have helped improve the standard of living and quality of life. 67% of participants have indicated reduced medications or have completely stopped taking medications. Benefits to oneself, have osmosed on to influence friends and family to take up the sport and run for a cause.

Furthermore, the Tata Mumbai Marathon has reinforced the bond with civil society. It has encouraged giving and a commitment to social good.

The philanthropy pillar has been a silver lining for both the social and corporate worlds. In an astonishing display of generosity and a record-breaking feat, 267 NGOs, have raised INR 72 crore for numerous causes. Initiatives such as the TMM Green Bib, an Agroforestry Initiative, exemplify our efforts to be change agents, addressing critical environmental concerns.

Tata Mumbai Marathon's continued contribution to India's new and emerging landscape reaffirms - the future is in mass participative sport. This movement has paved the way for a holistic approach to sports in India; beyond athleticism, to embrace values of inclusivity, sustainability, and social responsibility.

As we gear up to welcome the landmark 20th edition of the Tata Mumbai Marathon, let us remember, that extraordinary impact can be achieved when we run with purpose, passion, and the unwavering belief that together, we can make a difference.

With our best sporting wishes,

ANIL & VIVEK SINGH

**Managing & Jt. Managing Director,
Procam International**



ADRIAN TERRON

Head – Brand & Marketing, Tata Sons

Message from **TATA SONS**

At the Tata Group, we are proud of our association with the Tata Mumbai Marathon (TMM) that stands as a shining example of how a sporting event can transcend its physical boundaries to foster economic growth, social responsibility, health consciousness, and environmental sustainability. We are honoured to be part of this transformative journey that has become a beacon of hope and health for many.

The team at International Institute of Sports & Management (IISM), in collaboration with Procam International, have painstakingly compiled data that speaks volumes of the marathon's impact. With its significant economic boost and social contributions, TMM has proven to be a powerhouse of philanthropy and economic stimulus. The Tata group, founded over a century and a half ago, is rooted in the guiding principle of its founder, Jamsetji Tata, who had said

that "in a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence". The Tata Mumbai Marathon exemplifies this ethos, enriching the lives of a wide array of community members, a fact that is clearly illustrated in this report through data and analysis.

Perusing this report will grant you a good understanding of the impact that running and participative sports have on our community. The ensuing pages offer more than just knowledge; they serve to motivate. We extend our gratitude to the IISM faculty and students for their diligent research and analysis that form the foundation of this report. Additionally, we thank and appreciate Procam International for their vision to have initiated this study.

Enjoy the read!



NAARAYAN T V

Chief Marketing Officer, IDFC FIRST Bank

Message from **IDFC FIRST BANK**

IDFC FIRST Bank is privileged to be associated with the Tata Mumbai Marathon, a premier event that stands as India's largest participatory sports gathering. This event draws enthusiastic runners from across India and around the world and celebrates the city and its indomitable spirit

We are pleased that the International Institute of Sports & Management, in collaboration with Procam International, has published this comprehensive report on the socio-economic, health, and sustainability effects of the Tata Mumbai Marathon. This report highlights the positive influence on the community across various domains such as health, social impact, economic growth, and sustainability. It underscores the true impact of the event, from inspiring participants to supporting vital community causes which elevates the platform to a higher status.

This report demonstrates the significant impact that the Tata Mumbai Marathon has on our society and how Social Good is a clear outcome when done right. One of the pillars that IDFC FIRST Bank is built on, is

Social Good. Every year, there are volunteer-driven mentorship programs supported across the country by IDFC FIRST Bank and we have impacted over 2,00,000 community members till date.

As a home grown brand with 944 branches across the country, we serve millions of customers in both urban and rural India. For the country to grow into a financial super power, we need a healthy society that is financially independent. As a Bank credited with pioneering many firsts in India such as Zero Fee Banking on all Savings Account Services, Monthly Interest Credits on Savings Account and many more, we are proud to partner with the Tata Mumbai Marathon and build synergies that positively impact the society at large.

IDFC FIRST Bank extends its gratitude to the faculty and students of IISM for their thorough research and analysis, and to Procam International for spearheading this initiative. We trust you will find the report both insightful and inspiring.



Message FROM IISM

It is with immense gratitude that I extend my heartfelt thanks to Procam International for providing us with the incredible opportunity to work on the Impact Report of the Tata Mumbai Marathon. This third collaboration has allowed the International Institute of Sports & Management (IISM) to showcase its expertise in the sports industry and contribute to a document that holds significant value for the future of sports. The Impact Report holds great importance in the sports industry as it not only captures the achievements and impact of the Tata Mumbai Marathon but also serves as a vital tool for analysing trends, identifying areas of improvement, and shaping the future of marathons and similar events. This documentation plays a critical role in highlighting the holistic benefits of sporting events, including the economic, social, health, and sustainability aspects.

I would like to express my sincere appreciation to the entire team at IISM for their unwavering commitment and hard work in conducting the research, analysing the data, and preparing this comprehensive report.

Their dedication and expertise have been instrumental in bringing forth meaningful insights and observations that will shape the future of marathons and contribute to the growth of the sports industry as a whole. It is a matter of pride for us at IISM to be able to contribute to such a significant report, and we are grateful for the opportunity to showcase our research capabilities.

We firmly believe that this Impact Report will serve as a guiding light for event organisers, sports professionals, policymakers, and enthusiasts, providing them with invaluable insights and paving the way for continuous improvement and innovation in the sports industry. Once again, I express my deepest appreciation to Procam International for entrusting us with this task and to the dedicated team at IISM for their exceptional contributions. Together, we have created a document that encapsulates the feel-good factor of collaboration and the power of research in driving positive change in the sports industry.

**MR. NILESH KULKARNI &
MS. RASIKA KULKARNI**

Directors, IISM

EXECUTIVE SUMMARY

The Tata Mumbai Marathon (TMM) has become an iconic event, showcasing its transformative impact across social, economic, health, sustainability, and sports science dimensions. Uniting runners of diverse ages, demographics, abilities, and nationalities, TMM fosters a global community driven by a shared passion for wellness.

Socially and culturally, the Tata Mumbai Marathon has profoundly influenced the local community and beyond. Serving as a global benchmark in distance running, TMM provides an ideal platform for both athletes and amateur runners. Being one of the leading marathons in the world, it has cultivated a flourishing ecosystem, with the market and associated industries estimated to be valued at approximately \$400 million. It has been a significant platform for Indian athletes, propelling them onto the global stage.

The event inspires individuals to adopt running as a lifestyle, influencing social circles to embrace fitness. TMM has become a vibrant cultural phenomenon, promoting unity and inclusivity and plays a crucial role in promoting a marathon culture within the city, particularly among women, who are increasingly motivated to participate.

Economically, TMM stimulates regional growth by boosting tourism and increasing hotel bookings, thereby strengthening the local economy. The event creates numerous employment opportunities, spreading the spirit of progress and prosperity throughout the community. The marathon also offers one of the biggest experiential platforms for brands to engage with a diverse and qualified audience.

Health-wise, the Tata Mumbai Marathon has significantly enhanced participants' overall well-being. It promotes not only physical fitness but also mental and psychological health, serving as a catalyst for personal growth and resilience. Participants are empowered to surpass their limits, embracing a lifestyle of continuous improvement and inspiring

others to pursue fitness. The marathon encourages a disciplined lifestyle, proper nutrition, and regular training, contributing to the psychological and mental development.

Beyond its athletic significance, TMM embodies values of social activism, philanthropy, and the resilient human spirit. Deeply rooted in Mumbai's culture or in other words, "Mumbai Spirit", participants are motivated by countless reasons, such as personal fitness aspirations, championing social causes, and fundraising for charitable endeavors.

TMM's commitment to sustainability is evident in its waste management and environmental practices, contributing to environmental wellness. The marathon's efforts in this area reflect its broader impact on promoting a sustainable future.

The Tata Mumbai Marathon exemplifies how sports can drive positive societal change across multiple domains. The third edition of the Social - Economic-Health Report delves into the comprehensive impact of TMM, highlighting its contributions to Mumbai's social and cultural setup, its economy, the spirit of philanthropy, its zeal towards sustainability, and the health of the community at large.

WHAT'S NEW IN THIS EDITION?

In this third edition of the Tata Mumbai Marathon impact report, we present fresh insights and updated data that highlight the evolving influence of this iconic event. The report dives deep into the minds of the runners, their preparations, and the vigor of the marathoners at the event. It also showcases new initiatives by TMM to build sustainable green futures through the event, while emphasizing the latest trends, achievements, and innovations that continue to shape the marathon's legacy.

**Emphasis on
the mental health
& psychological
perspective
of a runner**

- ◆ Demographic
- ◆ State - wise
- ◆ International
- ◆ On ground vs Virtual
- ◆ Male and Female participation

**Emphasis on
nutritious meals
and fluid intake**

**Emphasis on
the Green Bib
initiative**

**Philanthropic
Initiatives by
TMM 2024**

**Emphasis on
the technological
advancements
within the running
community**

**Emphasis on
the training and
fitness regime of a
runner preparing
for a marathon**

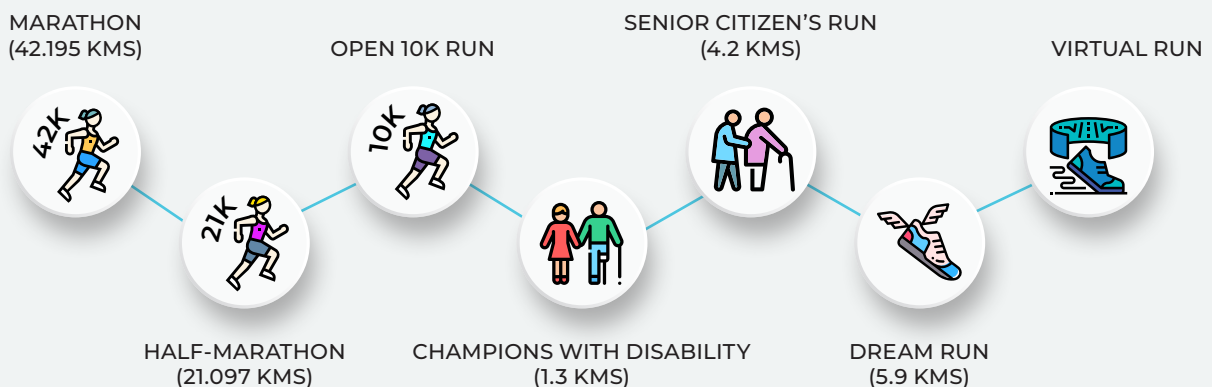
The TATA MUMBAI MARATHON 2024

The Tata Mumbai Marathon (TMM) leads India's running revolution. Since its inception in 2004, TMM has sparked a health and fitness revolution, becoming Asia's most prestigious event and one of the world's top 10 marathons. With a substantial prize pool of \$405,000 and the prestigious World Athletics Gold Label Road Race status, it sets the standard for organizational excellence and sporting prowess.

Organized on 21st January 2024, the Tata Mumbai Marathon 2024 saw an impressive 59,515 participants across different race categories.

This year, runners from across the country converged on Mumbai, aiming to cross the finish line in various categories—the Full Marathon (42 km), the Half Marathon (21 km), the 10K, the Dream Run, the Senior Citizens' Run, the Champions with Disability Run, and the Virtual Run (facilitated through the TCS-powered marathon app). A total of 56,000 runners gave their all to reach the finish line, while 3,000 ran virtually via the app.

RACE CATEGORIES



Continuing the trend from previous editions, the 40-44 age group has the greatest number of finishers in both the marathon and half-marathon categories. This age distribution aligns with global marathon and half-marathon participation trends. The half-marathon distribution across age categories mirrors that of the full marathon, with the 40-44 age group having the

highest number of finishers, followed by the 45-49 and 35-39 age groups.

Creating a new archetype for sports, the event has established a massive ecosystem valued at an estimated USD 850 million. This ecosystem is fostering a workforce that is helping India become a worthy

competitor in long and middle-distance running at the Olympics.

The Tata Mumbai Marathon is widely supported by the Government of Maharashtra, MCGM, Mumbai

Police, Ministry of Youth Affairs and Sports, Ministry of External Affairs, Ministry of Home Affairs, Sports Authority of India, Athletics Federation of India, World Athletics (WA), and Association of International Marathons and Distance Races (AIMS).

EVENT AMBASSADORS

Katie Moon

International Event Ambassador, TMM 2024

“While running the race of life, every step is an opportunity to inspire and make a difference. I am deeply honoured to be named the International Event Ambassador for Tata Mumbai Marathon 2024, where each stride carries the spirit of resilience, determination, and community. The thing that I love about the marathon is that you have the elites and the people who started running two months ago, together. I look forward to inspiring and being inspired by the incredible participants as we come together to celebrate the power of human potential and the pursuit of excellence.” - Katie Moon

Two-time polevault World Champion and 2020 Olympic gold medalist Katie Moon was the International Event Ambassador for the 19th edition of the Tata Mumbai Marathon. The solo Olympic medalist has clinched three medals at the World Athletics Championships: a silver in the 2022 World Indoor Championships in Belgrade, and a gold medal at the 2022 Eugene and 2023 Budapest World Athletics Championships. In 2023, she also won the top slot in the Diamond League.



Meb Keflezighi

International Running Ambassador, TMM 2024

“The Tata Mumbai Marathon has been on my bucket list for the longest time, and finally being able to witness Mumbai’s indomitable spirit, is indeed exciting. This event inspired a country to run and changed mindsets, that is the true legacy of a sporting event. Mumbai’s incredible energy and enthusiasm, combined with the dedication of its runners, embodies the universal language of endurance. I will only say this... remember to run with purpose, embrace the journey, and move ahead together. In every stride, find the strength to go the distance and make a difference to what you believe in.” - Meb Keflezighi

Keflezighi scripted history when he became the only runner to win an Olympic medal (2004), the New York City Marathon (2009) and the Boston Marathon (2014).



PHILANTHROPY OF TATA MUMBAI MARATHON

The philanthropic foundation of the Tata Mumbai Marathon (TMM) sets it apart from other events. The number of participants and the funds raised are unparalleled on a national level. NGOs, companies, and individuals across the country maximize this platform to spread awareness, raise significant amounts of money, and champion the needs of the most vulnerable.

The Tata Mumbai Marathon 2024 edition raised a record **₹72,39,11,646.8**, with 10 individuals each raising over a crore. Over **12,000 people** ran for a cause. The event saw participation from **268 NGOs, 179 corporates fielding 267 teams**, and **1,650 individuals** creating fundraising pages.

United Way Mumbai (UWM), the event's Philanthropy Partner, manages the entire philanthropic pillar. UWM designs the event's philanthropy structure and maintains a digital platform for NGOs, individuals, and companies to participate. All funds raised are vetted through UWM, ensuring a level playing field for all NGOs. Participating NGOs complete a thorough due diligence process and represent a wide range of causes, including animal welfare, arts, culture and sports, children, disability, education, elderly care, environment, gender equality, health, livelihood generation, social, civic and community development, and women's empowerment.

In its 12 years as the philanthropy partner of the Tata Mumbai Marathon, UWM has helped raise charity figures from **₹7.75 crores in 2009** to **₹45.95 crores in 2020**. This year, the charity figure **exceeding ₹70 crores** marks a landmark moment for the TMM platform and a testament to the human spirit of giving.

About UWM:

United Way Mumbai (UWM) is a non-profit organization and a leader in the Indian development sector. UWM works closely with a network of 600+ non-profits and numerous corporates on their CSR programs, workplace giving campaigns, and other events. Part of an international network spread across 41 countries, UWM has chapters in 7 states of India.

Over 20 years, UWM has partnered with 300+ companies and 100,000+ individual donors, investing INR 843 crore in nearly 1,200 community development projects, impacting over 129 lakh lives. UWM's expertise lies in identifying, designing, and implementing high-impact projects in the areas of education, health, income, environment, and public safety, in urban and rural communities, through a collective community impact model.

TMM- GREEN BIB INITIATIVE

In 2024, the Tata Mumbai Marathon introduced the TMM - Green Bib initiative to promote environmental commitment and support climate change mitigation while ensuring sustainable livelihoods. This initiative marks a pivotal moment in TMM's journey, demonstrating a proactive approach to fostering environmental sustainability.

What is the TMM GREEN BIB?

The TMM Green Bib is a pioneering initiative that allows participants to contribute to the TMM Agro Forest Initiative by planting trees. This project not only addresses critical environmental concerns but also positively impacts society by fostering sustainable livelihoods for farmers. The unique aspect of this initiative is the connection it creates between TMM participants and farmers. By making an additional donation of ₹635 for one tree during registration, participants upgrade to the TMM Green Bib, thereby contributing to environmental conservation and community empowerment.



The FIRST EDITION
of the TMM Green Bib
initiative raised over
₹32,48,660.

More than **2,672**
dedicated runners
contributed.

5,116 trees to be
planted in the Solapur
district of Maharashtra.



A commitment
by TMM to nurture
the trees in their first
3 tender years of growth.

The initiative will
effectively utilize
approximately
13 acres of land in
association with
13 farmers.

Impact of TATA MUMBAI MARATHON 2024



**₹367
CRORE**

TOTAL IMPACT
IN 2024

**₹295
CRORE**

HEALTH + ECONOMIC
IMPACT

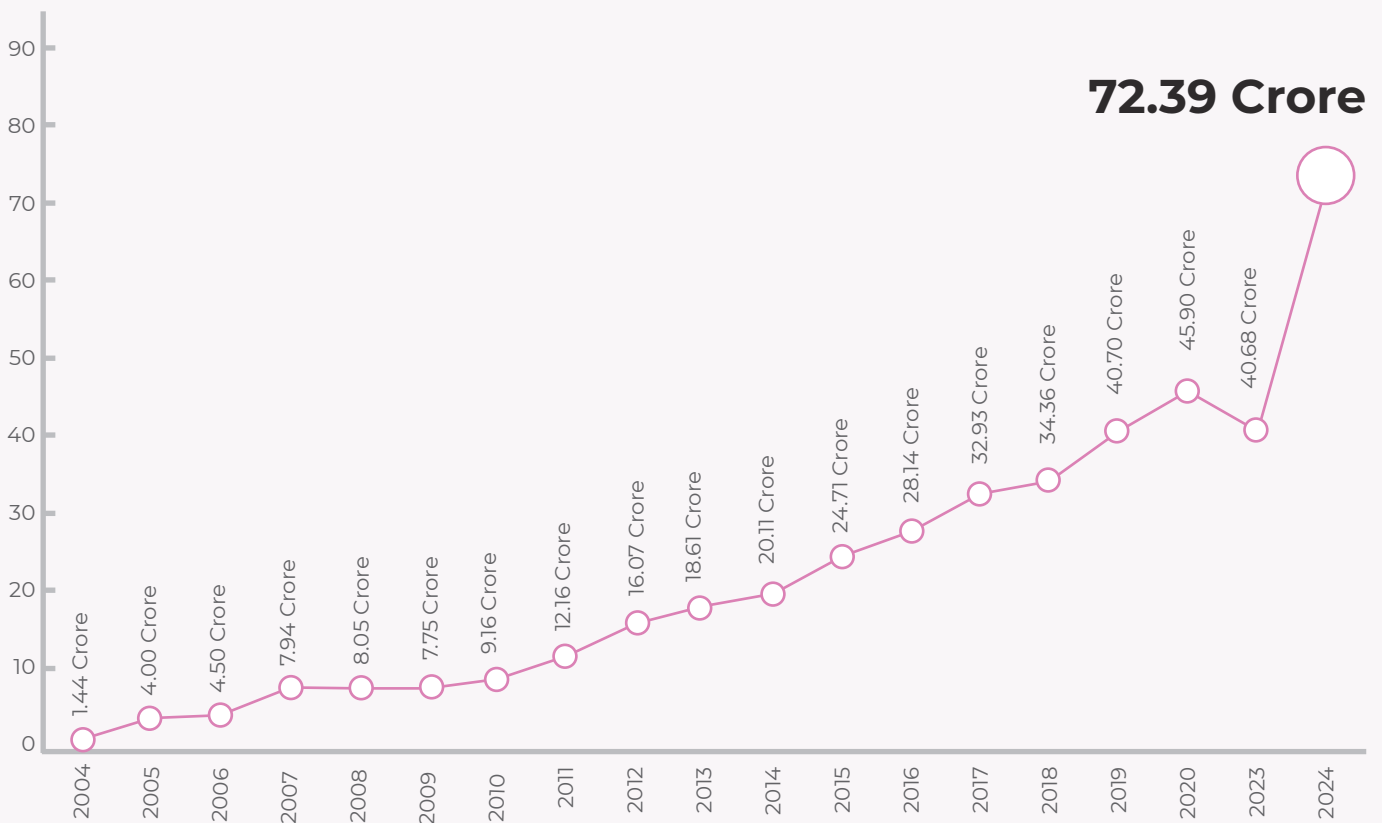
**₹72
CRORE**

SOCIAL IMPACT

Philanthropy

TOTAL AMOUNT RAISED IN 2024

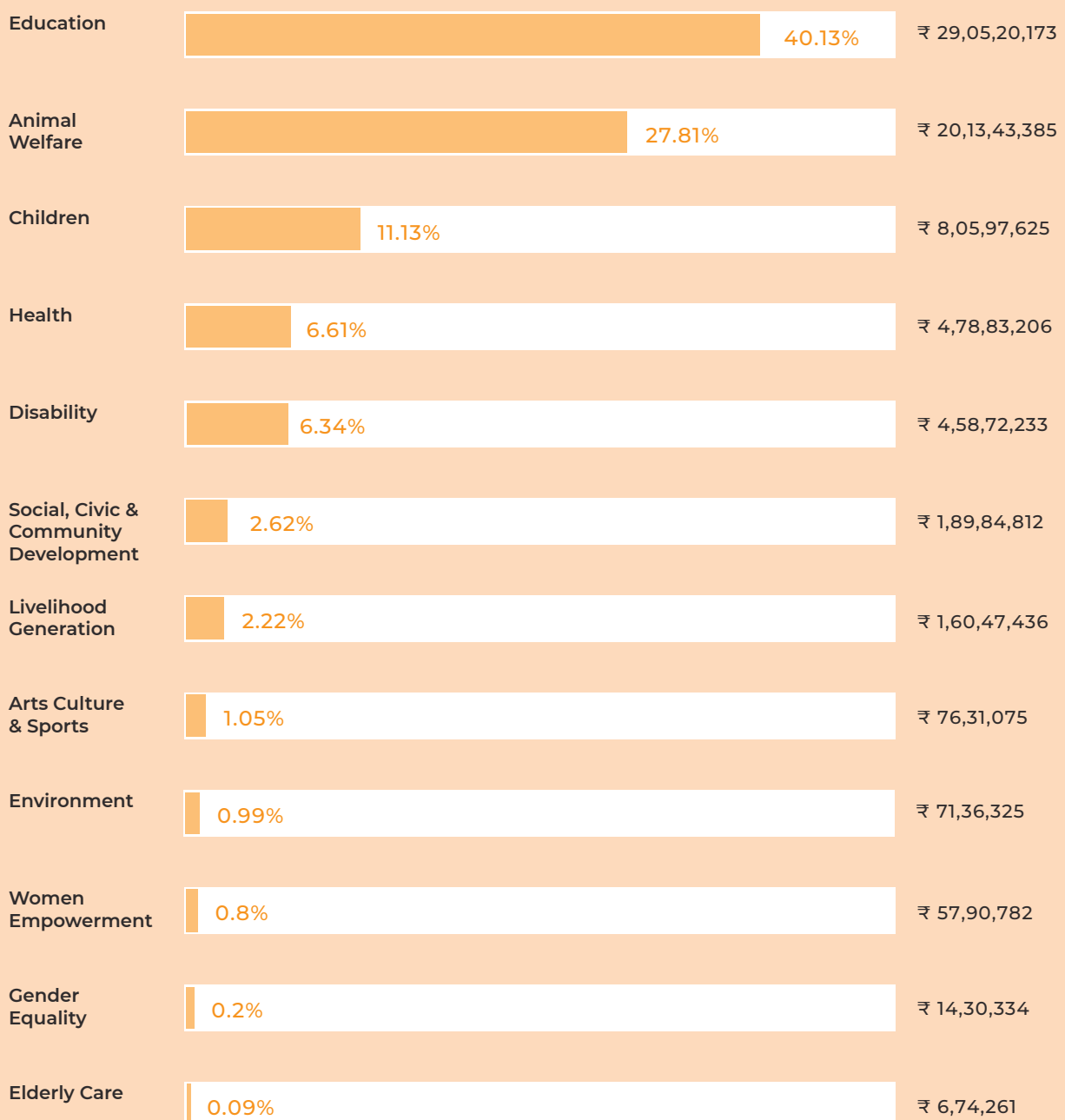
₹72,39,11,646.8 CR



TOTAL FUNDS RAISED FROM 2004 TO 2024

₹429.60 CRORE

CAUSE WISE FUNDS RAISED



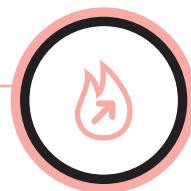
The TATA MUMBAI MARATHON 2024

Quick Insights



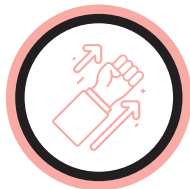
Running Importance:

70% agreed that running is crucial for a healthy lifestyle



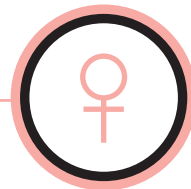
Participation Trends (2024):

19% of runners participated in over 20 running events other than TMM.



Motivation Factors:

Family, friends, colleagues are active motivators



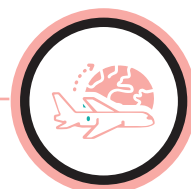
Female participation growth has surpassed males:

Male Runners (**66%**) and Female Runners (**78%**) growth since 2016



Timed Categories:

Full Marathon, Half Marathon, Open 10K sees tremendous participation growth



International Participation:

Top 5 International Participation: USA, UAE, UK, South Africa, Ethiopia accounting for **86%**

Top 3 Indian states: Maharashtra, Karnataka, Delhi



Interesting FACTS



'TMM Green Bib Initiative', this year, participants enrolling for TMM enabled them to support a farmer's continued livelihood in addition to a tree plantation drive as part of the TMM Agro Forest initiative. During registration, participants were offered an upgrade to a TMM Green Bib to support the initiative.



'HAR DIL MUMBAI', is the "Mumbai Spirit" that unites the city and country. TMM, represents the throbbing heart of Mumbai, where millions of hearts beat in unison for a purpose bigger than themselves. Every heartbeat is an expression of their resilience, their spirit of "can do" and "will do," their willingness to uplift others, and the unwavering belief of the people of Mumbai.



'INSPIRATIONAL MEDAL', Running a marathon is a life-changing experience that requires courage and tenacity, but there is always someone else who should get just as much credit. Someone that inspires, mentors, supports, and cheers us always! TMM enables finishers to proudly show their appreciation for that special someone with the Inspiration medal - a dual medal - one for the finisher and another for the ones that support their journey.



'GREEN INITIATIVES', Procam International's endeavor into sustainability commenced in 2011 when it established an Urban Forest in Bangalore as a prelude to their TCS World 10K Bengaluru event. About 300 different varieties of trees were planted on a barren plot of ground that was created next to a man-made lake. A sizable bio-diversity park has now been developed in the area because of this afforestation. Some of the sustainable measures undertaken over the years include, fast track last mile disposal, recycling plastic and other materials, ensuring proper treatment of proper waste and sewage waste etc. Procam has proudly achieved 'zero waste to landfill' at all its events.



'SISTERHOOD OF RUNNING', The Sisterhood of Running is a unique group of women from various backgrounds who met via running and became lifelong friends with people who had previously been strangers. These are the tales of two or more female runners who were merely passing acquaintances at first but developed a relationship that now extends beyond running after realizing they had something in common

*Growing Participation
Underscores*
**TATA
MUMBAI
MARATHON'S
GLOBAL APPEAL**

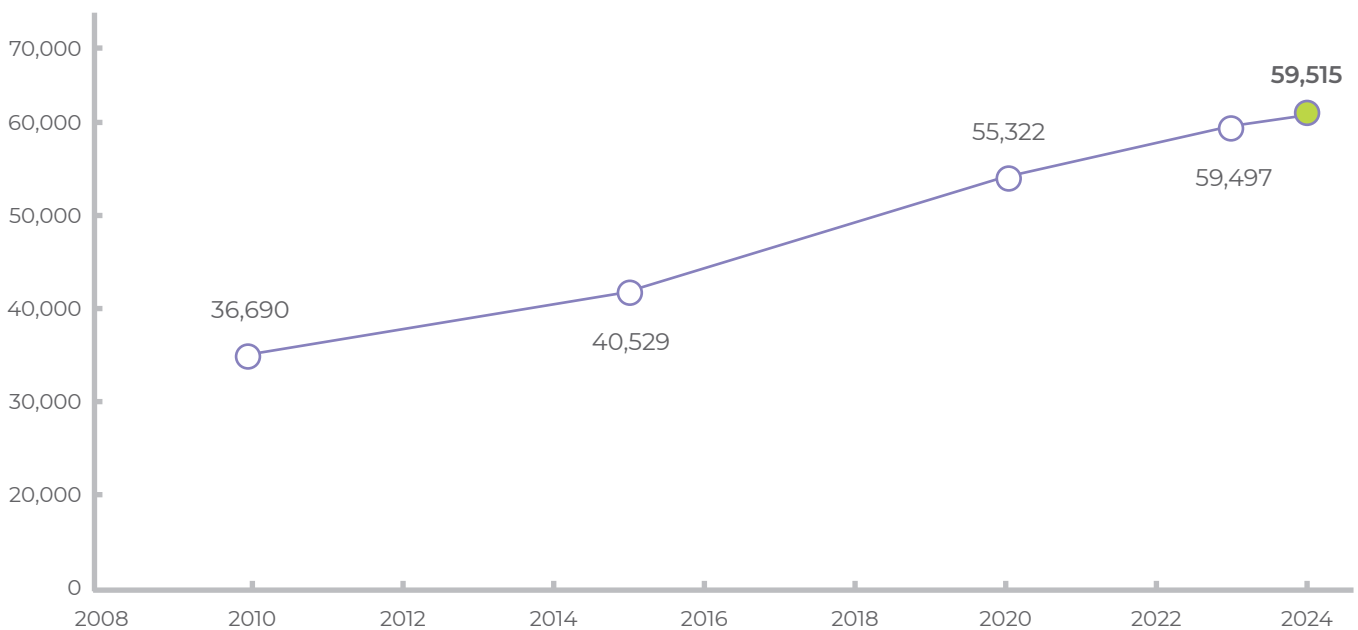
PARTICIPATION STATISTICS FOR TATA MUMBAI MARATHON 2024

The Tata Mumbai Marathon has seen a significant increase in participation over the years, reflecting the enduring excitement and appeal of this iconic event. Interest in the marathon surged early for TMM 2024, with quick sign-ups and registrations from individuals nationally and worldwide.

From seasoned athletes to amateur and recreational runners, a diverse array of participants embraced the challenge, contributing to a substantial rise in numbers. This impressive turnout highlights the marathon's global acclaim and its role as a premier event in the city, attracting individuals eager to test their limits and join its prestigious legacy.

INCREASE IN TMM PARTICIPATION NUMBERS – 2010 to 2024

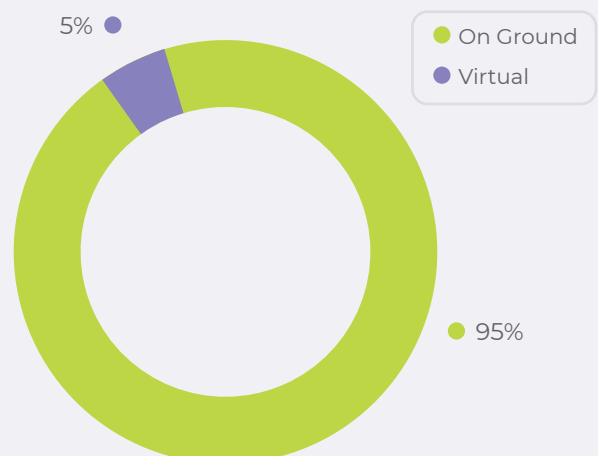
The number of participants participating in the Tata Mumbai Marathon each year has always been on the positive side, with the participation numbers superseding the previous year's numbers.



ON-GROUND VS VIRTUAL PARTICIPATION IN 2024

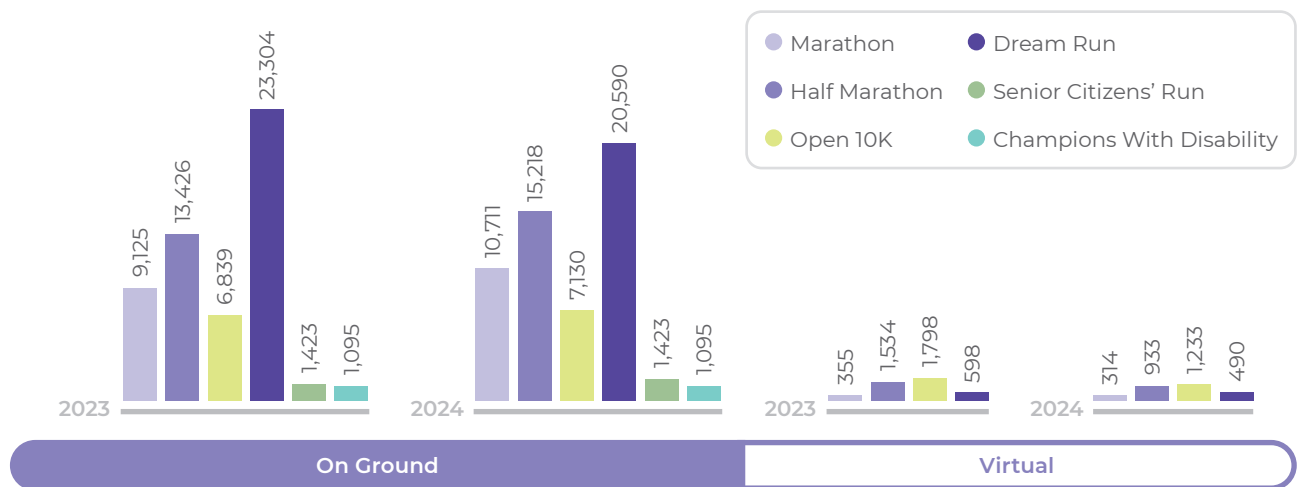
The Tata Mumbai Marathon ensures inclusivity with its access to TMM race app, featuring a dynamic leaderboard and interactive tools. Virtual runners enjoy a digital race-day toolkit and receive a physical finisher medal upon completion.

This year out of the total participants of 59,515 - On-Ground Runners accounted for 95% (56,545 participants) and Virtual Runners for 5% (2,970 participants)





ON-GROUND VS VIRTUAL PARTICIPATION: Brief 2023 vs 2024 Numbers Comparison

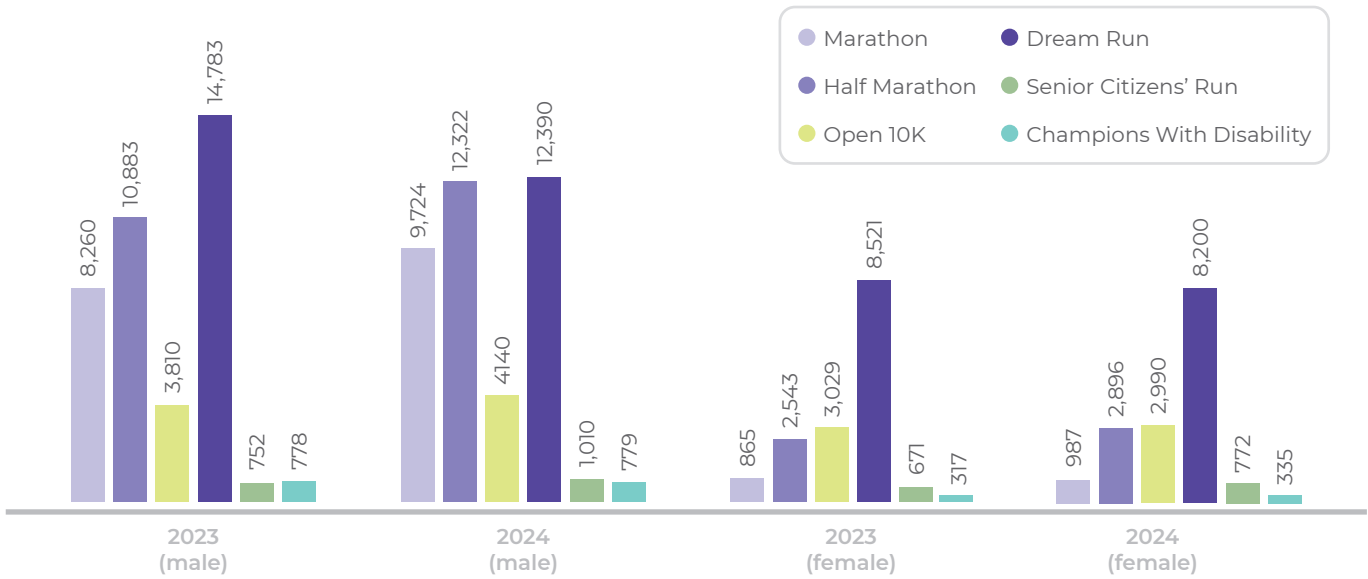


The chart illustrates the total number of participants running on-ground as well as virtually, with a comparison of the 2023 edition and 2024 edition of the Tata Mumbai Marathon.

- The Dream Run, being the fan favorite, had the highest number of participants, with 21,080 out of 59,515 taking part. Of these, 97% ran on-ground, while the remaining 3% participated virtually.
- The Half Marathon saw a total of 16,151 participants, with 94% running on-ground and the remainder participating virtually.
- The Full Marathon, spanning 42.1 km, had 11,025 participants, with 97% running on-ground.
- In the Senior Citizens Run and Champions with Disability categories, there was no virtual participation; all participants ran on the ground, demonstrating their commitment to themselves and the marathon.
- Finally, the Open 10K was run by 8,363 participants, with 7,130 running on-ground and the remaining 1,233 participating virtually through the TMM app.

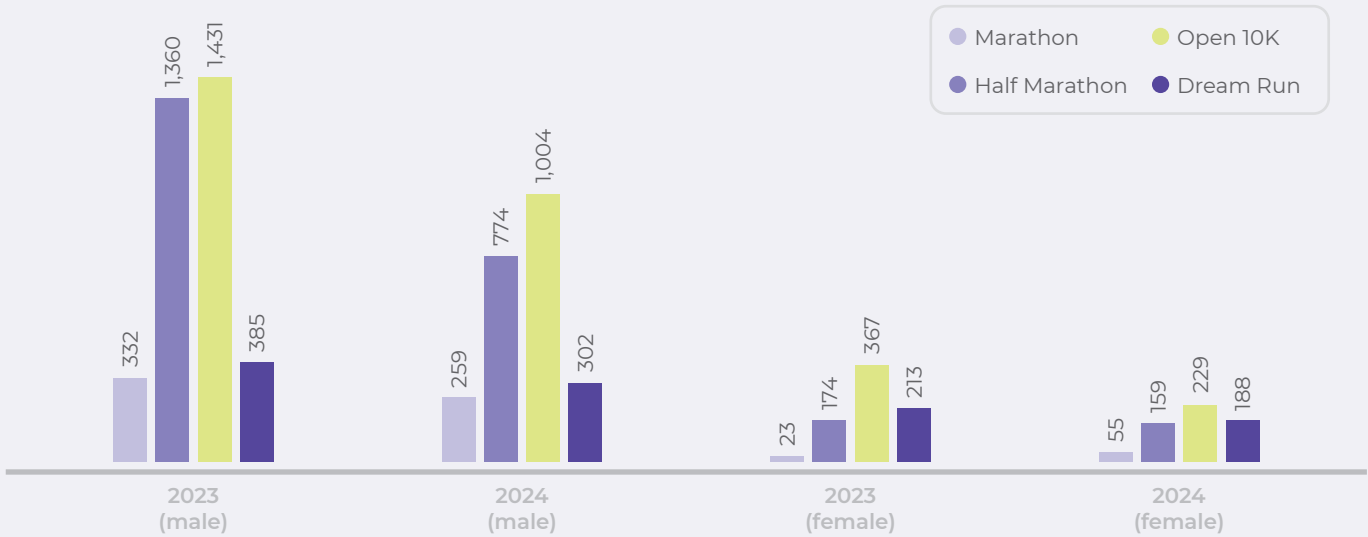
ON-GROUND PARTICIPATION –

A gender-wise bifurcation and comparison of TMM 2023 vs TMM 2024



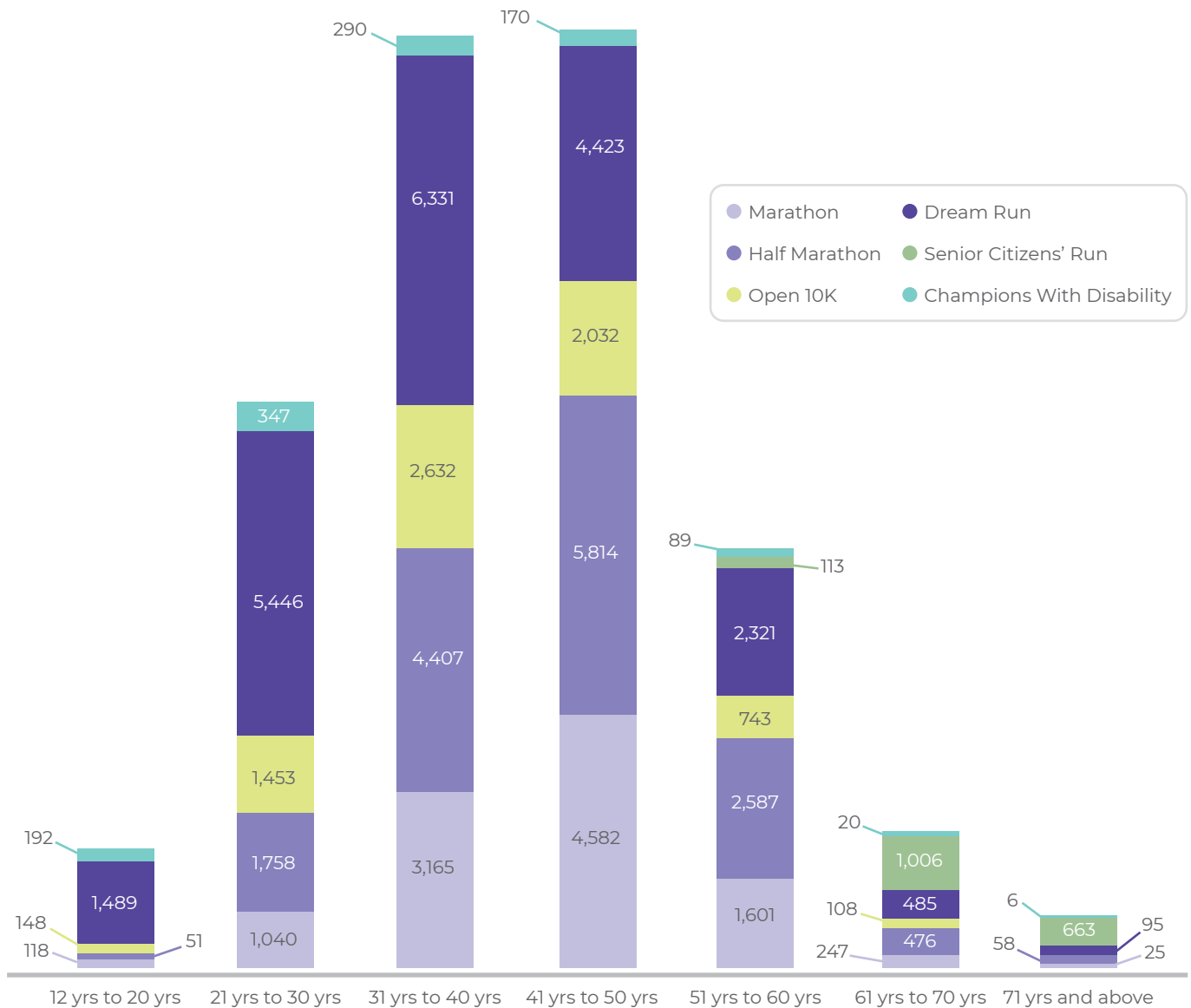
VIRTUAL PARTICIPATION –

A gender-wise bifurcation and comparison of TMM 2023 vs TMM 2024



AGE DEMOGRAPHICS 2024 –

A brief insight of participating age groups across marathon categories



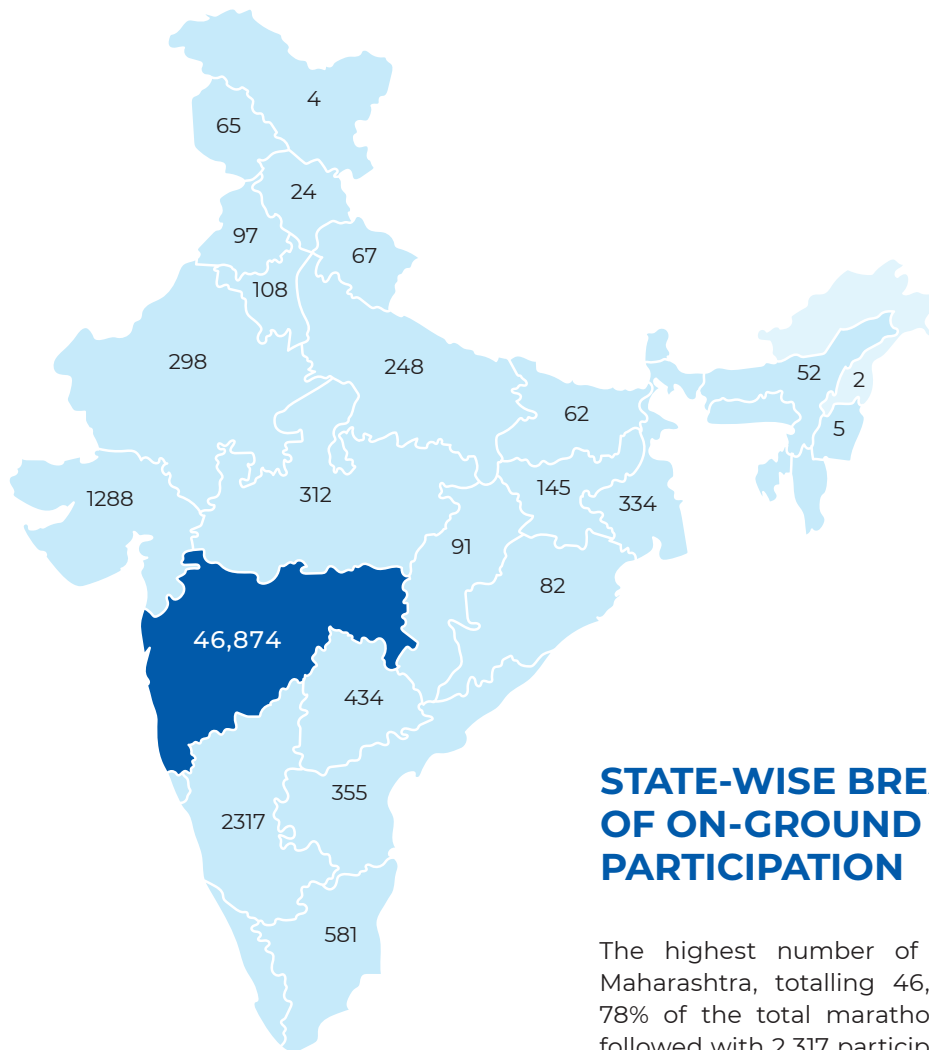
The Participant Age Analysis:

- Overall Participation: Majority of runners are aged between 41 to 50 years.
- Open 10K Run: Most participants are aged between 31 to 40 years. This indicates younger amateur runners are starting their running journey with the 10K category.
- Dream Run: Highest proportion of participants are aged between 21 to 30 years. This category often marks the beginning of a runner's journey and witnesses significant corporate participation, highlighting companies' commitment to employee health and supporting causes.
- Key Insight: The data reveals a substantial influx of young enthusiasts, particularly in the Dream Run and Open 10K categories, reflecting a growing interest in running among younger age groups.

Diverse Geographies Participate **AT TMM 2024**

Explore the Geographical Breakdown of Tata Mumbai Marathon 2024 Participants

The Tata Mumbai Marathon attracts participants from all over the world. This section provides a detailed geographical breakdown, highlighting the diverse origins of the runners who come to Mumbai to participate in this prestigious event this year.

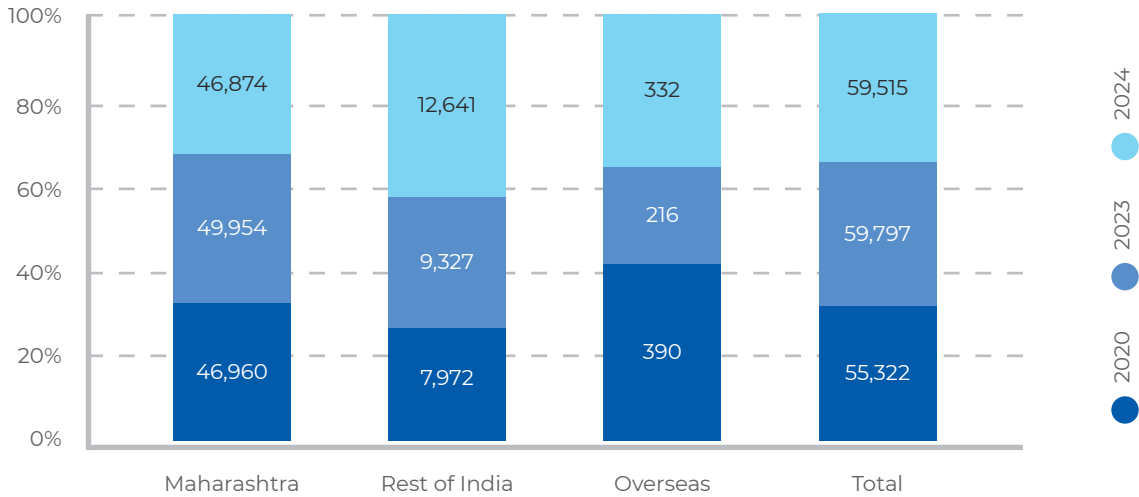


STATE-WISE BREAKDOWN OF ON-GROUND & VIRTUAL PARTICIPATION

The highest number of participants came from Maharashtra, totalling 46,874, which accounts for 78% of the total marathon participants. Karnataka followed with 2,317 participants. Additionally, the Tata Mumbai Marathon saw significant participation from the Western Territories. This widespread participation highlights the extensive reach and impact of the Tata Mumbai Marathon across India.



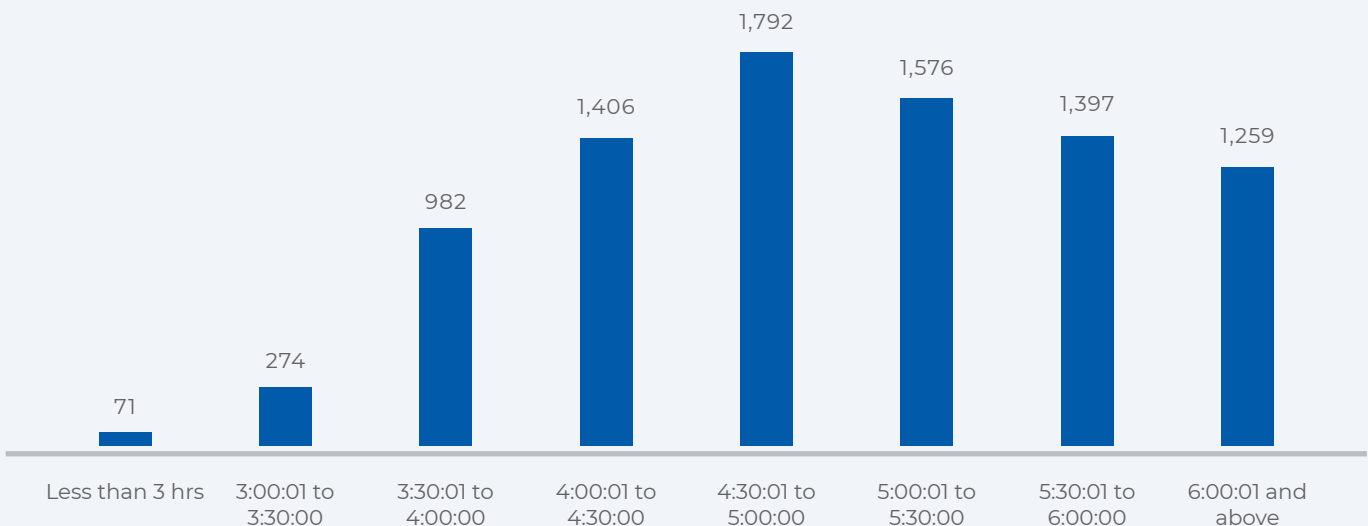
PARTICIPANTS ACROSS GEOGRAPHIES – Brief Comparison from 2020 to 2024



- Maharashtra accounted for 78% of the overall participants in 2024, down from 83% in 2023 and 85% in 2020. This gradual decline in Maharashtrian participants indicates that running is gaining popularity across the hinterland of India.
- Citizens from other states are training and participating in local running events to qualify for the Tata Mumbai Marathon. This trend also reflects an increase in participation from other Indian states and international runners.

THE RACE AGAINST TIME – EXPLORING THE FINISHER’S JOURNEY in 2024

Maximum number of runners finished the marathon within 4.30 hrs. to 5.00 hrs., whereas only 71 runners managed to complete the marathon within 3 hours.

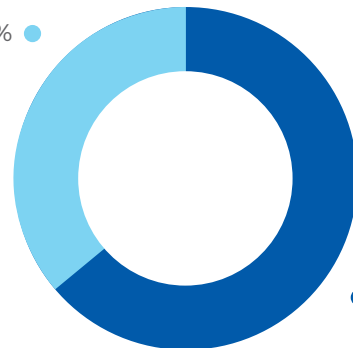




POLICE CUP PARTICIPATION FOR TATA MUMBAI MARATHON 2024

The Police Cup category honours Police officers by promoting health and fitness among them. It provides a unique opportunity for officers to engage in the marathon, showcasing their dedication and endurance. The police cup category in TMM 2024 witnessed 64% male participation and 36% female participation.

36%



- Female
- Male

64%



Since its inception in 2004, the Tata Mumbai Marathon (TMM) has been a catalyst for immense growth in the running ecosystem. It has influenced events, participation numbers, and the development of a thriving running community across India. TMM has created a comprehensive ecosystem that includes race organizers, physiotherapists, nutritionists, coaches, trainers, registration platforms, activewear, running shoes, travel, lodging, and more. This participative sport has fostered **a running movement** throughout the country, transforming marathons into a melting pot for society.

In the year TMM began, there were only 3-4 running events in India. Today, this number has skyrocketed to over **1,600 events nationwide**, making running the

country, extending beyond the big cities.

Distance running is the fastest-growing participative sport in India, gradually becoming a way of life for many. It is also the most affordable way to stay fit, requiring only a good pair of shoes and access to the road. Global studies have shown a direct positive link between physical exercise and mental health, further emphasizing the benefits of running.

Running events also have a significant positive impact on society, uniting communities, and empowering women across age groups. India now hosts over **30 women-only races**, highlighting the sport's inclusivity and its role in empowering women. The central government's Fit India

TMM has not only enhanced physical fitness but also brought about **a social revolution, uniting people** from all age groups, classes, and strata. This event continues to **inspire millions**, proving that running is more than just a sport; it is a movement that positively influences lives across India.

The CIRCLE OF INFLUENCE

of Running

How Tata Mumbai Marathon Transformed India's Running Ecosystem

fastest-growing sporting activity in India. There are now **2.5 million registered runners** in India, with every city and town hosting its own running events of varying distances. This widespread enthusiasm for running started in Mumbai in 2004 and has since reached millions across the

Movement, launched in 2019, has further contributed to the growth of recreational running, making fitness a part of everyday life. The Tata Mumbai Marathon, organized by Procam International, plays a pivotal role in this transformation. By promoting running as a participative sport,



The Real IMPACT OF RUNNING

In India, a distance runner is a micro influencer, influencing 14 people.



HOW DOES TMM INFLUENCE THE RUNNING COMMUNITY, FRIENDS, FAMILY AND COLLEAGUES?



Community Building:

It fosters a strong sense of community among runners, encouraging networking and camaraderie. Participants often share their experiences and motivate each other.



Charity & Fundraising:

The marathon supports various charitable causes, increasing community engagement and encouraging runners to contribute to social causes through their participation.



Inspiration & Motivation:

The event attracts elite athletes and amateur runners alike, inspiring many to take up running or aim for personal goals.



Social Circle:

Runners often share their experiences and training journeys with friends, family, and colleagues, promoting running as a positive and engaging activity.



Awareness & Participation:

It raises awareness about running as a healthy lifestyle choice and boosts participation in other running events and fitness activities.



Support Networks:

The marathon creates opportunities for runners to build support networks with friends, family, and colleagues, fostering a sense of community and shared goals.

TATA MUMBAI MARATHON 2024

Over the Years

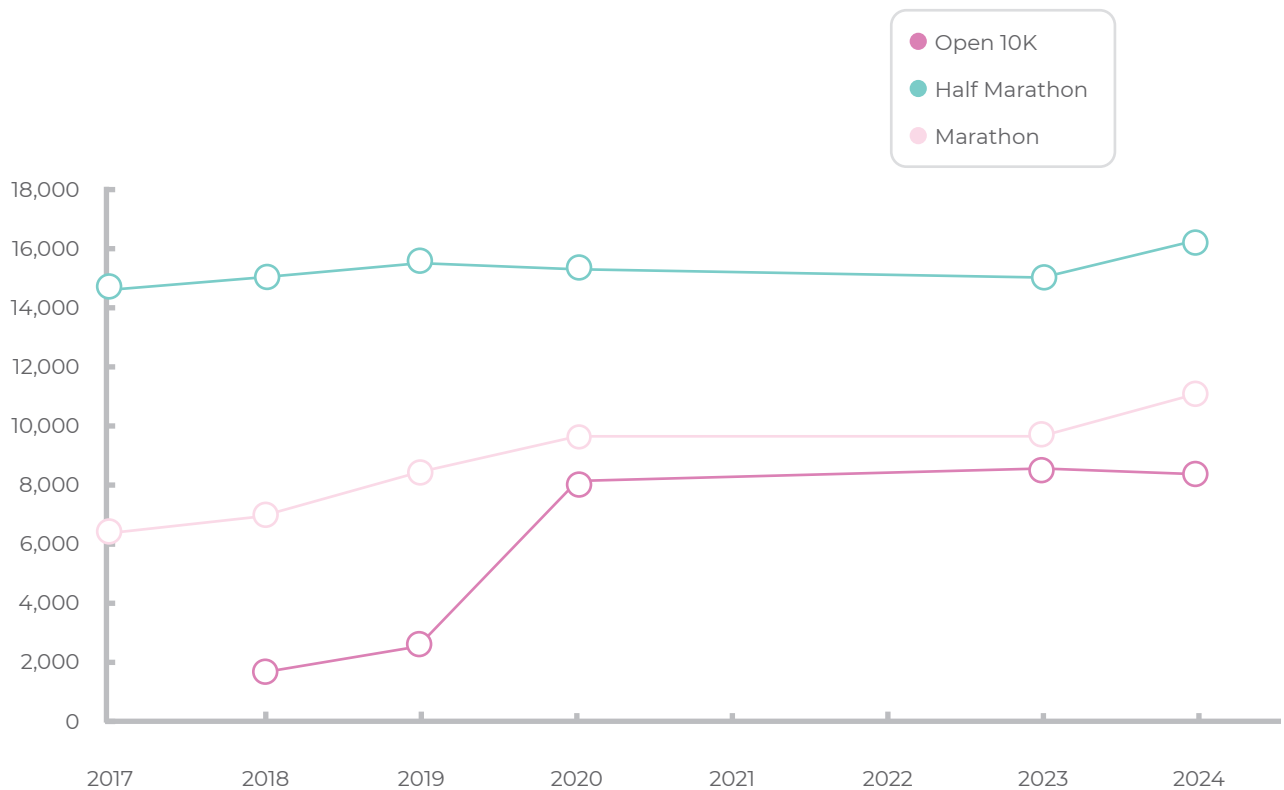
The Tata Mumbai Marathon (TMM) has evolved significantly over the years, growing in size and participation while becoming an iconic event for the city. Initially inspired by the London Marathon, Procam International trusted that Mumbai would embrace such a marathon. Since its inception, the marathon has been eagerly awaited not just by runners, charities, and global athletes, but also by their families, peers, and the public. The **true spirit of Mumbai** shines as spectators cheer on participants, celebrating their achievements.

The marathon serves as a platform for various causes, fitness enthusiasts, and athletes aiming to improve their timings. It stands out as an exclusive participative sport that drives motivation, dedication, and engagement. In 2018, the Tata Group and Tata Consultancy Services (TCS) became sponsors of the marathon for a decade. TCS's involvement has brought technological advancements, including the official Tata Mumbai Marathon app, which saw **24,386 downloads in its 2020 edition**. The app features runner tracking, a leaderboard, live location, and a Practice 5K feature, enhancing the experience for both runners and their supporters.



EXPLORING GENDER-WISE PARTICIPATION OF TMM OVER THE YEARS

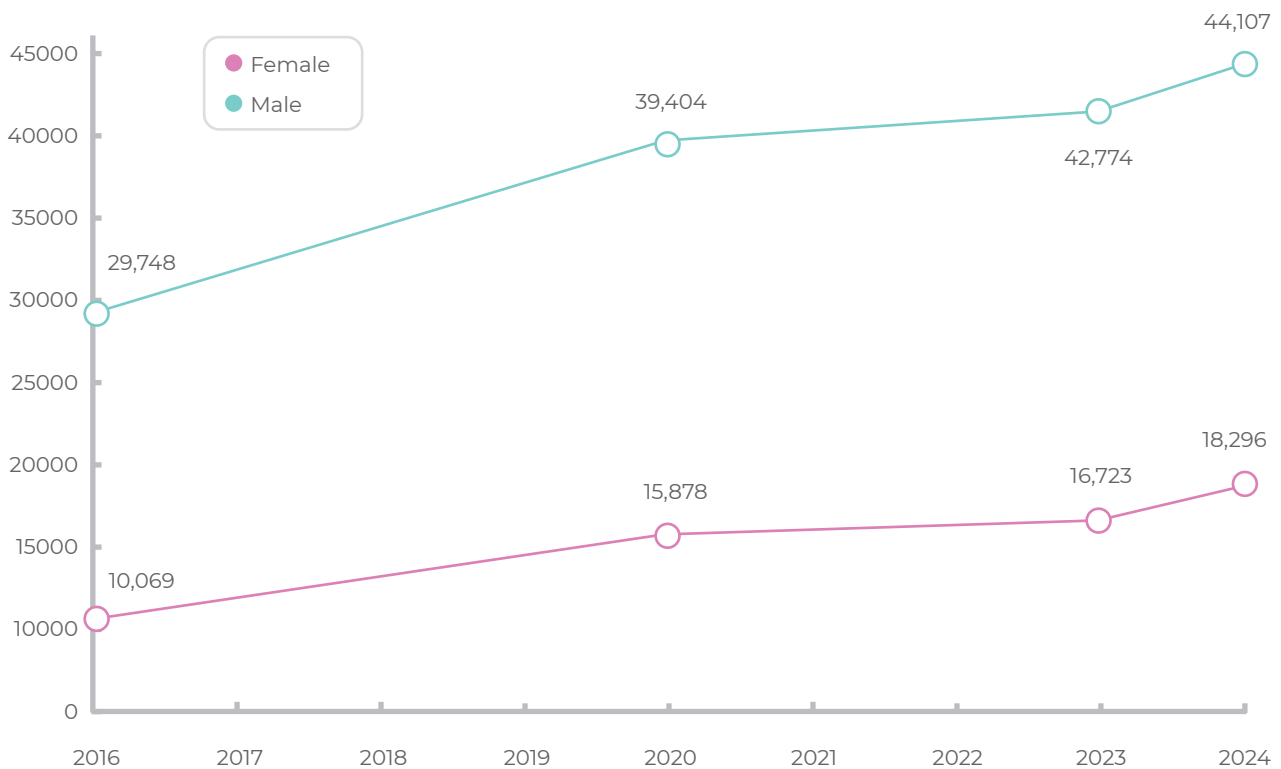
NUMBER OF PARTICIPANTS IN TIMED CATEGORIES OVER THE YEARS



This chart explores the number of participants across the 3 'timed' categories – 10K, half marathon, full marathon.

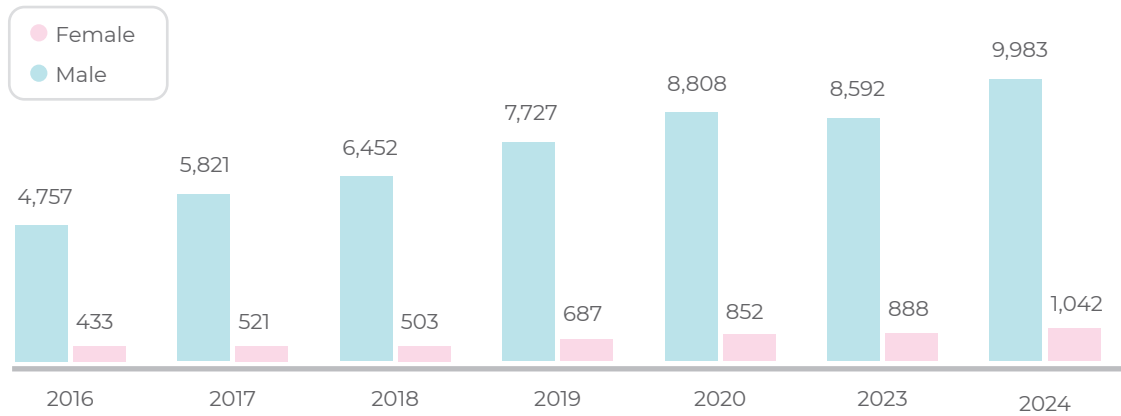
- The Full Marathon shows a gradual and stable increase year on year. In 2017, there were only 6,342 participants, whereas the recent edition saw over 11,000 participants.
- For the Half Marathon, the number of participants has remained steady, ranging between 14,000 to 16,000. There is a 9% increase in total participation from 2017 to 2024.
- For the 10K run, there was a significant increase in participation from 2018 to 2020, with an influx of 6,000 new runners in two years. Since 2020, participation has plateaued due to no increase in capacity for the 10K category.

NUMBER OF PARTICIPANTS OVER THE YEARS – GENDER-WISE UNDERSTANDING



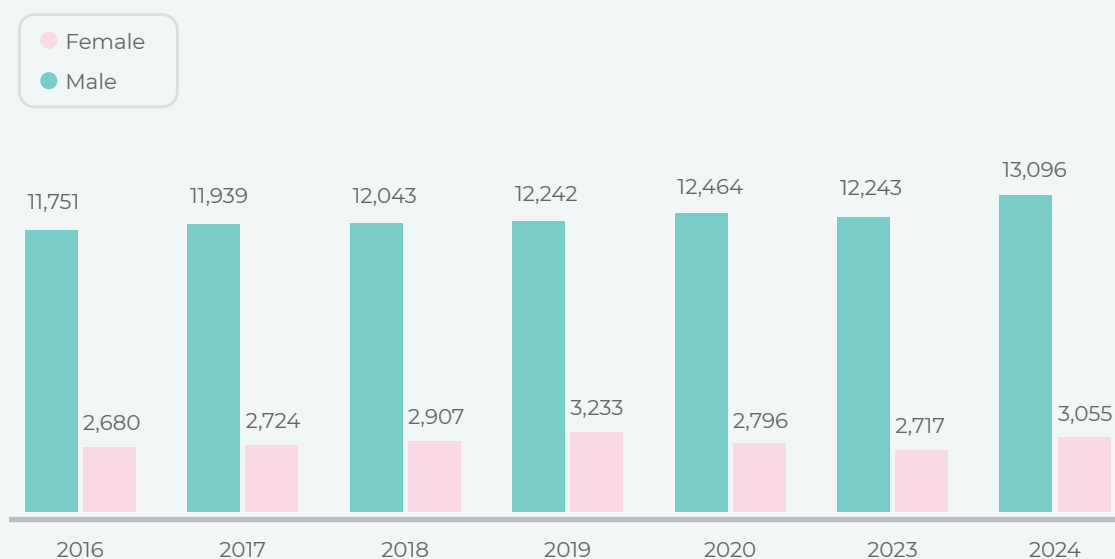
- The graph depicts the number of male and female participants over the years in TMM. Both genders show a steady increase in participation.
- For males, there is a 32% increase in participation from 2016 to 2024.
- For females, there is an exceptional 44% increase in participation, indicating more women are getting involved in sports and becoming health conscious.
- Overall, the number of male participants at TMM is significantly higher than the number of female participants. Males make up 74% of the total participants, while females constitute the remaining 26%.

PARTICIPATION IN THE FULL MARATHON OVER THE YEARS: GENDER-WISE UNDERSTANDING



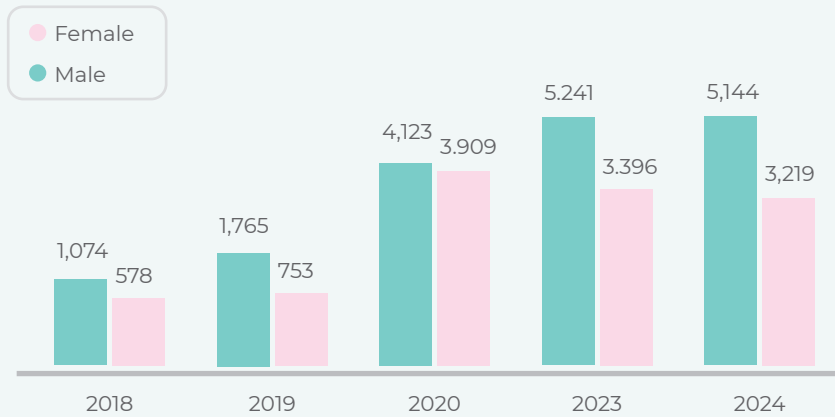
This graph explains participation of the Full marathon over the years, bifurcated by gender. There is a steady incline in female participation ranging from 400-1000 in 8 years; a 58% increase. Whereas, for male participants, we see a 52% rise in participation.

PARTICIPATION IN THE HALF MARATHON OVER THE YEARS: GENDER-WISE UNDERSTANDING



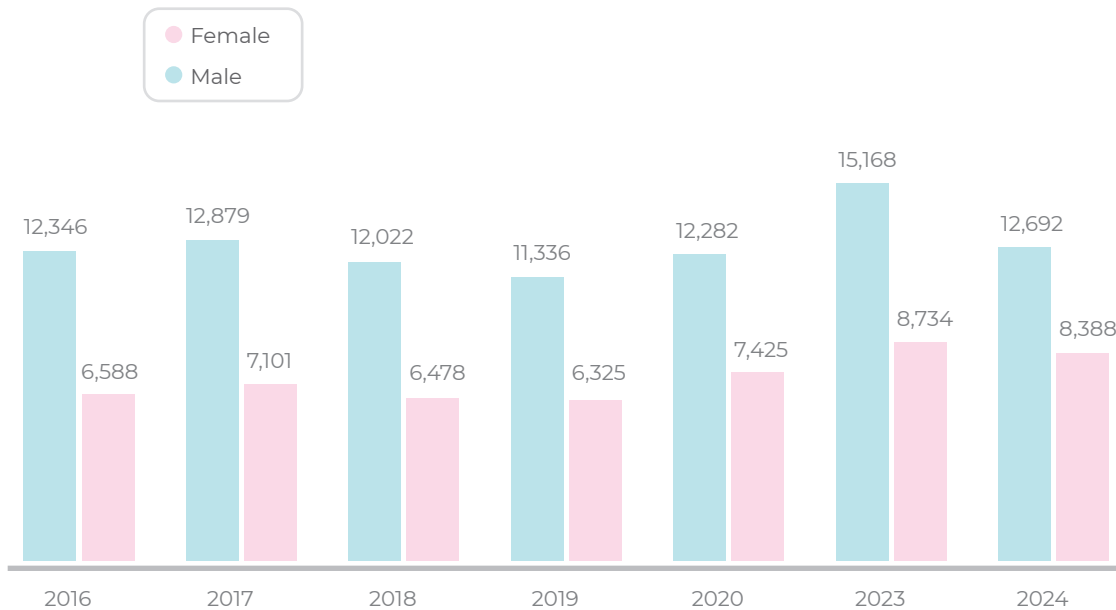
The graph demonstrates a gradual increase in the number of male and female participants in the Half Marathon from 2016 to 2018. The numbers show that male participation is more than double that of female participation, and this trend continued until 2023.

PARTICIPATION IN THE 10K MARATHON OVER THE YEARS - GENDER-WISE UNDERSTANDING



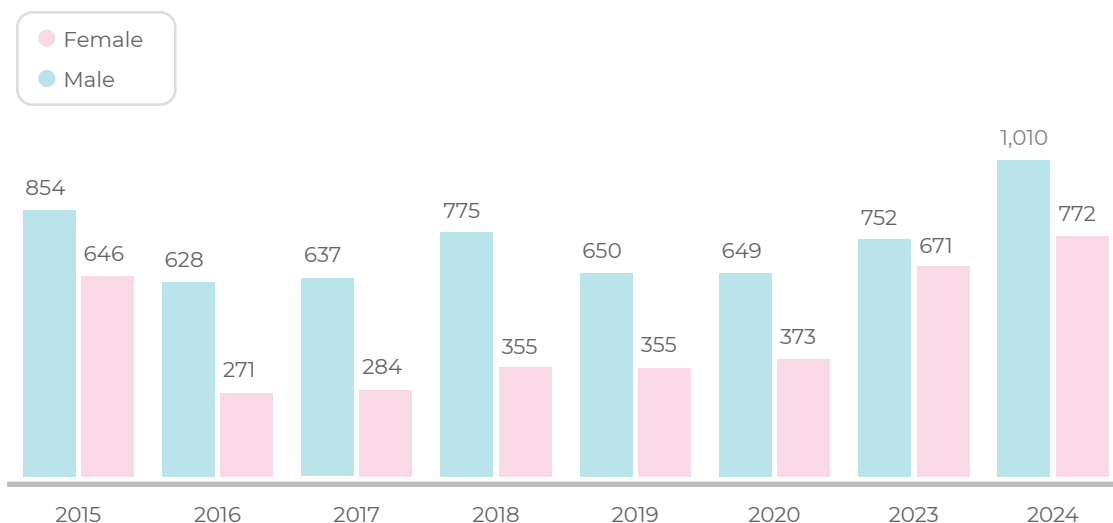
This graph explains participation in the Open 10K over the years, bifurcated by gender. Male participation increased by 79% from 2016 to 2024, while female participation increased by a staggering 82%.

PARTICIPATION IN THE DREAM RUN OVER THE YEARS - GENDER-WISE UNDERSTANDING



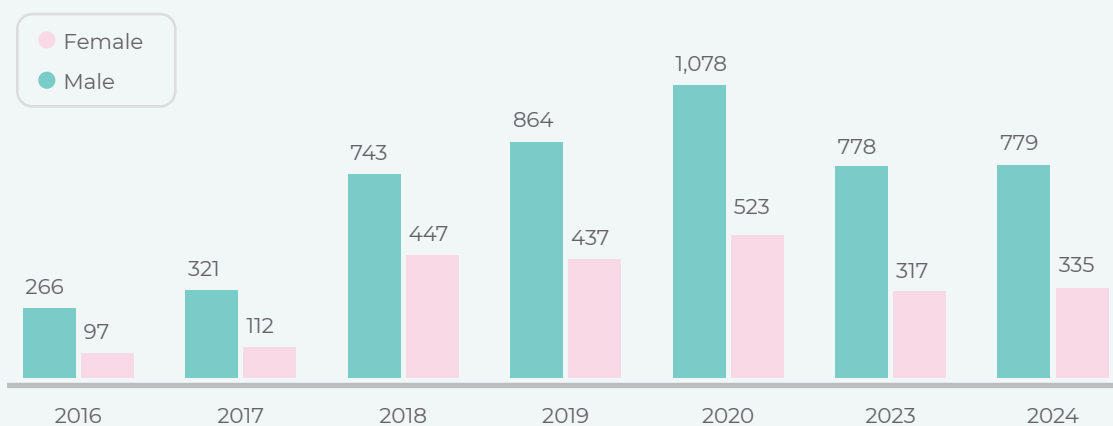
The graph shows the number of participants in the Dream Run over the years, divided by gender. Both male and female participation followed a similar pattern without any drastic changes. In 2023, both genders reached their highest participation numbers.

PARTICIPATION IN THE SENIOR CITIZEN RUN OVER THE YEARS - GENDER-WISE UNDERSTANDING



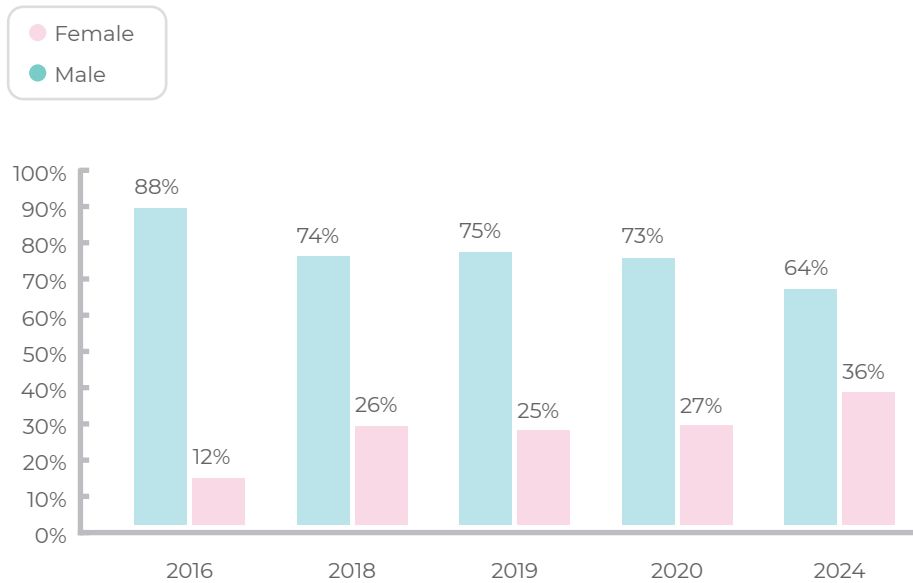
The graph shows the number of participants in the Senior Citizen Run over the years, divided by gender. There was a 15% increase in male participation and a 16% increase in female participation. Both genders experienced a drop in participation from 2015 to 2016. Since then, female participation has shown a steady incline in the Senior Citizen Run category.

PARTICIPATION IN THE “CHAMPIONS WITH DISABILITY” RUN OVER THE YEARS - GENDER-WISE UNDERSTANDING



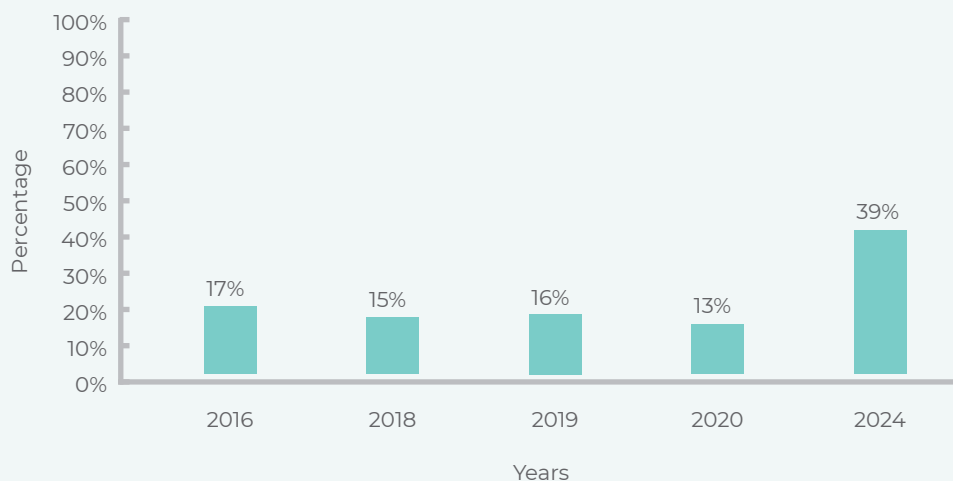
The graph shows the number of participants in the Champions with Disability category over the years, divided by gender. In 2020, both male and female participation peaked. Overall, male participation increased by 65% and female participation increased by 71% over the years.

PARTICIPATION IN THE POLICE CUP OVER THE YEARS - GENDER-WISE UNDERSTANDING



The graph depicts the number of males and females participating in the Police Cup event during the Tata Mumbai Marathon. In 2016, male participation peaked at 88%. There has been a steady increase in female participation from 2019 to 2024, highlighting more females getting involved in sports.

POLICE CUP PARTICIPATION OVER THE YEARS

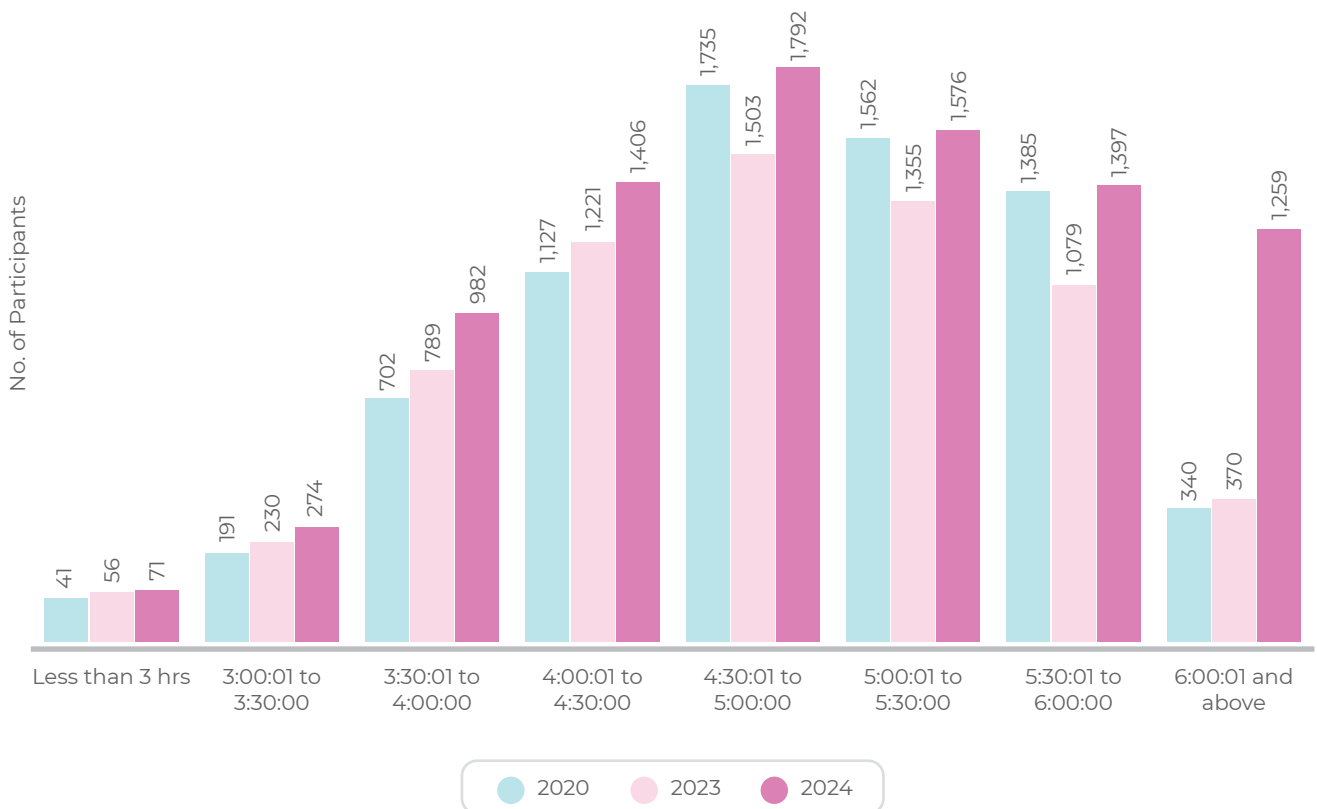


The graph demonstrates participation in the Police Cup over the years. From 2019 to 2020, there was a 3% decrease due to COVID-19, as fewer people were inclined to run during the pandemic. However, post-COVID, from 2020 to 2024, there was a monumental 26% increase, highlighting participants' motivation to run as regulations and protocols eased.



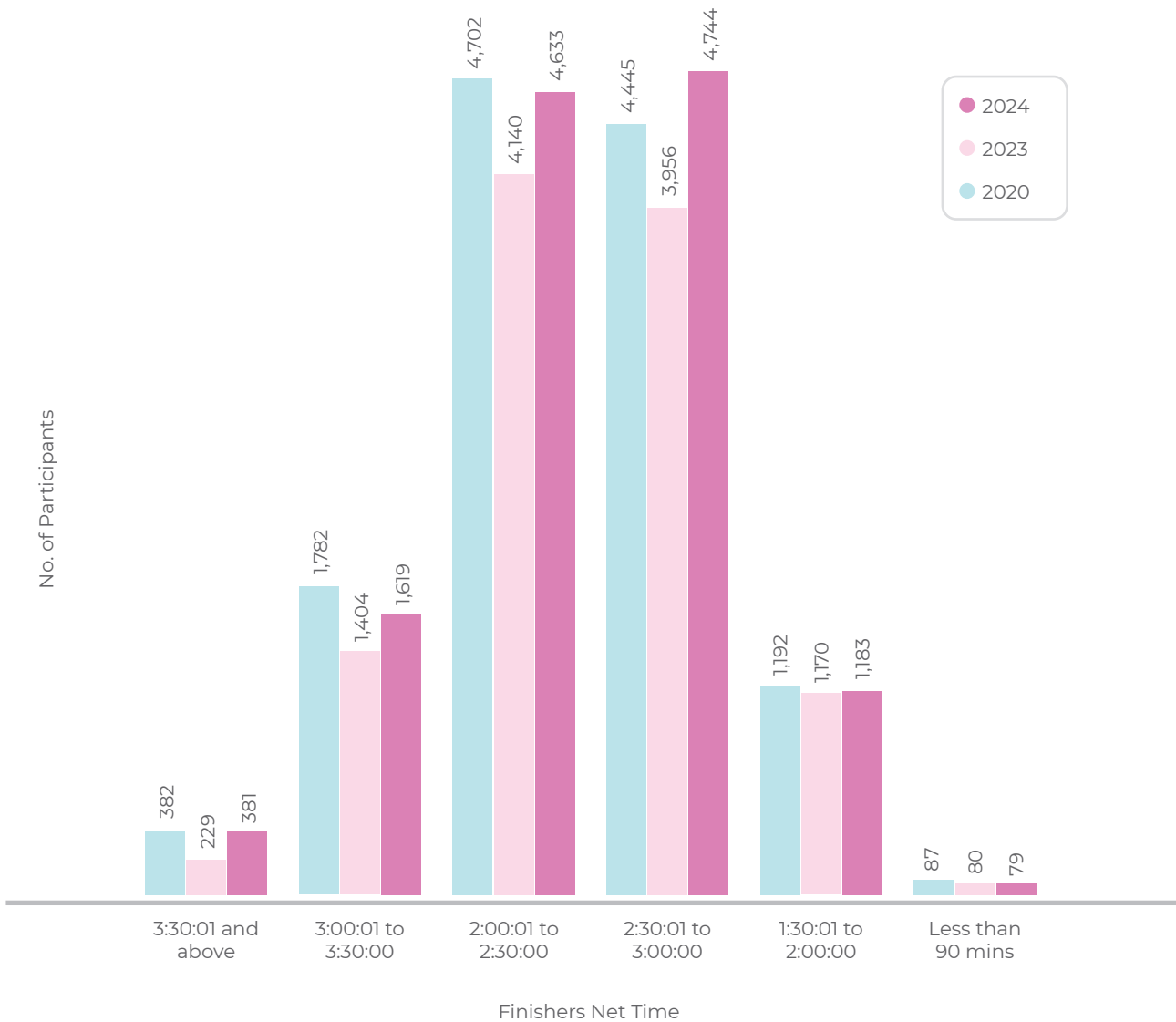
EXPLORE THE FINISHING TIMES AT TMM OVER THE YEARS

MARATHON FINISHERS NET TIME OVER THE YEARS



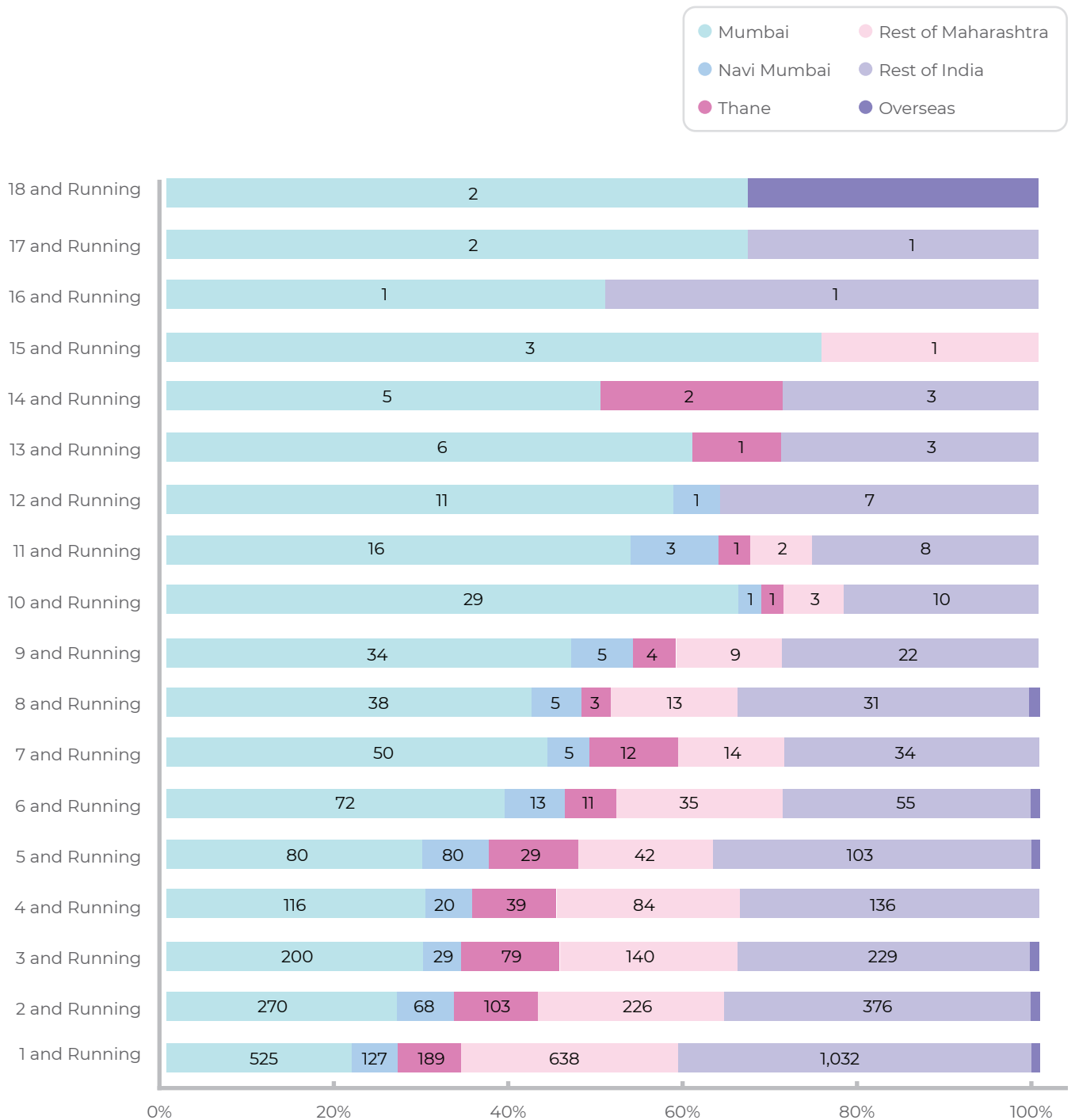
Completing a sub-four-hour marathon in Mumbai is a coveted benchmark for amateur runners. There has been a 32% increase in the number of sub-four-hour finishers in the last four years, indicating effective training plans, endurance building, cross-training, injury management, balanced nutrition, and supplement intake.

HALF MARATHON FINISHERS NET TIME OVER THE YEARS



Most participants finished the half marathon between 2:30:01 and 3:00:00 hours. A large proportion also finished between 2:00:01 and 2:30:00 hours, with a significant number finishing in under 2 hours.

PARTICIPANTS ACTIVE RUNNING OVER THE YEARS



The majority of participants have been actively engaged in running for only one year, with the largest group coming from across India and the rest from Maharashtra (excluding Mumbai). The second-largest group consists of runners who have been engaged in running for three years.

MARATHON

OPEN 10K

FINISH



TATA
MUMBAI
MARATHON
TATA CONSULTANCY SERVICES
21 January, 2024



TCS
TATA
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SERVICES

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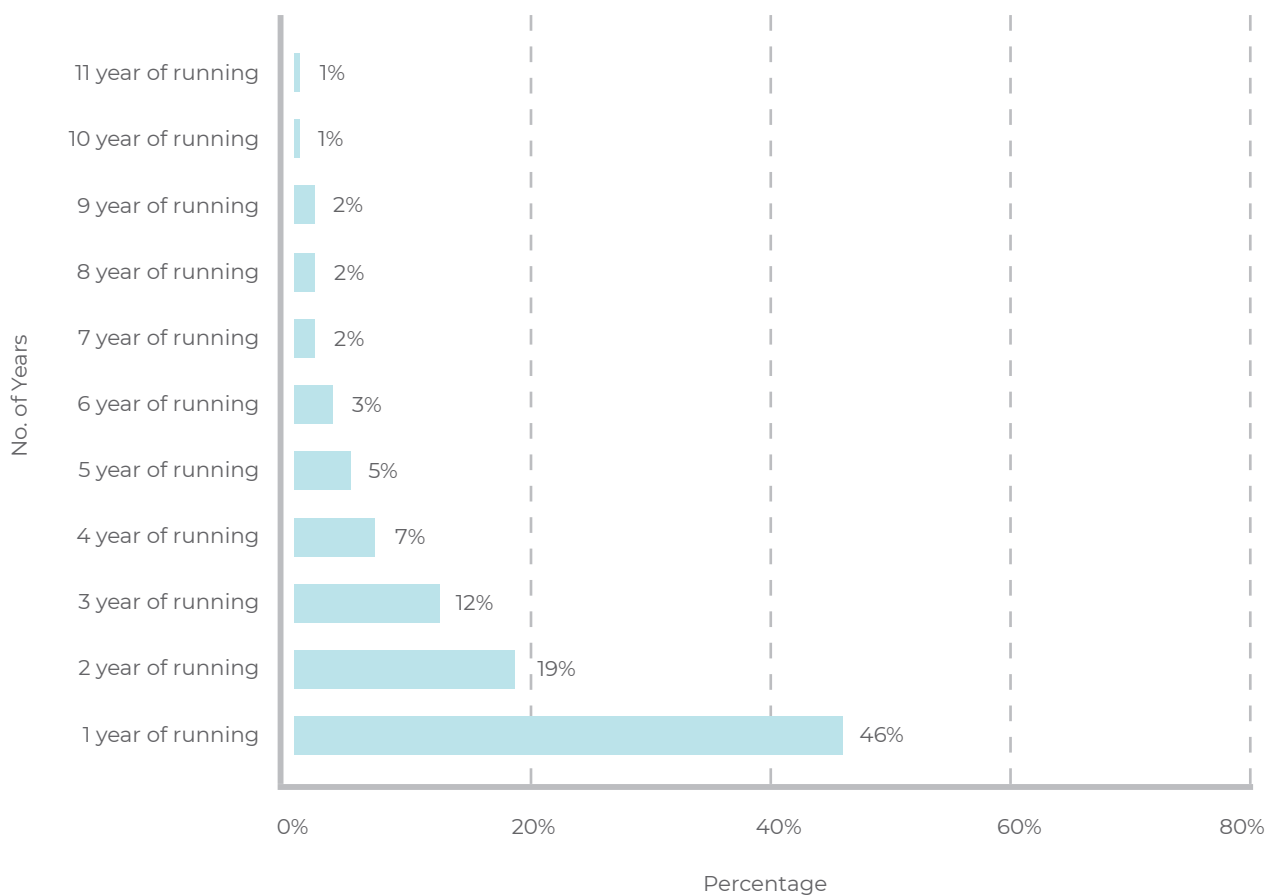


MARATHON - AMATEUR & OPEN 10K
4:30:06
PROCAM

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PARTICIPANTS CONSISTENCY IN RUNNING A MARATHON



One-third of the participants have been running for three years or more. This indicates that runners benefit from regular running and continue the practice. This base is expected to grow in the coming years.

SOCIAL IMPACT

At the heart of the Tata Mumbai Marathon lies its significant social influence, promoting solidarity, diversity, and charity. It serves as a catalyst for social inclusion and unity, bringing people together from diverse backgrounds, while encouraging long-term positive behaviour changes and strengthening the social fabric of Mumbai. It brings together successful athletes from across the globe too, fostering a sense of community and encouraging widespread participation and volunteering.

The Tata Mumbai Marathon boosts social inclusion and diversity with dedicated runs for citizens with disabilities and senior citizens, enhancing morale within the community. Inspiring narratives of individuals overcoming obstacles highlight the city's resilience and determination.

The marathon's philanthropic efforts include extensive fundraising for various social causes and support for non-profit organizations. These efforts help raise awareness and empower individuals through

running, creating a platform for positive societal change. By promoting charitable acts and community involvement, the marathon encourages people to contribute to the betterment of society.

Sustainability is a crucial aspect of any mega-sporting event. TMM aims to build upon this and promote ecological initiatives that positively impact society. It engages in various "Green Stride" initiatives, such as recycling, composting wet food waste, waste management, promoting the use of greener modes of transportation, such as public transportation among others.

The marathon's ability to inspire and mobilize communities underscores its role as a powerful force for good, fostering a sense of belonging and collective purpose. This social impact report describes how the Tata Mumbai Marathon serves as a platform for positive change in the society, raising awareness, and empowering individuals via running.



41% of the total charity funds raised at TMM 2024 went to the Education cause



71% of the waste generated was recycled



75% of the total the media coverage came from print media



An average of **75%** of the runners prefer the classic running t-shirt and running shorts combination for their runs



62% of the participants believed that technology impacted their running performance



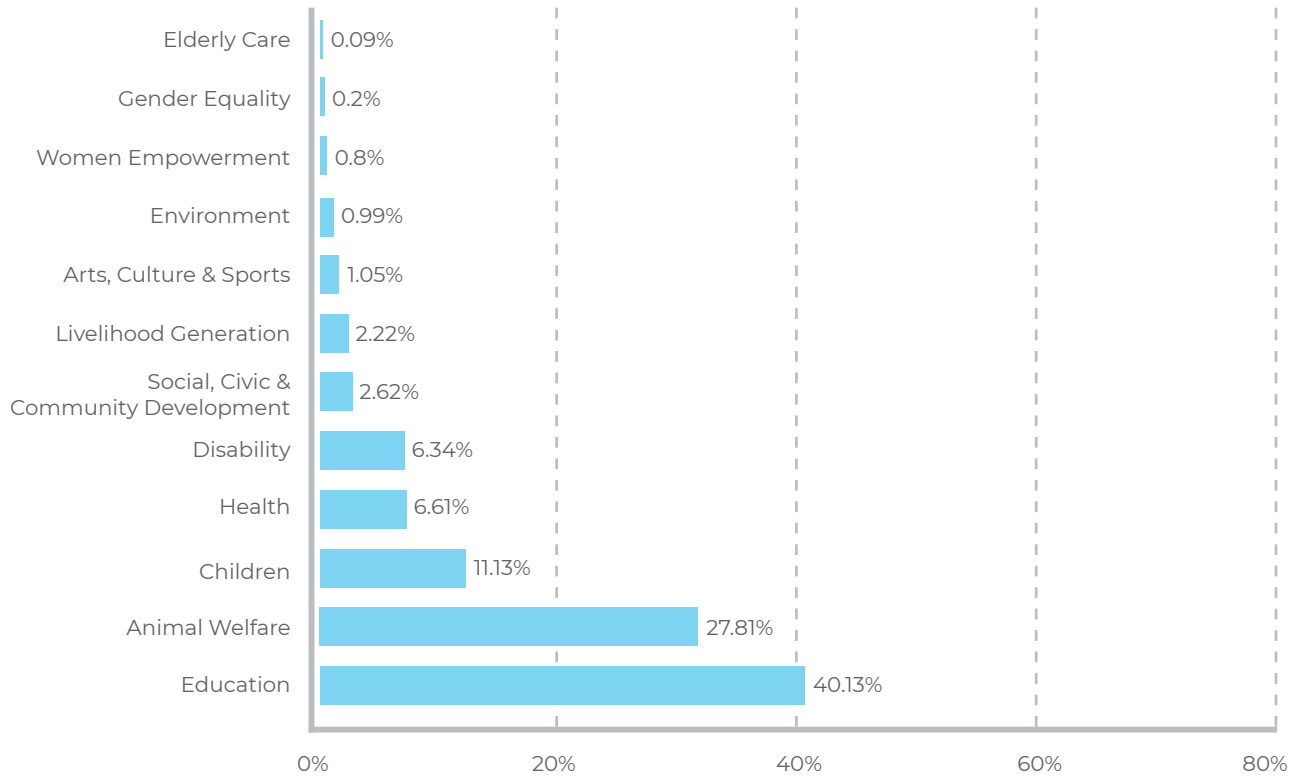
80% of runners prefer major global shoe brands



78% of the runners use technology – apps or gears - to track their runs



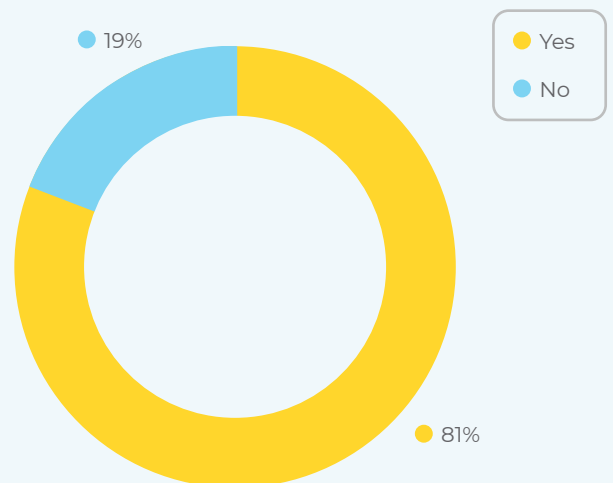
CAUSE-WISE FUNDS RAISED FOR CHARITY



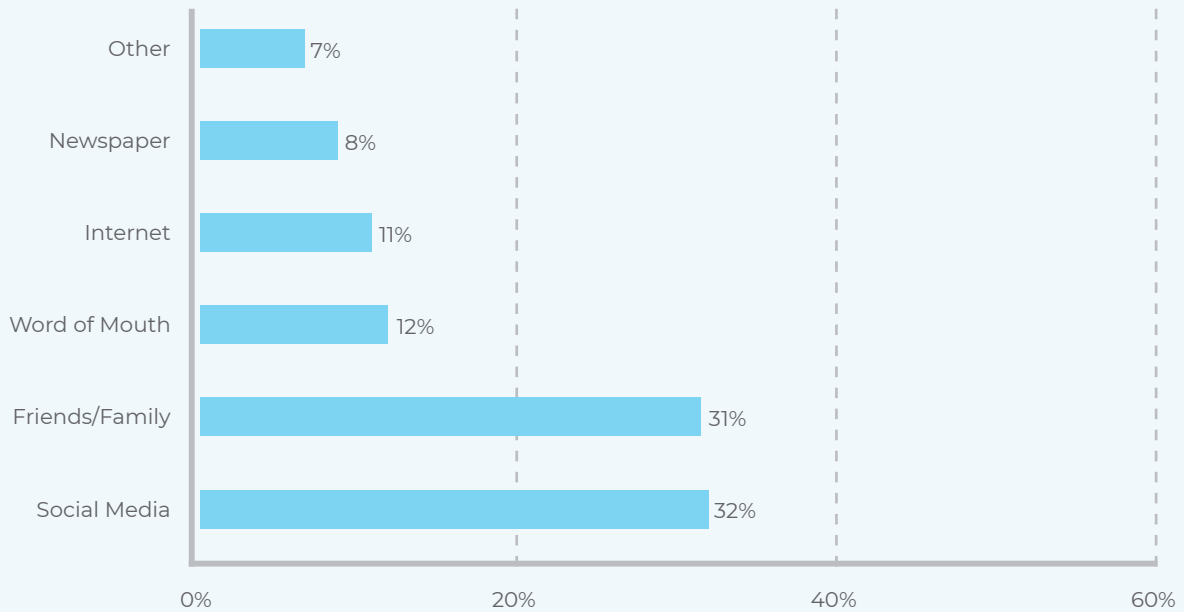
The graph shows the funds raised for various charity causes. The highest funds raised in TMM 2024 was for Education (41%), followed closely by Animal Welfare (28%). Additionally, the funds raised for the cause of Children contributed to 11% of the total funds raised through charity this year.

AWARENESS OF SOCIAL CAUSES SUPPORTED AT TMM

Most of the participants running are aware of the social causes supported by the Tata Mumbai Marathon, which includes, but is not limited to, education for all, women empowerment, animal welfare, health, disability, children, livelihood generation, and environment safety.

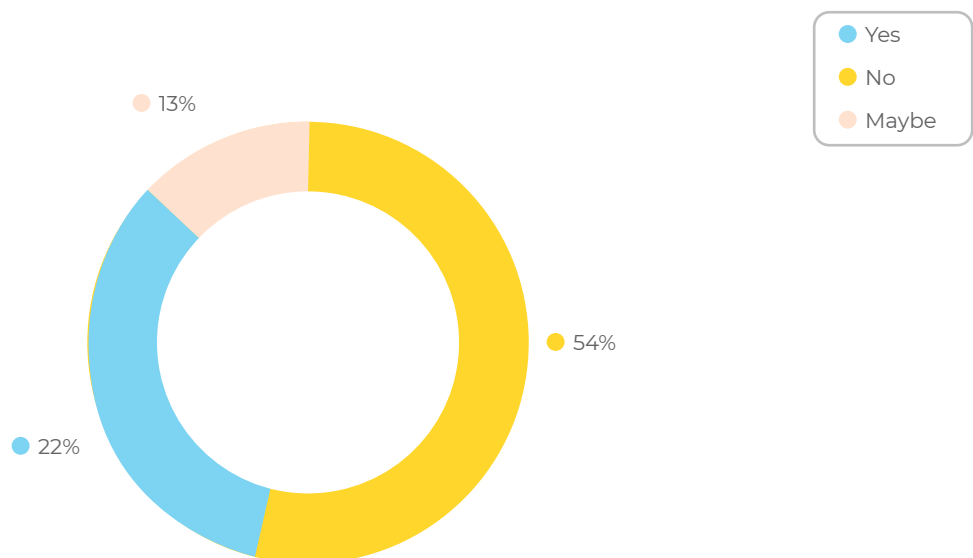


SOURCE OF AWARENESS



Most of the runners running the Marathon said that they were introduced to the Tata Mumbai Marathon by their friends & family members, as well as by the marketing of the event on social media platforms. This finding underscores the significant influence that family and peers have on individuals' engagement with running as a sport.

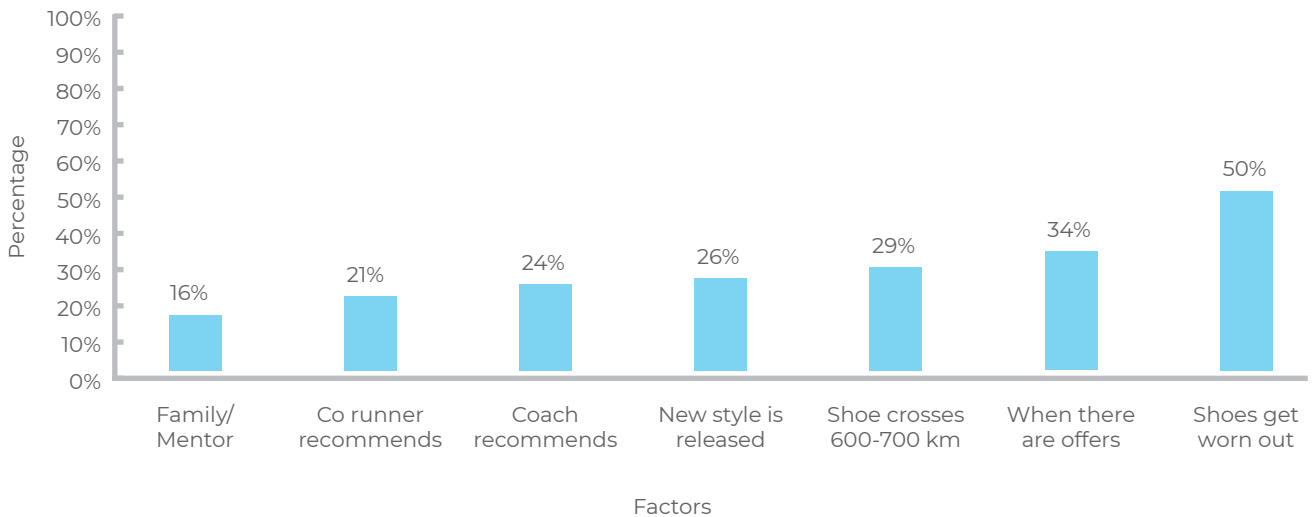
AWARENESS OF THE FUNDS RAISED AT TMM



Many participants were unaware about the amount or funds being raised on the TMM platform for the various causes. However, through this report, the surveyed participants got the opportunity to fully understand the fundraising efforts of several NGOs and individuals at TMM 2024.

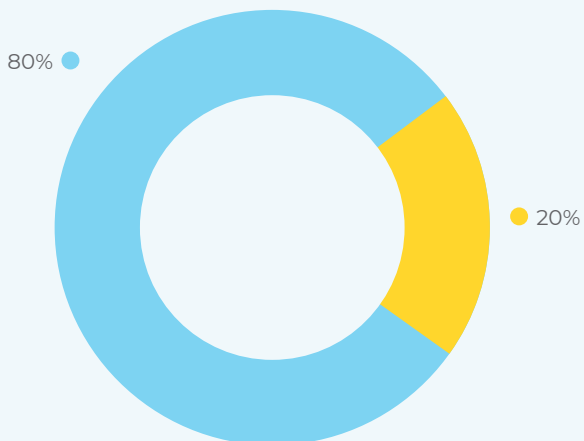
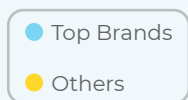
EXPLORING SHOES, APPARELS AND TECHNOLOGY

FACTORS INFLUENCING NEW SHOE PURCHASE



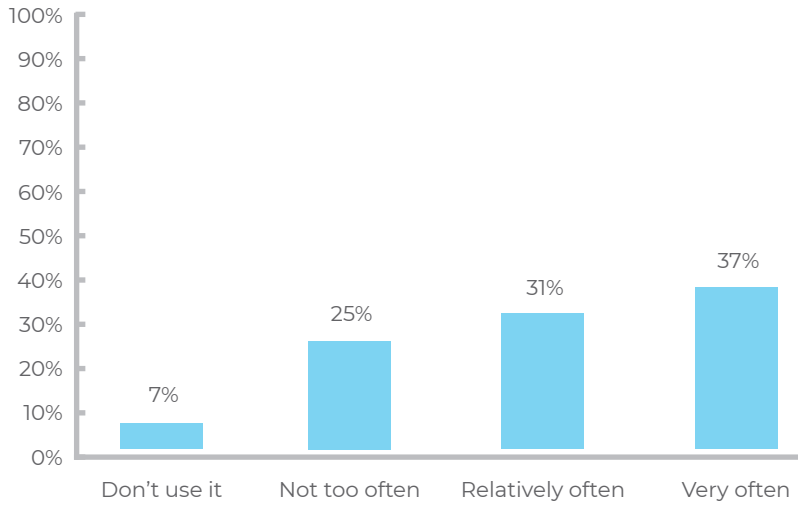
50% of the participants believe that the sole reason for buying a new pair of shoes is because their current pair of running shoes are wearing out. It is a great opportunity for the shoe manufacturers to focus on this issue which the runners are facing in the build up to future sporting events.

PREFERRED SHOE BRAND FOR RUNNING



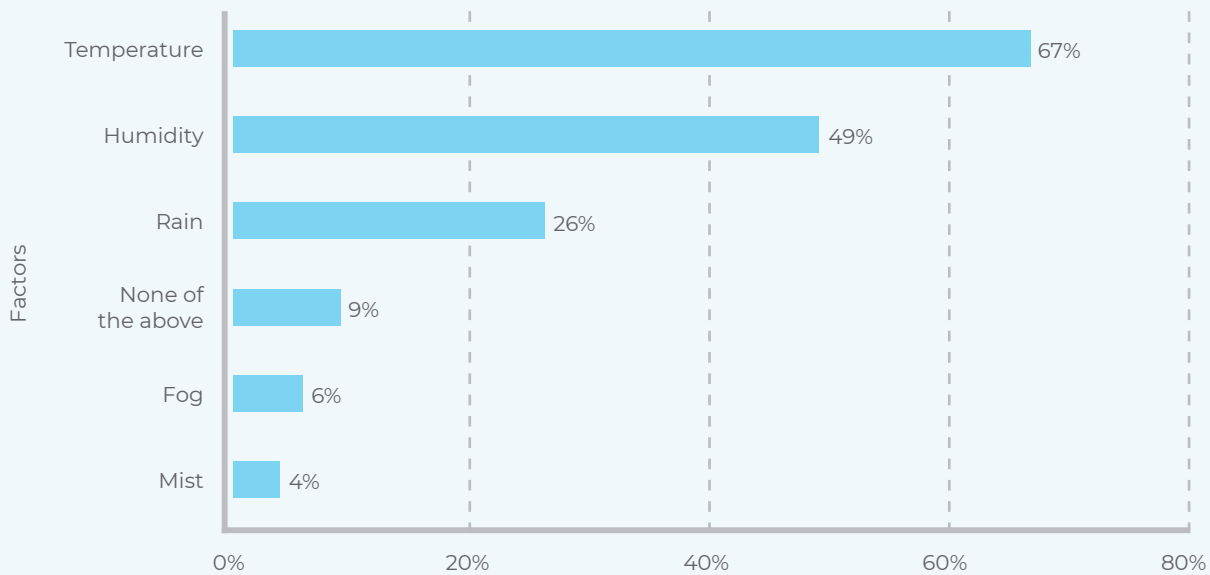
- The data reveals that a significant 80% of respondents prefer reputable, major brands of shoes for running.
- These well-established brands seem to dominate consumer choices in the market. In contrast, the remaining 20% of participants opt for other brands not explicitly mentioned, suggesting a diverse range of preferences beyond the prominent ones.
- This distribution highlights the stronghold of leading brands in capturing the majority of the market share.
- For businesses and marketers, this information highlights the importance of brand recognition and loyalty in influencing consumer choices within the competitive landscape of the footwear industry.
- Understanding the preferences for both major and lesser-known brands can help tailor marketing strategies to cater to the varied tastes of the consumer base.

RUNNER'S BRAND AFFINITY TOWARDS APPARELS



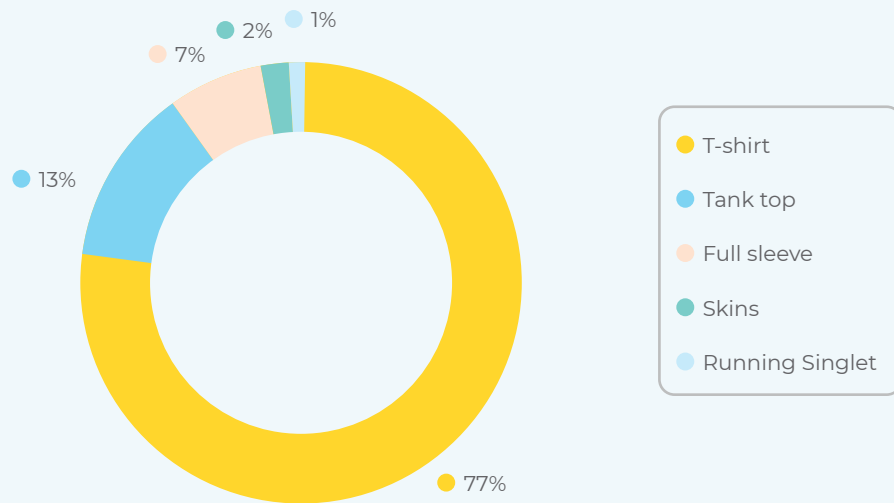
Within the Tata Mumbai Marathon cohort, a whopping 68% participants desire to often wear athletic wear of their preferred sports brand, indicating participants' clear brand centric attitude.

FACTORS INFLUENCING APPAREL DECISION



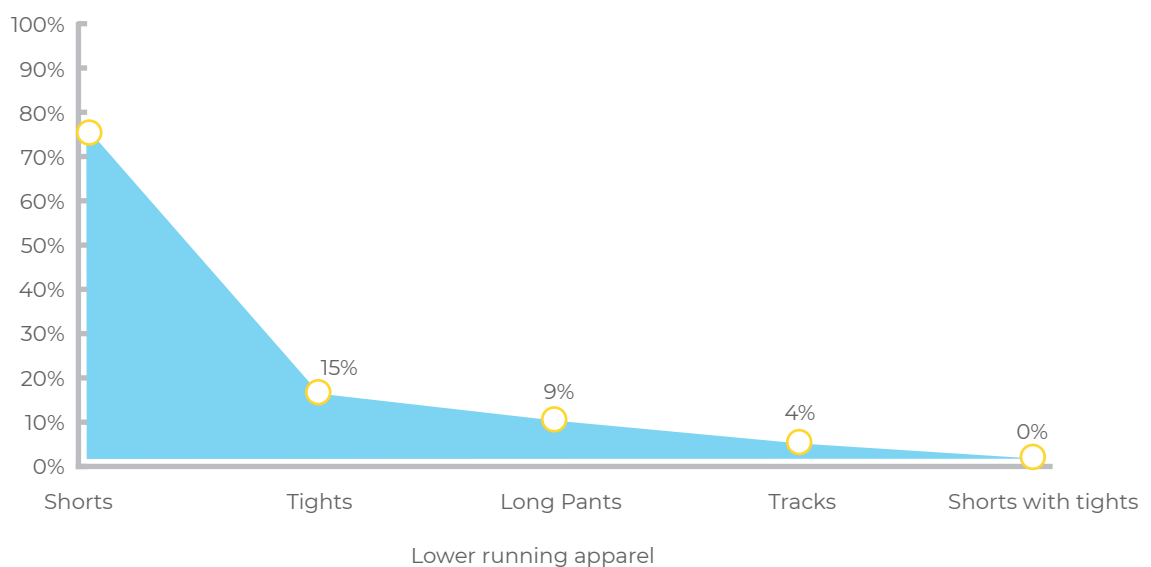
Mumbai, a city of highly humid weather, is accompanied with a higher level of perspiration. The clothing worn by participants due to higher level of perspiration, is reflected in their race day activewear preference.

PARTICIPANT'S PREFERRED RUNNING APPAREL - UPPER



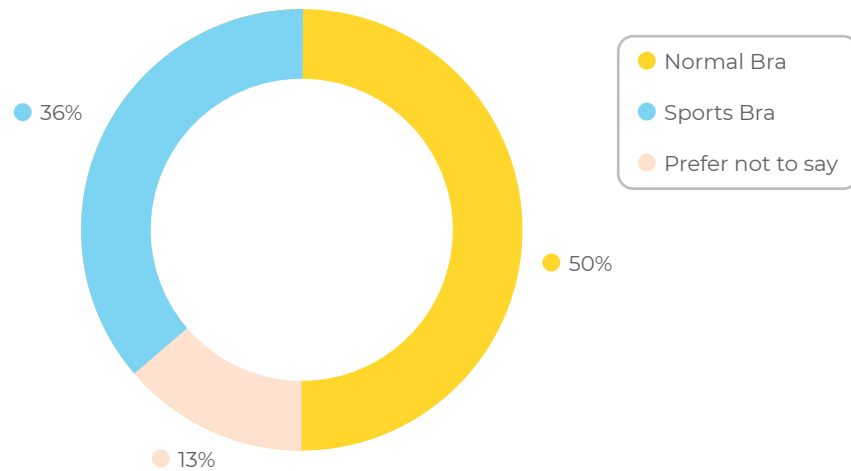
The data reveals a clear preference among runners for their upper apparel during running. Specifically, 77% of runners choose the 'Classic Running Tee', while 13% favour tank tops. This highlights the enduring popularity of the classic tee design, suggesting that comfort, breathability, and functionality play a crucial role in runners' apparel choices.

PARTICIPANT'S PREFERRED RUNNING APPAREL - LOWER



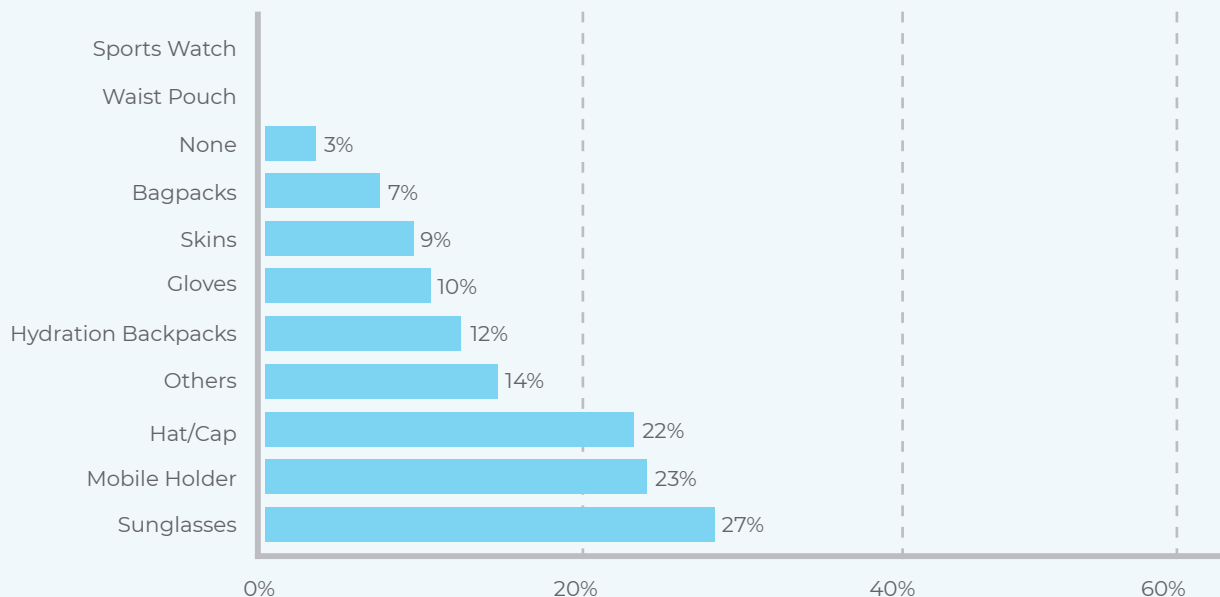
72% of the running participants chose to wear Running Shorts as their preferred lower apparel. Together the data clearly indicates that a combination of T-shirts with Shorts is the most preferred form of clothing worn by the TMM participants.

PARTICIPANT'S PREFERRED CHOICE OF WOMENS INNER WEAR



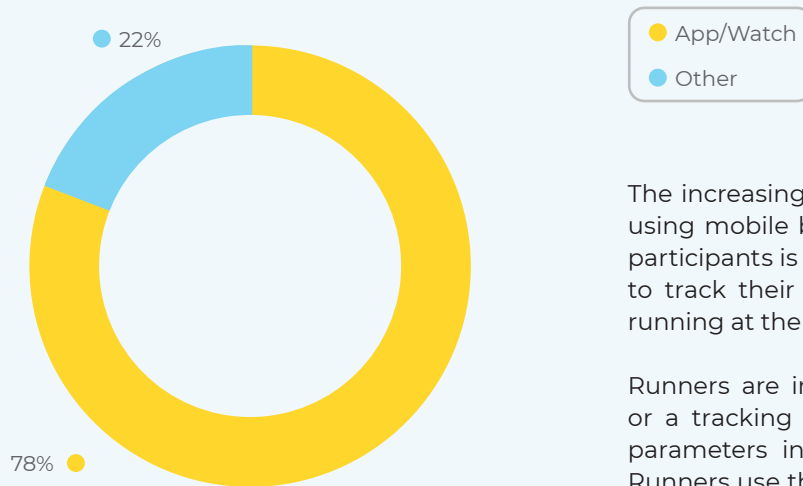
50% of the population choose to wear regular bras or singlets based on their gender indicating a lack of awareness amongst female participants about the benefits of wearing a high impact sports bra. There is a scope for education for wearing the right kind of sports apparels.

PARTICIPANT'S PREFERRED ACCESSORIES FOR RUNNING



Apart from sport watches, respondents showed the greatest preference for sunglasses (27%) followed by Mobile Holder (23%) & Hat/Cap (22%). The choice of sunglasses and Hat/Cap may indicate the precautions that the participants prefer taking to avoid the effects of the sun during their runs. Whereas the choice of Mobile/Holder shows their eagerness to track their runs using tracking apps, which helps the participants understand their performance.

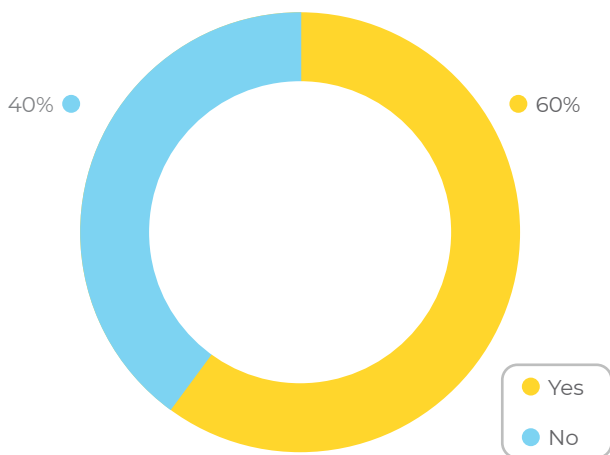
PREFERENCES FOR TECHNOLOGY AND GADGETS DURING RUNS



The increasing awareness and ease of accessibility of using mobile based technology to track runs for the participants is reflective of them using an App or Gear to track their runs (78%) during practice and while running at the Tata Mumbai Marathon.

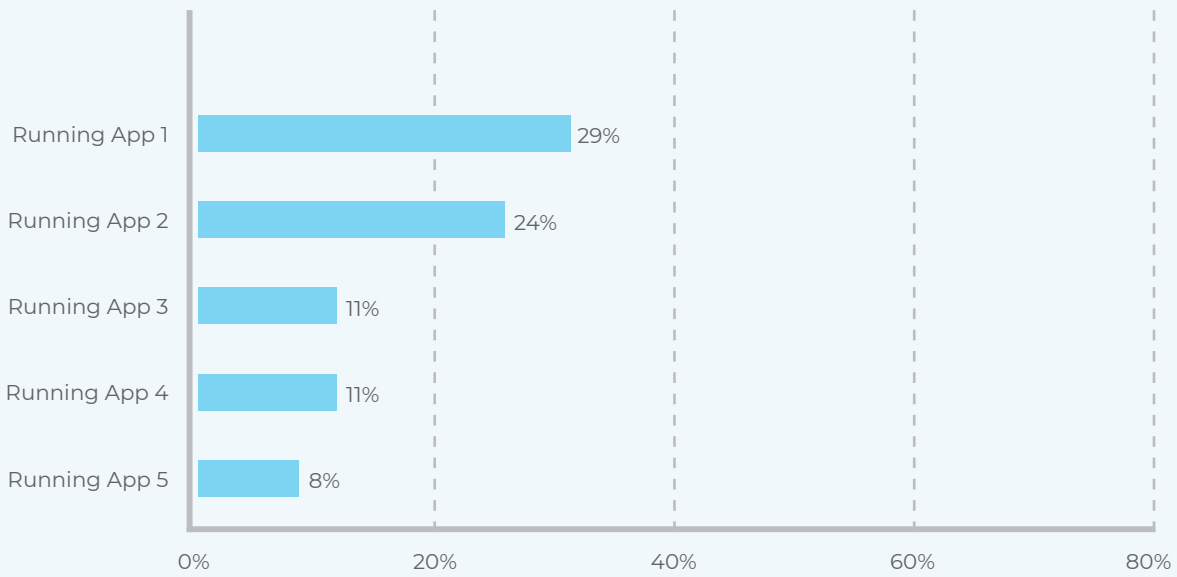
Runners are increasingly using a smart watch and/or a tracking app to give them insights on several parameters including peak and resting heart rate. Runners use the smart watch and/or tracking app for improving their performance.

AWARENESS ABOUT NEW TECHNOLOGY OR GEAR



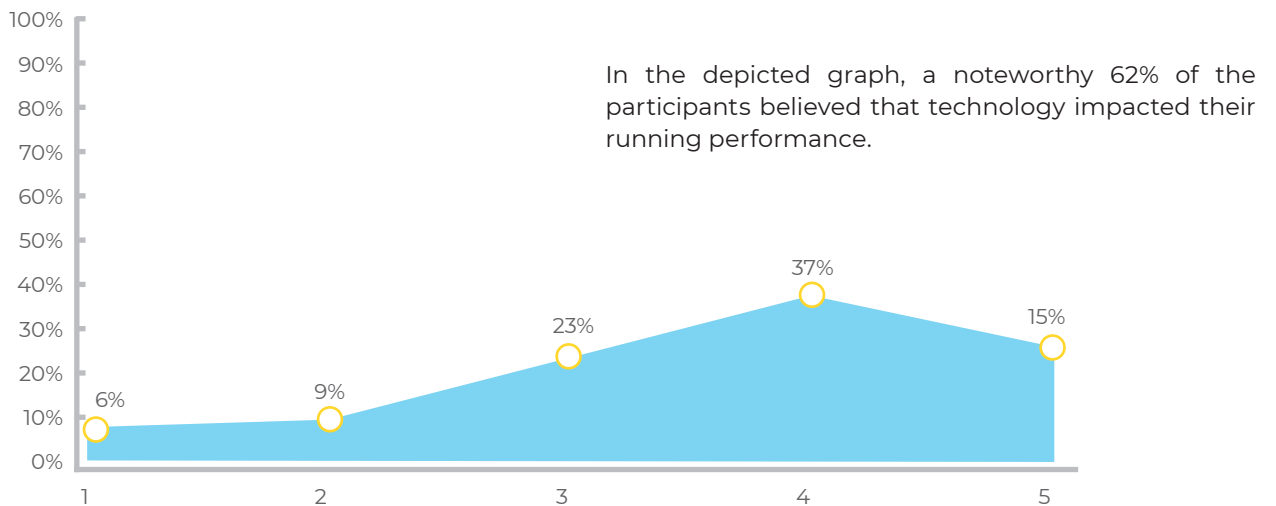
Keeping abreast of the latest tech and gear launches indicates the runner's deep commitment to using tech for insights and purchasing power.

PREFERRED CHOICE OF APPS TO MONITOR THE RUN



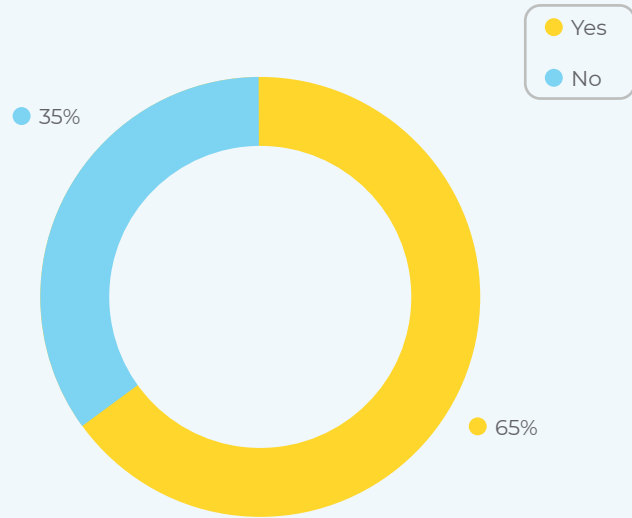
For the technology inclined runners, the above choices resonate with the fact that 78% use an app/gear to track their runs and the most preferred choices are globally popular running apps.

IMPACT OF TECHNOLOGY ON RUNNING



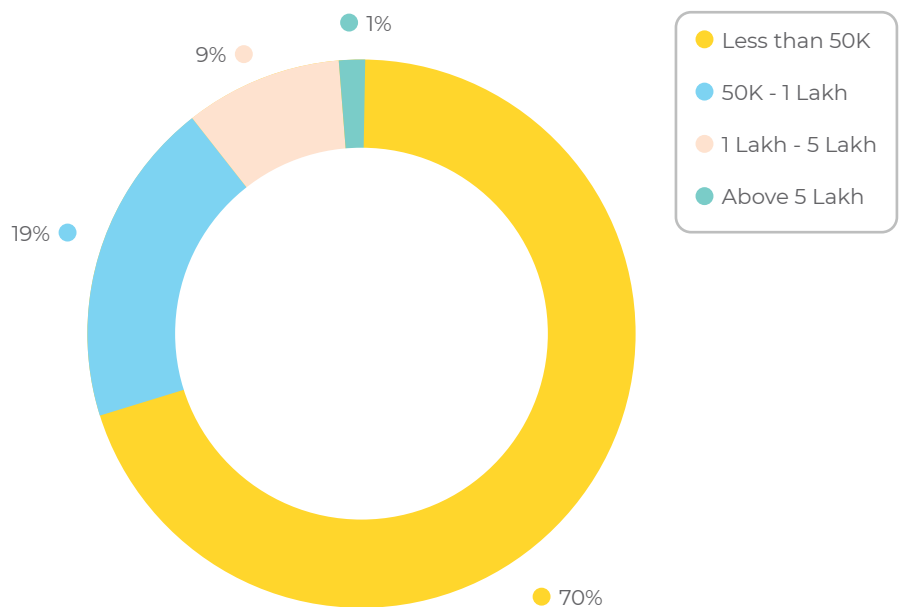
PARTICIPANT'S BELIEF IN TECHNOLOGY BENEFITS

65% of the runners have benefited from using running technology and this is estimated to grow in years to come.



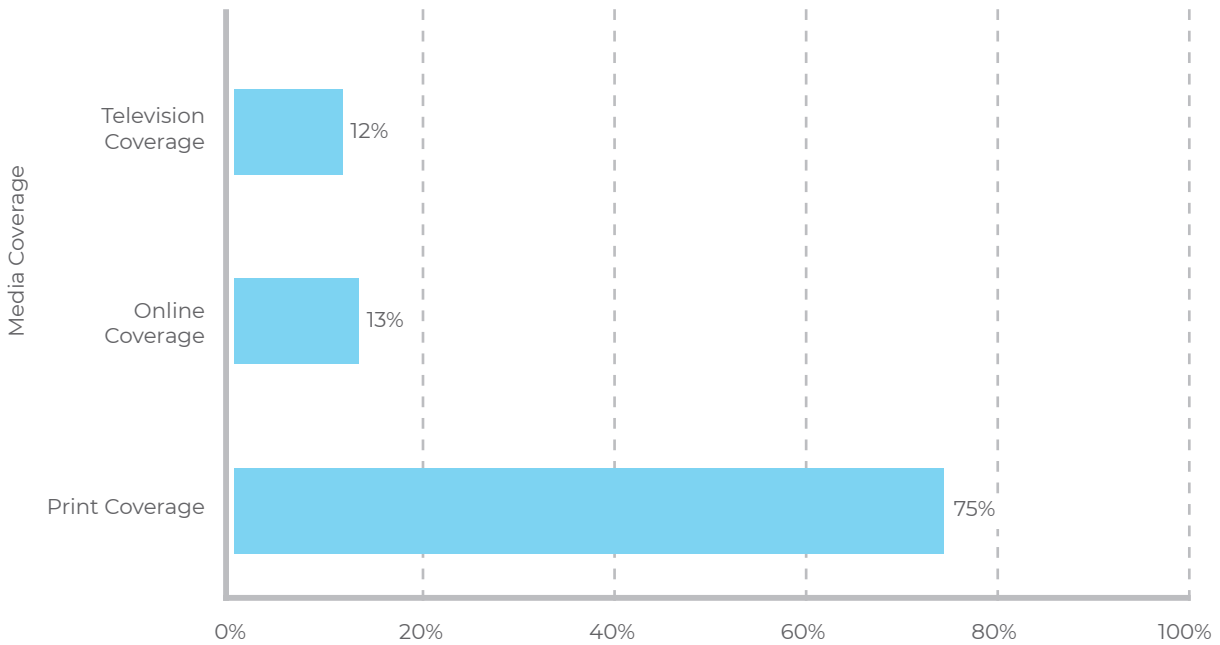
SPENDS ON TECHNOLOGY AND GEARS

29% of runner's invest upwards of 50,000 a year on tech and gear. Considering the universe of active runners is growing daily, this augurs well for the brands in this segment.



EXPLORING THE MEDIA COVERAGE AT TMM 2024

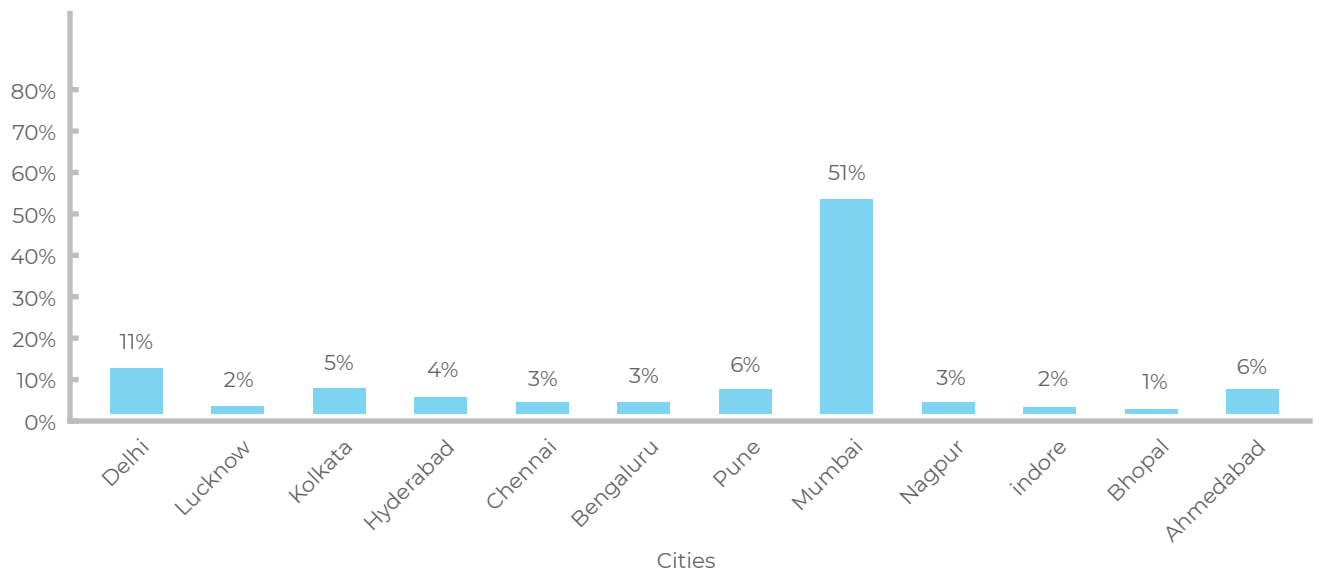
MEDIA COVERAGE 2024



During the Tata Mumbai Marathon 2024, traditional print coverage dominated media engagement, accounting for an impressive 75% of all coverage. This underscores the enduring significance of print media in today's modern world. However, television and online coverage, comprising a notable 19%, also played a vital role in communicating the event.

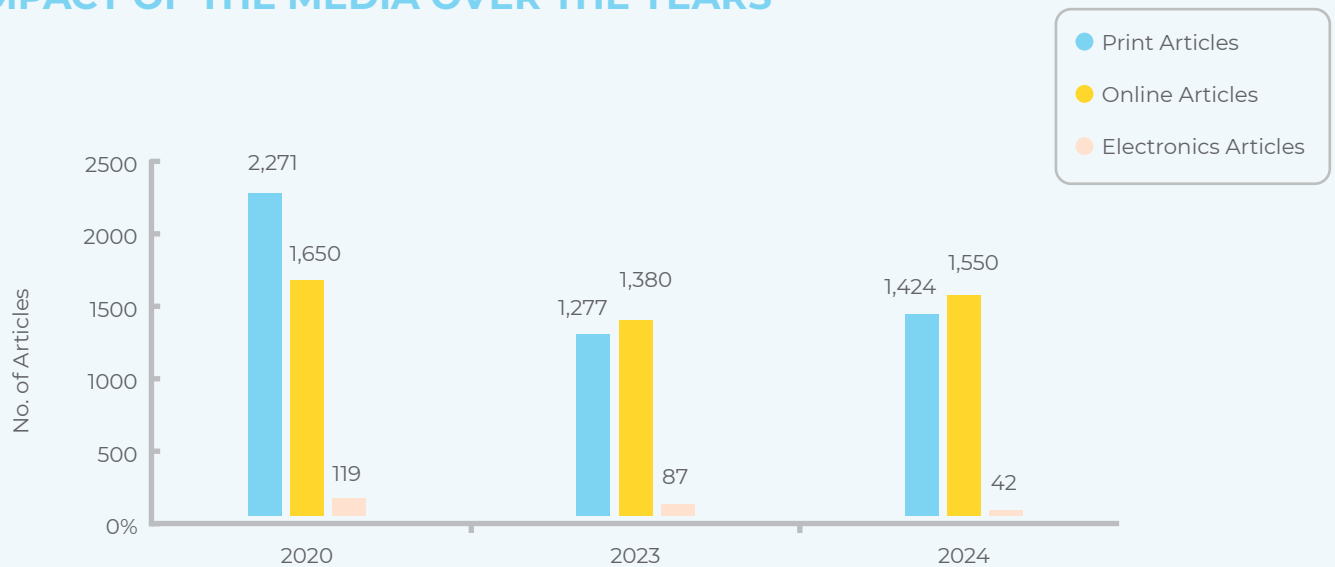


PRINT MEDIA COVERAGE ACROSS CITIES



During the Tata Mumbai Marathon 2024, Mumbai emerged as the focal point for print media coverage, accounting for 51% of all print articles published across India. Notably, Delhi also garnered attention, representing 11% of the total coverage.

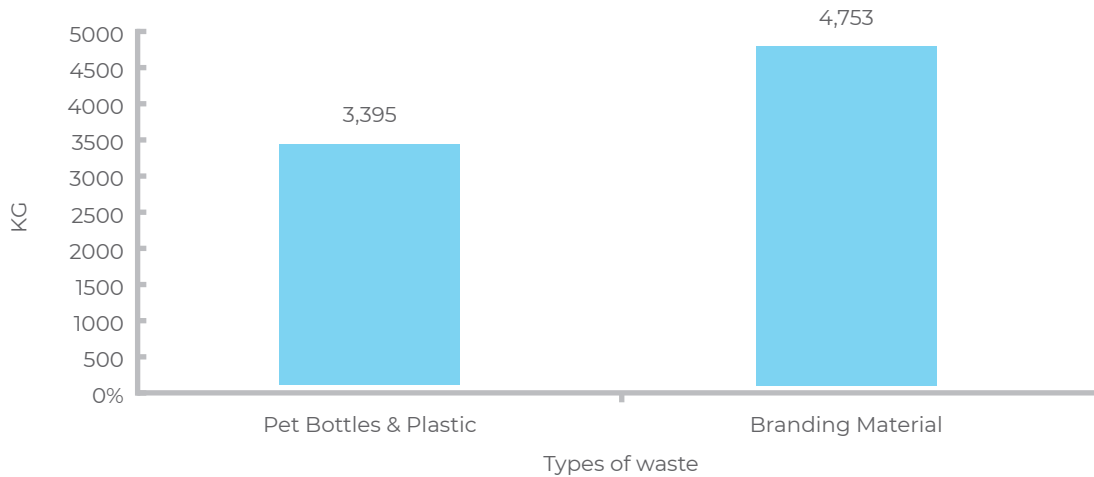
IMPACT OF THE MEDIA OVER THE YEARS



Media impact on the Tata Mumbai Marathon has fluctuated over the years. From 2020 to 2023, engagement declined gradually. However, in 2024, media involvement rebounded, emphasizing its importance for the event.

EXPLORING WASTE MANAGEMENT AT TMM 2024

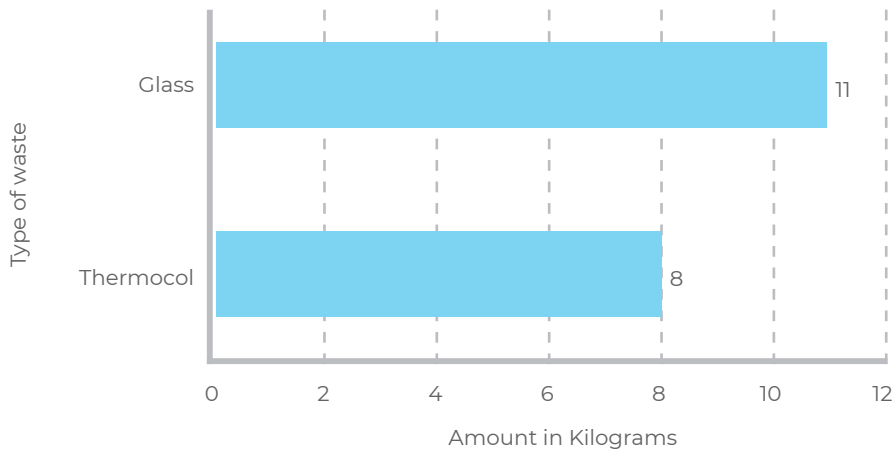
WASTE MATERIALS RECYCLED/REUSED THE MOST



During the Tata Mumbai Marathon 2024, Pet Bottles & Plastic 3395 kgs and branding material 4753 kgs were seen to be the waste materials recycled / reused the most.

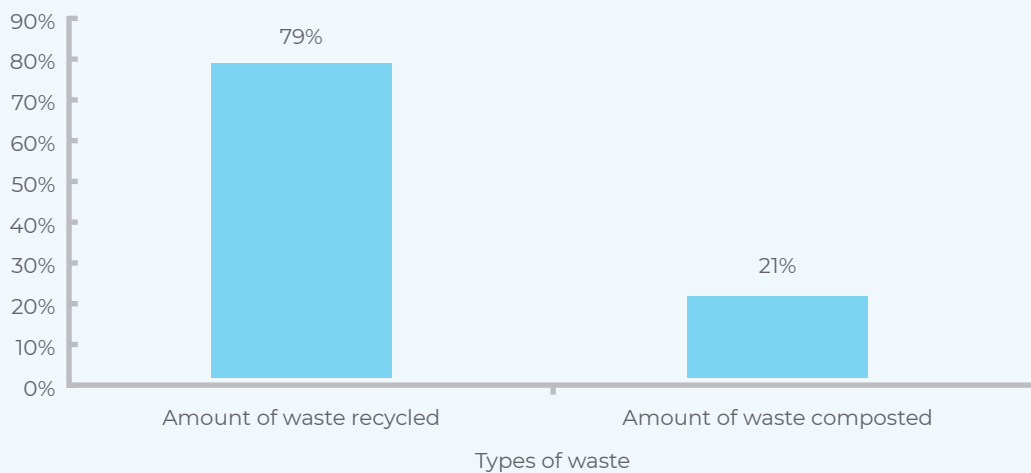


WASTE MATERIALS RECYCLED THE LEAST



Glass consisting of 11 kgs and Thermocol comprising 8 Kgs were noticed to be the waste materials recycled the least.

UTILISATION OF WASTE MATERIALS



A significant amount of 79% of the waste was recycled and 21% of waste was composted. This showcased the immense importance recycling plays in sustainability.

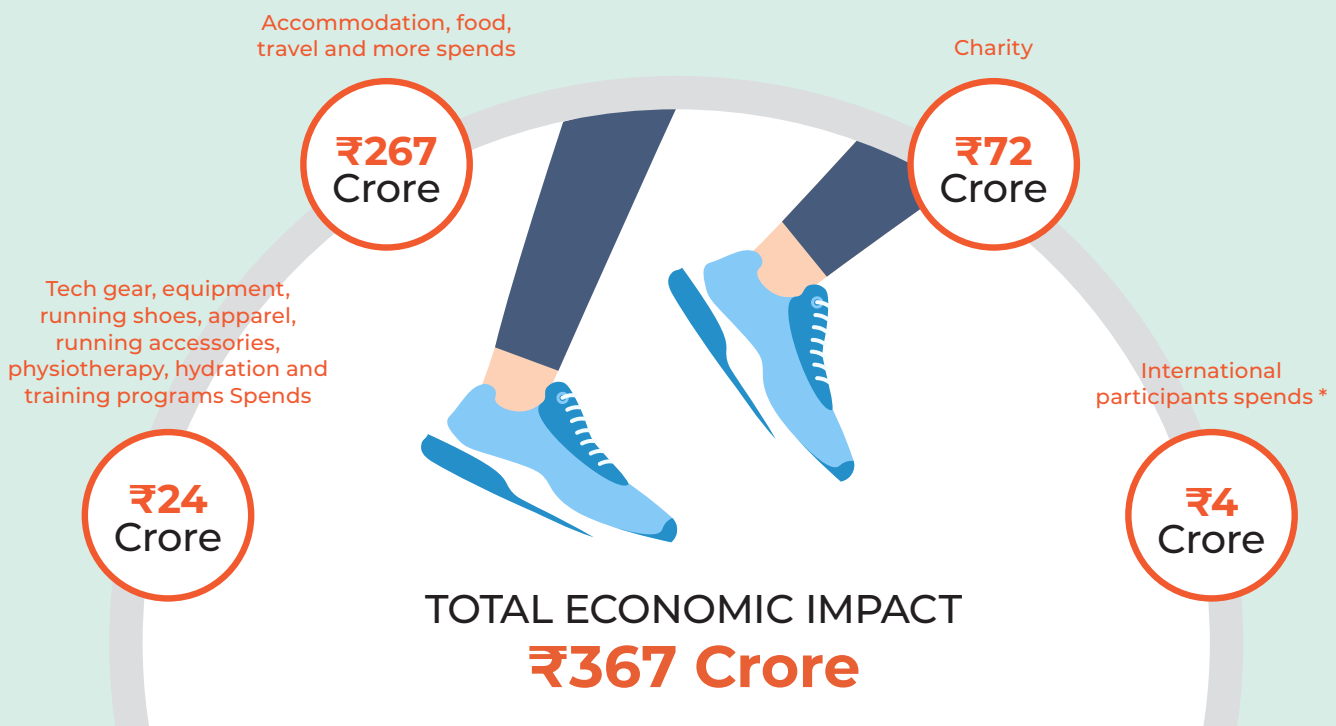
ECONOMIC IMPACT

The Tata Mumbai Marathon is a formidable economic engine, driving growth across multiple sectors. This report examines the event's economic footprint on Mumbai and the wider Maharashtra region, highlighting the various industries directly supported by the marathon. It examines the surge in tourism, hotel occupancy rates, and increased patronage of local businesses during the marathon.

The marathon offers tremendous business opportunities and economic benefits to brands, charities, and various industries involved. Transportation, accommodation, and hospitality sectors across Mumbai and Maharashtra experience significant economic growth due to the increasing number of participants over the years. This inflow of capital benefits the region, the runners, and associated businesses, creating a thriving local sports economy.

Tourism and related activities benefit from the influx of visitors from other states and nations. Ancillary industries and brands leverage media and marketing initiatives to appeal to participants, increasing brand awareness and prominence. The event supports numerous sectors, including the sports and fitness industry, by fostering a culture of health and well-being. Local businesses thrive as they cater to the needs of marathon participants and spectators, contributing to the region's overall economic vitality.

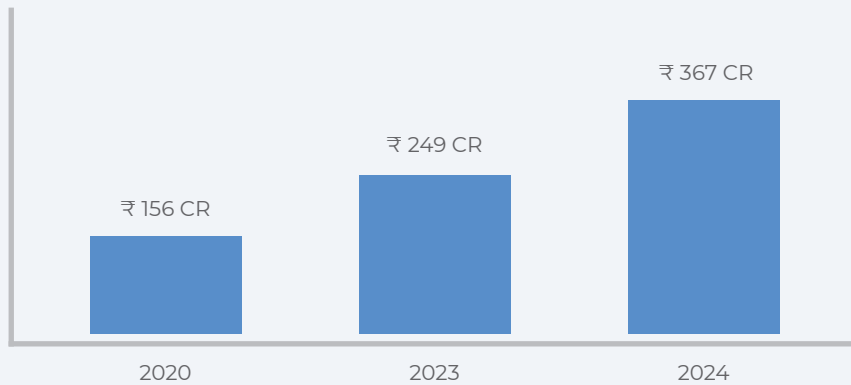
The Tata Mumbai Marathon not only promotes physical fitness and well-being but also serves as a catalyst for economic growth. Its extensive reach and influence underscore its significance as a premier event in India, fostering a robust local economy and supporting a wide range of industries. By measuring the economic impact of the Tata Mumbai Marathon 2024, this report defines the marathon's pivotal role as a driver of economic empowerment.



Thorough analysis has been conducted regarding the participation numbers from Maharashtra and other regions, along with their respective spending behaviours. Primary surveys were conducted to collect data directly from the participants.

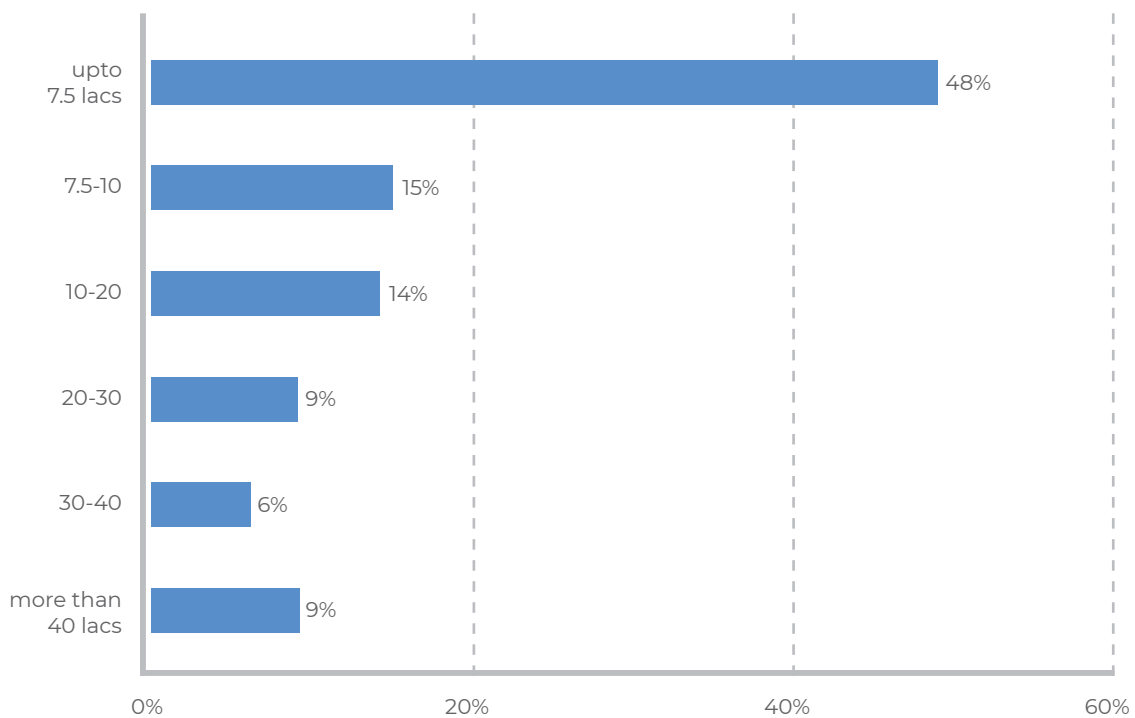
*Accommodation, food, travel, nutrition everything has been considered

ECONOMIC IMPACT OF TATA MUMBAI MARATHON OVER THE YEARS



Over the years of the Tata Mumbai Marathon, there has been a notable growth in the economic impact of the event. This growth highlights the significance of the marathon for Mumbai and the event as well.

AVERAGE ANNUAL INCOME OF THE PARTICIPANTS AT TMM 2024

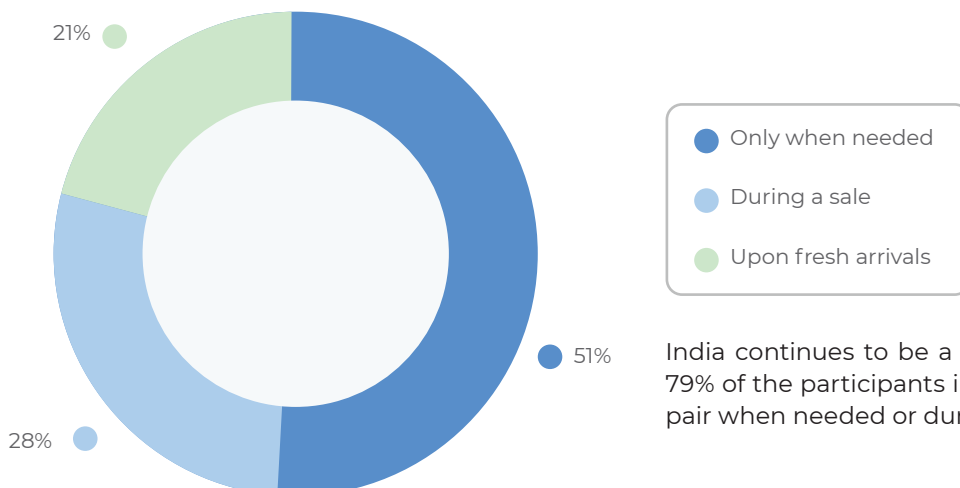


- The analysis reveals that a majority of runners come from the ₹0 to ₹7.5 lakh average annual salary bracket. This finding underscores the inclusive nature of TMM as a participative sport event.
- Running, as a sport, transcends social strata—it is highly inclusive. TMM sees enthusiastic participation from young adults, youth, children, children with disabilities, and retired senior citizens each year.
- Consequently, TMM embodies the true spirit of Mumbai, where individuals from all walks of life commence their dreams from the same starting line. The marathon truly reflects the cosmopolitan persona of the city and the essence of the run.

EXPLORING RUNNER'S SHOE SPENDS & PREFERENCES

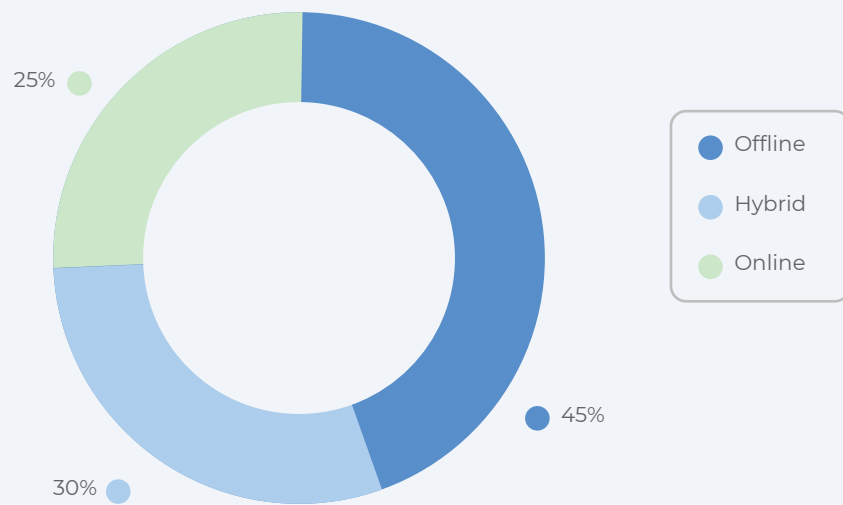


RUNNER'S SHOE ACQUISITION PREFERENCES



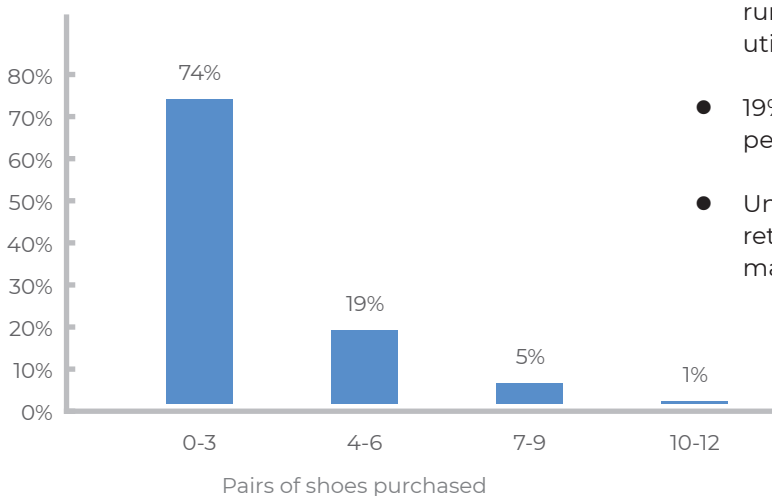
India continues to be a value conscious market with 79% of the participants indicating they will buy a new pair when needed or during a sale.

RUNNER'S PREFERRED BUYING OPTION



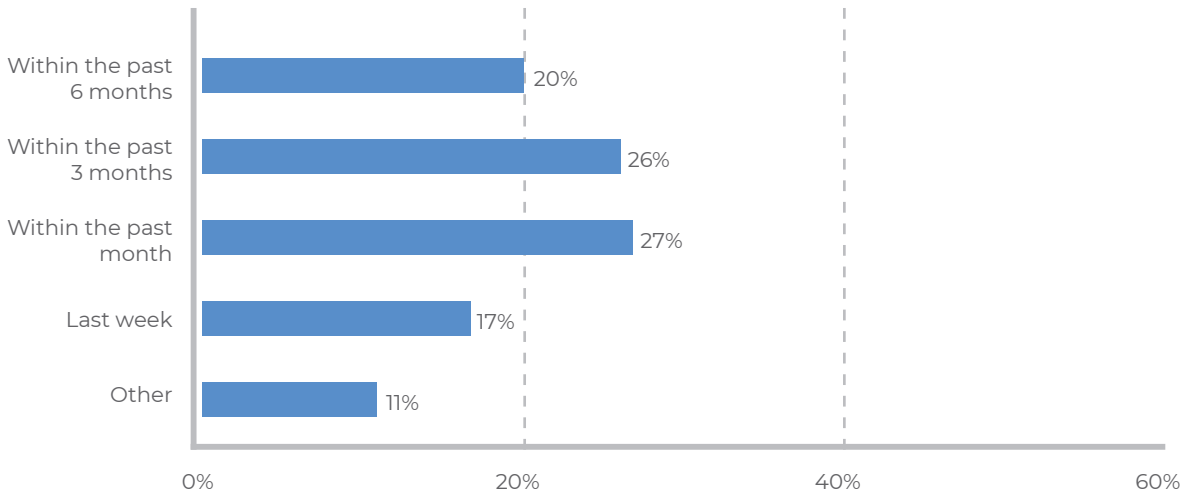
- Touch, feel, finding the right fit, and shoe trials are behaviours exhibited by 75% of participants.
- Interestingly, 30% of these individuals prefer offline trials but ultimately make their purchases online due to better deals.
- This preference for trying out shoes and emphasizing the right fit suggests a strong desire to reduce or eliminate foot injuries.

NUMBER OF RUNNING SHOES PURCHASED IN A YEAR



- 74% of participants typically buy 0 to 3 pairs of running shoes annually, indicating a trend of utility-driven purchases for sports shoes.
- 19% purchase 4 to 6 pairs, while 6% buy 7 to 12 pairs per year.
- Understanding these purchase patterns helps retailers and manufacturers tailor inventory and marketing to meet consumer preferences.

RUNNER'S FREQUENCY OF PURCHASING A PAIR OF SHOES

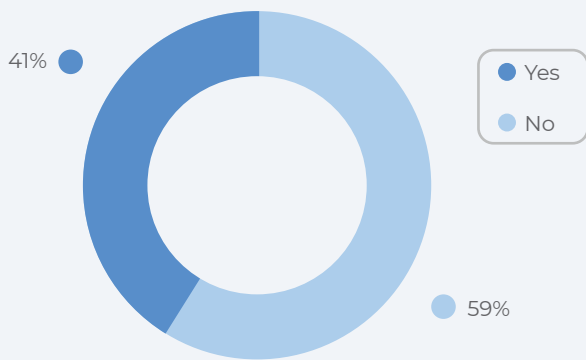


Closer to race day runners tend to invest in a fresh pair of shoes. A significant 68% bought a pair 3 months before race day. The highest investment of a runner is on smart gear and shoes.





NEW SHOE PURCHASES FOR MARATHON: PRE-TMM 2024

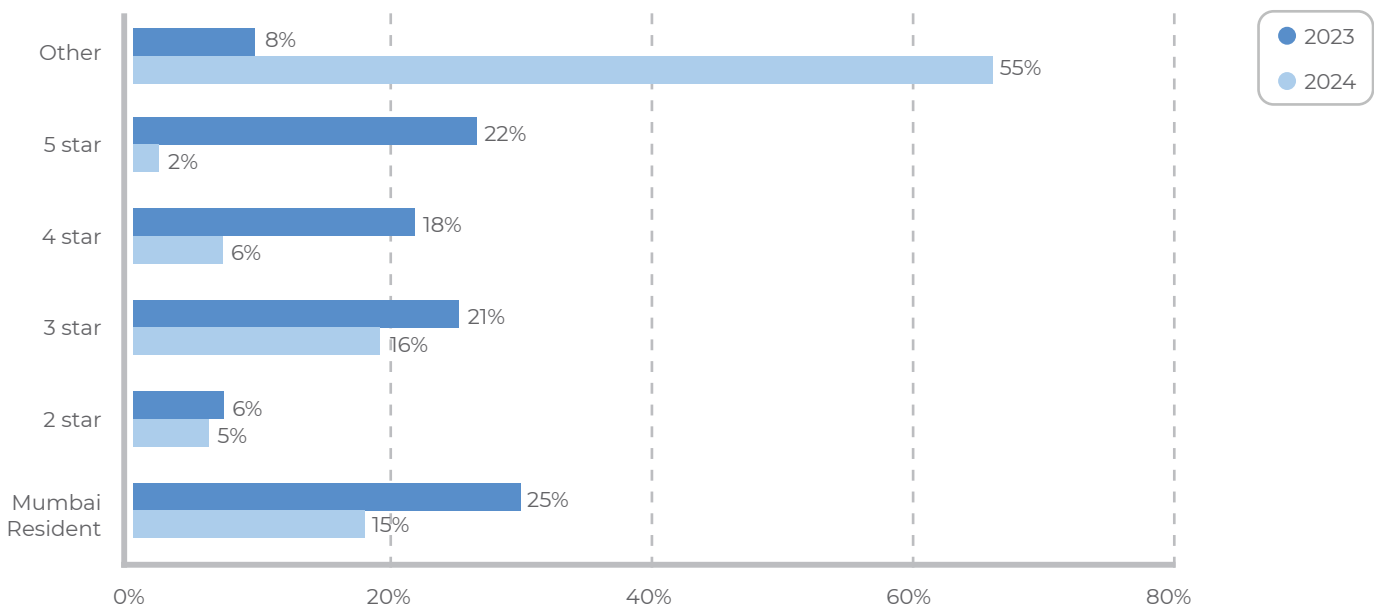


Approximately 41% of the participants viewed TMM 2024 as an opportunity to acquire new running shoes specifically for the marathon. This significant proportion presents an excellent chance for shoe brands and manufacturers to capitalize. By introducing fresh shoe designs and launching brand campaigns ahead of the Tata Mumbai Marathon, they can effectively attract more runners.



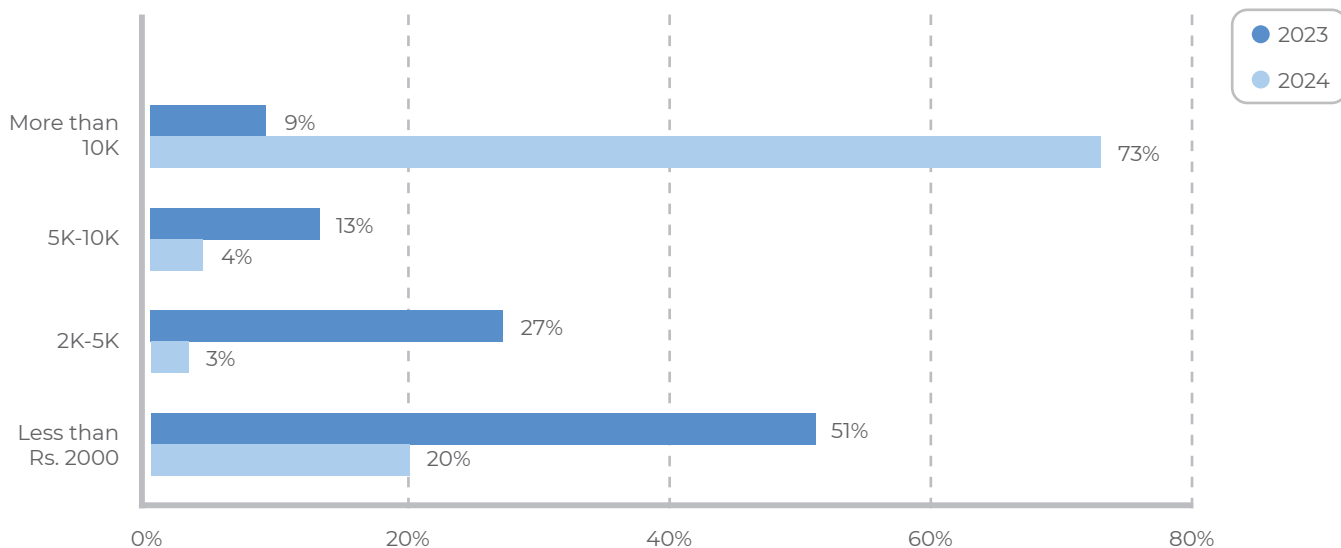
EXPLORING ACCOMMODATION, FOOD & TRAVEL

ACCOMMODATION PREFERENCE OF THE RUNNERS



- The strong preference for 3-5-star accommodations among 61% of participants traveling to Mumbai for the marathon implies that they possess substantial disposable income.
- This demand not only contributes to the local economy through increased spending but also fosters job creation and opportunities for infrastructure development.
- Hoteliers can adapt their pricing strategies to leverage this trend, resulting in heightened competition and improved service quality within the hospitality sector.
- Overall, this preference reflects both individual consumer choices and broader economic dynamics in the tourism industry.

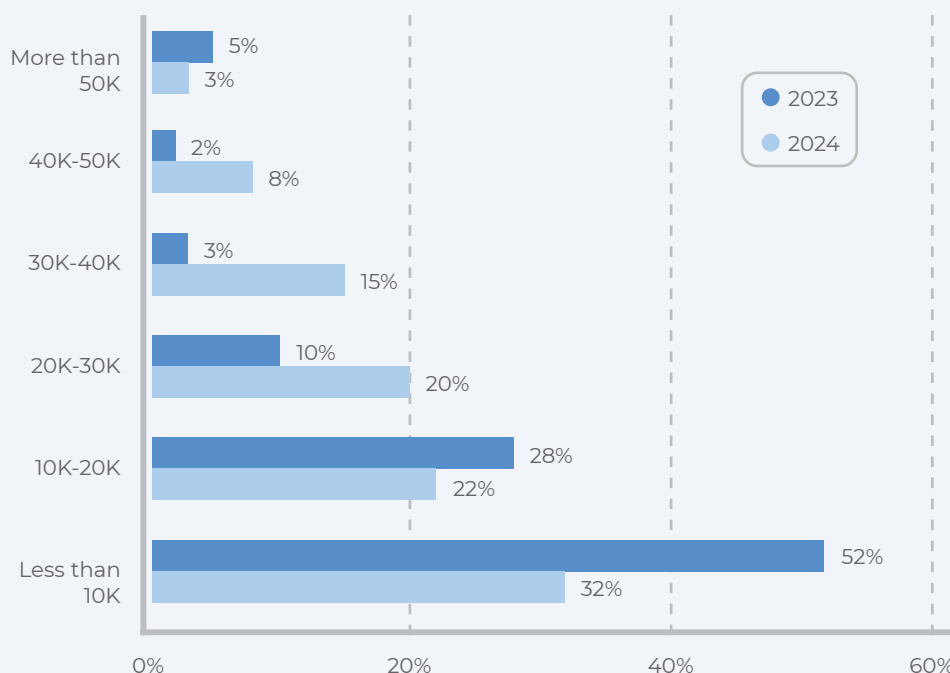
PARTICIPANT'S AVERAGE EXPENDITURE: FOOD, ACCOMMODATION, AND TRAVEL



These different spending patterns reflect the diverse financial situations and priorities of runners impacting market segmentation, revenue potential, local economic impact, and consumer behaviour insights of the economy.

EXPLORING NUTRITION & SUPPLEMENTS SPENDS

MONTHLY EXPENSES ON NUTRITION AND SUPPLEMENTS



- These diverse spending preferences shed light on the varied approaches participants take in prioritizing their health and well-being.

- Such insights are valuable for health and wellness product providers seeking to understand the spectrum of budgetary considerations within their target audience, enabling them to tailor their offerings accordingly.

HEALTH IMPACT

The Tata Mumbai Marathon plays a significant role in promoting health and fitness. This participative sport motivates individuals to adopt an active lifestyle, leading to various physical and mental health benefits. Marathon training is more than just a workout; and the analysis within the report examines the marathon's effects on both physical and mental health of its participants.

The report explores how participants experience mental health benefits, including reduced stress, improved mood, and enhanced cognitive function. It deeply analyses training routines, dietary habits, and the driving forces behind their dedication to rigorous preparation and surmounting personal challenges of the participants.

The high-impact nature of running contributes to increased bone density, strengthens bones and muscles, making it a valuable fitness investment for long-term health. Regular running helps maintain a healthy weight, lowers the risk of chronic diseases such as diabetes and hypertension, and boosts the immune system. Moreover, the marathon encourages cardiovascular health by improving heart function, reducing blood pressure, and enhancing circulation.

The 2024 edition of the Tata Mumbai Marathon saw an increase in participant registrations, reflecting the growing awareness and popularity of distance running. This trend underscores the event's impact in fostering a health-conscious community. This report offers a comprehensive perspective into the marathon's constructive impact on the broader health and fitness domain.



51% Believe ENDURANCE is key for Marathon Running

85% undergo Medical Checkups 90 days prior to TMM

70% of the runners actively pursue specific health goals

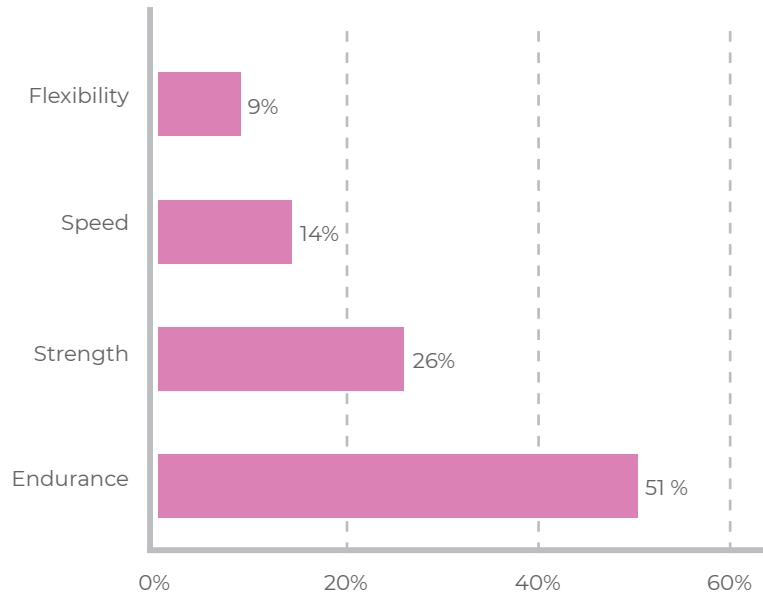
Better Health, Weight Control, Athletic Performance are **3** major motivational factors to maintain healthy lifestyles

1 out of **3** runners support their diet with regular supplements

93% of Runners engage in fitness activities beyond runs, to train for marathon

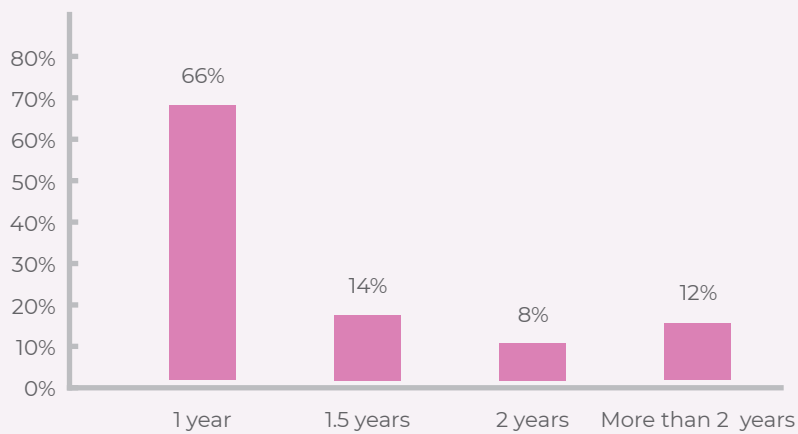
Runners train a minimum of **3-4** days weekly to prepare for a marathon

MOST IMPORTANT FITNESS COMPONENT FOR RUNNERS



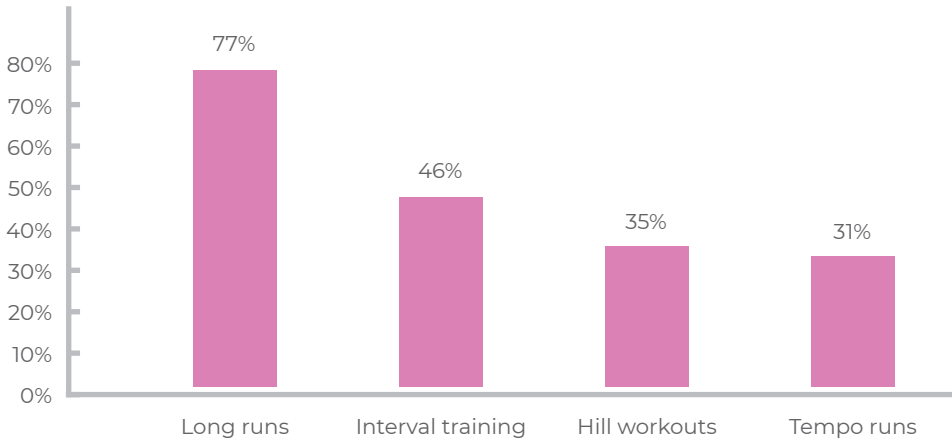
More than half of the participants consider endurance (51%) the crucial factor for running any marathon, followed by strength and speed training

YEARS OF TRAINING REQUIRED TO COMPETE FOR A MARATHON



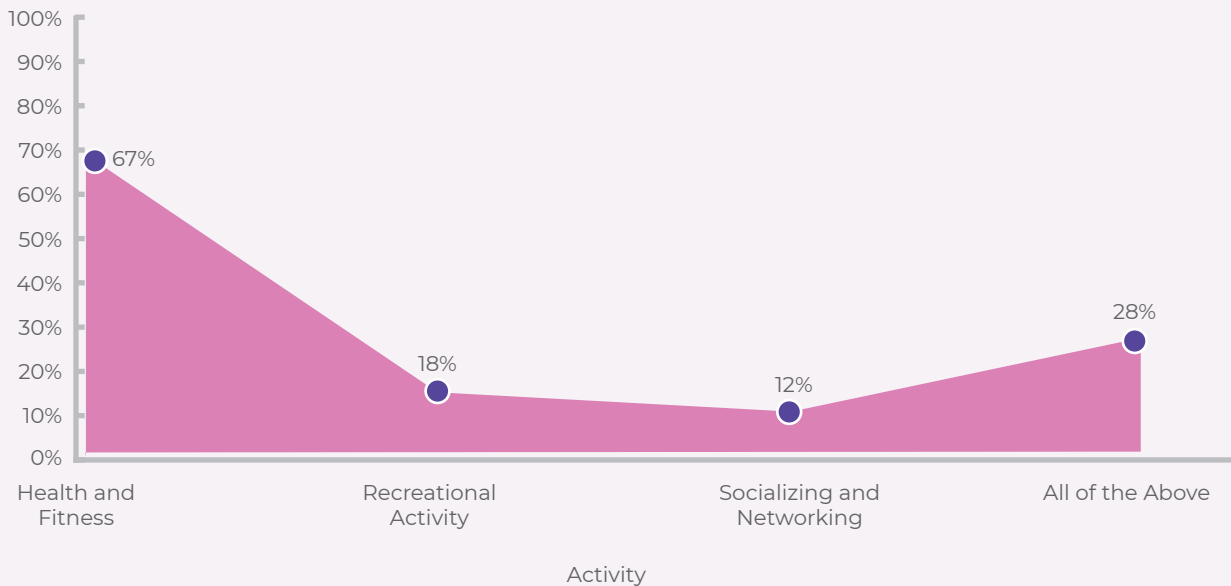
A resounding 66% believe that a year of dedicated training is the key to compete for the marathon at TMM.

TYPES OF RUNNING WORKOUTS RUNNERS INCLUDE IN DAILY TRAINING REGIME



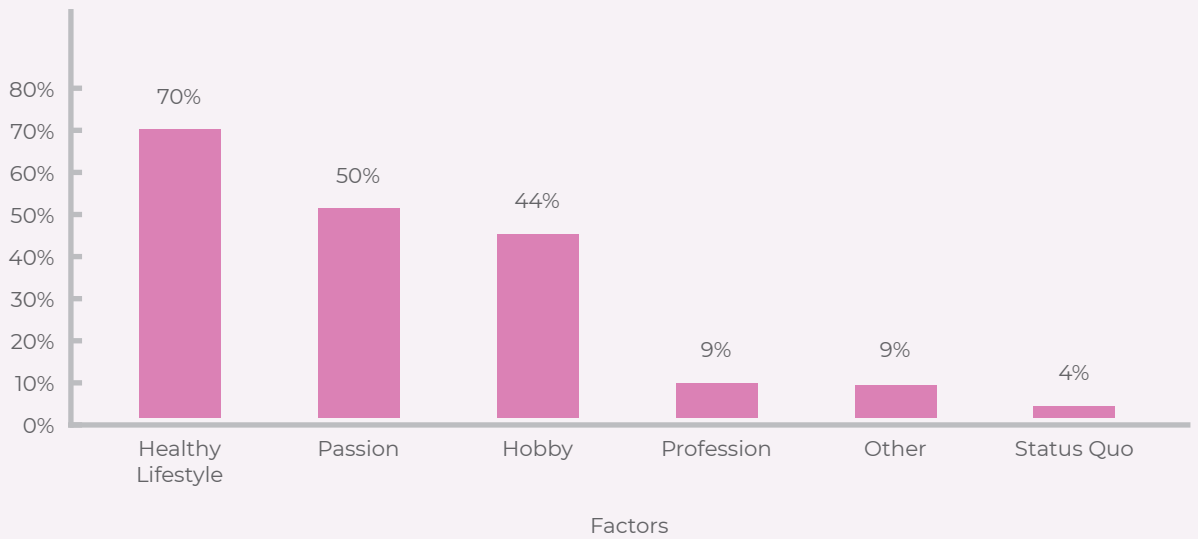
Variation in the training regime contributes to optimizing the performance and reducing injury risk.

KEY MOTIVATIONAL FACTORS TO TAKE UP RUNNING



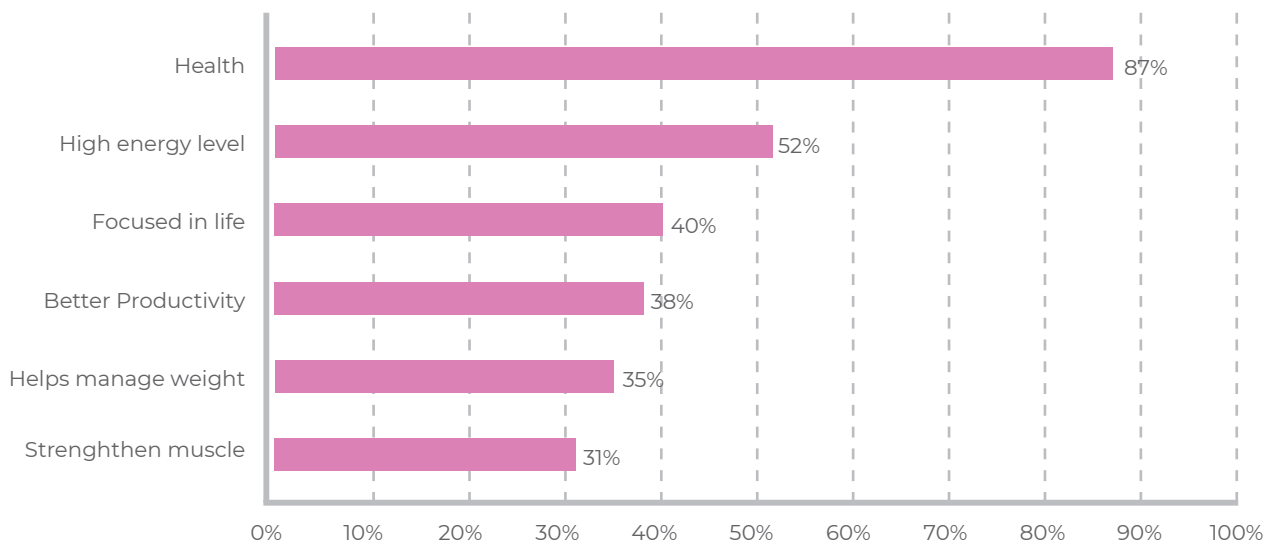
- Over the past five years, an increasing number of individuals have recognized the importance of maintaining fitness and overall health.
- An impressive 67% of the participants this year attributed their involvement in running to the pursuit of “Health and Fitness.”
- These are clearly the three key factors that emerge as motivations for engaging in running and sustaining an active lifestyle.

FACTORS THAT LEAD TO RUNNING REGULARLY



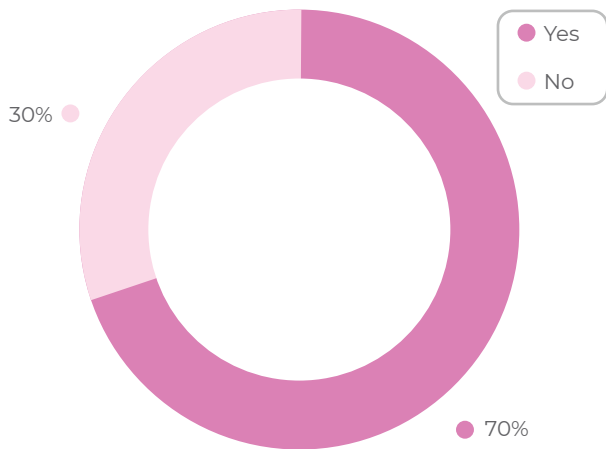
With increasing awareness of a healthy lifestyle, 70% of the participants were motivated to take up running. Among them, 50% cited passion as their driving force, while 44% embraced running as a fulfilling hobby.

BENEFITS OF AN ACTIVE LIFESTYLE



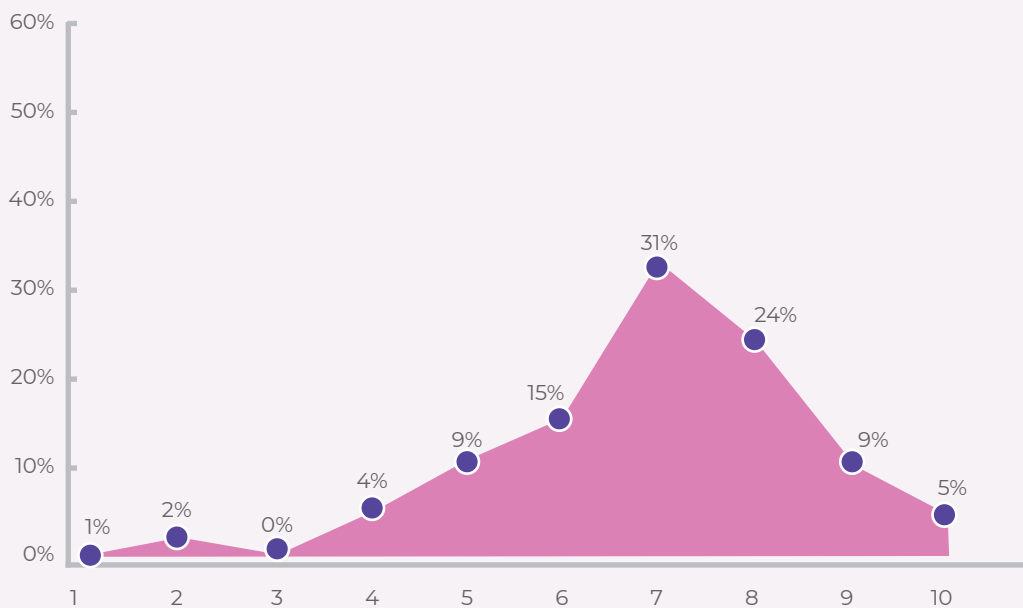
An adage states, "Health is Wealth" and 87% of participants this year reported that good health is a major benefit of an active lifestyle.

INCLINATION TOWARDS SPECIFIC HEALTH GOALS



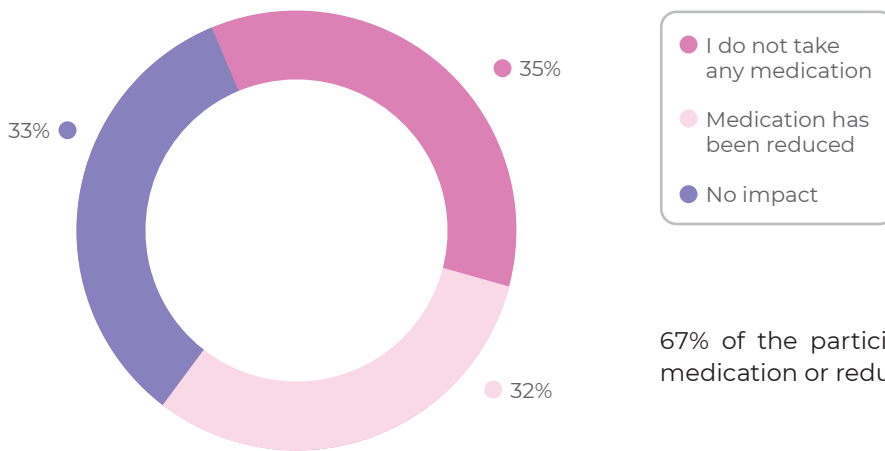
- 70% of the participants actively pursue specific health goals, demonstrating their commitment to an active and healthy lifestyle
- Conversely, 30% of participants have not set specific health goals, highlighting the diverse approaches within the surveyed population toward their well-being.
- This finding underscores the individualized nature of health aspirations and the varied motivations driving participants in their fitness journey

CURRENT FITNESS LEVEL OF THE RUNNERS



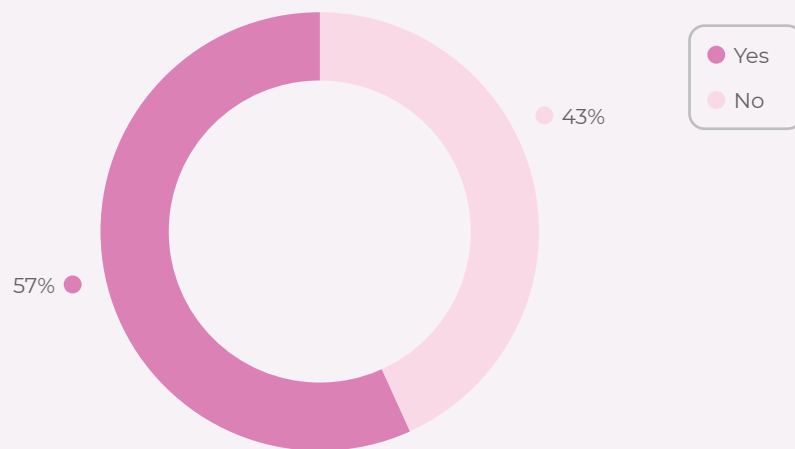
This graph explains the participant's scoring of their fitness level on a scale of 1- 10. 66% of participants rated themselves a 7 and above, which further indicates self-realization of the benefits of active living.

IMPACT OF RUNNING ON HEALTH AND MEDICATION



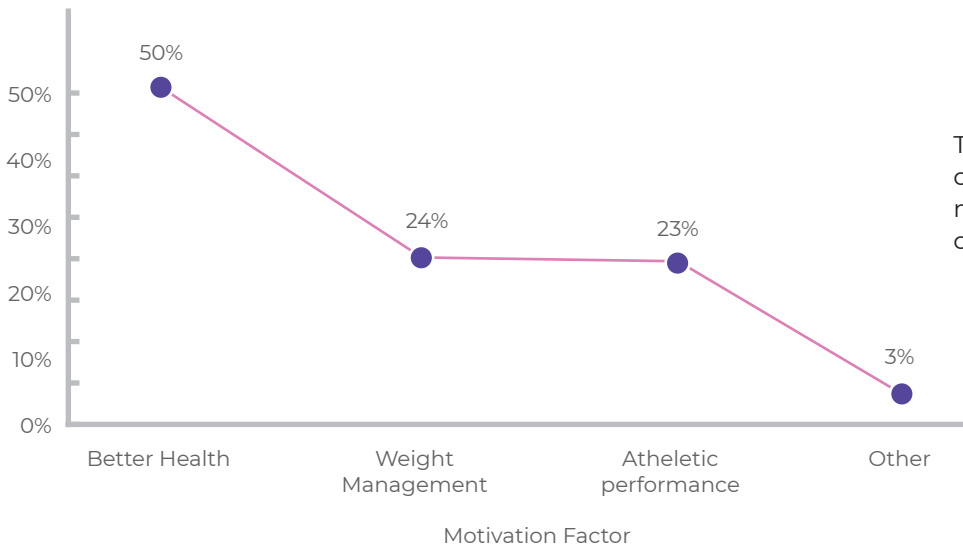
67% of the participants reported benefitting by no medication or reduced medication.

RUNNING INDUCED CHANGES IN WEIGHT



57% of the participants observed that running induced weight changes in their body, showcasing running as an essential part towards maintenance of health.

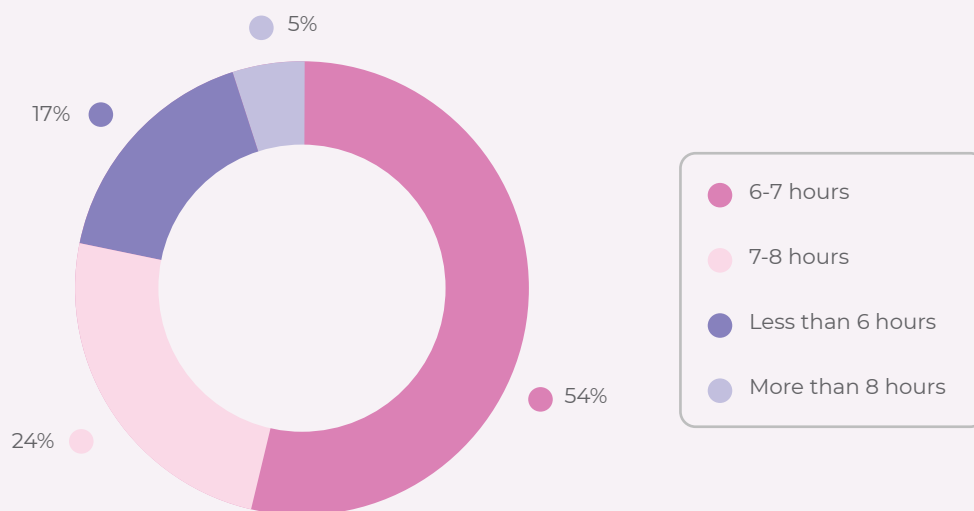
MOTIVATION TO MAINTAIN HEALTHY LIFESTYLES



Three factors totalling to 97% clearly emerge as the main motivators for runners to remain committed to regular training.

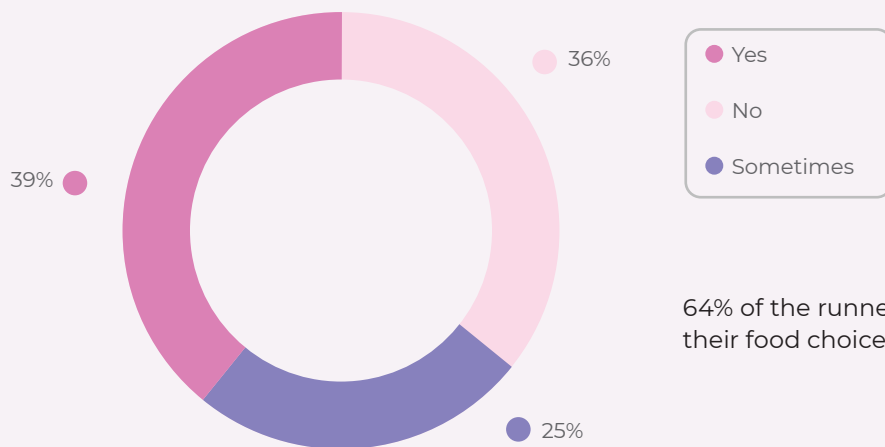
PREPARATIONS BEFORE THE RUN

SLEEP: AWARENESS OF TOTAL HOURS OF SLEEP REQUIRED BEFORE A LONG RUN



- 83% of the runners are aware that getting the appropriate number of hours and quality of sleep is important before a long run and race day.
- During training, participants shared they tend to skip a long run or postpone it by a day if they feel quality of sleep or number of hours of sleep is compromised.
- In the week leading up to the marathon, runners are focused on quality of sleep, diet, hydration, and recovery.

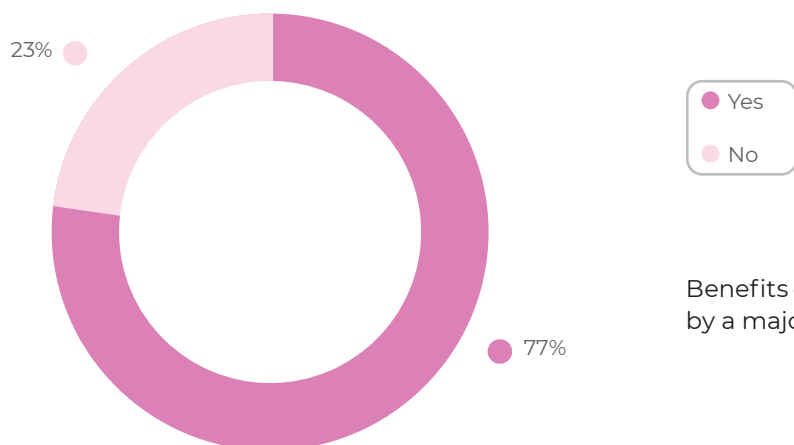
CHANGES IN MEAL CONSUMPTION A NIGHT PRIOR TO THE RUN



64% of the runners on a regular basis are conscious of their food choices the evening before a long run.

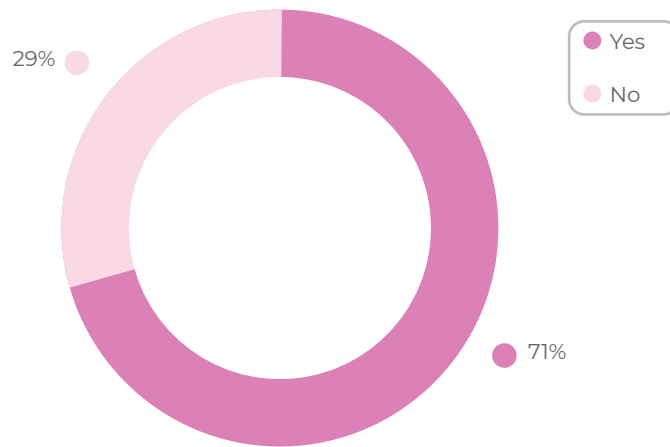
EXPLORING DIET & NUTRITION

FAMILIARITY WITH NUTRITIONAL GUIDANCE



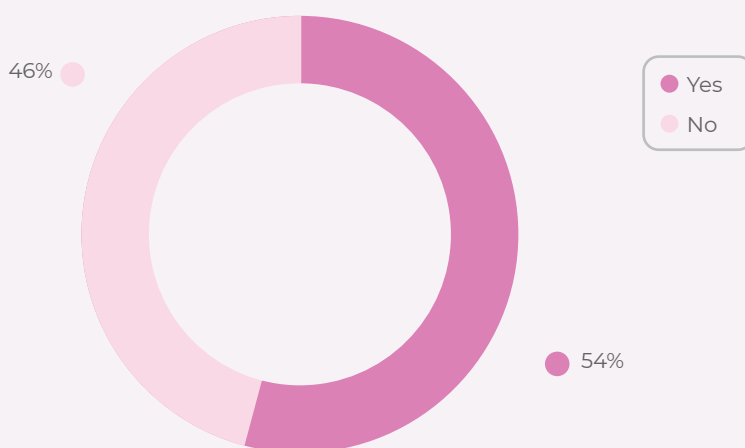
Benefits of nutritional guidance are clearly understood by a majority of the participants.

THE NEED FOR NUTRITION AND WELLNESS GUIDELINES FOR A HEALTHY LIFESTYLE



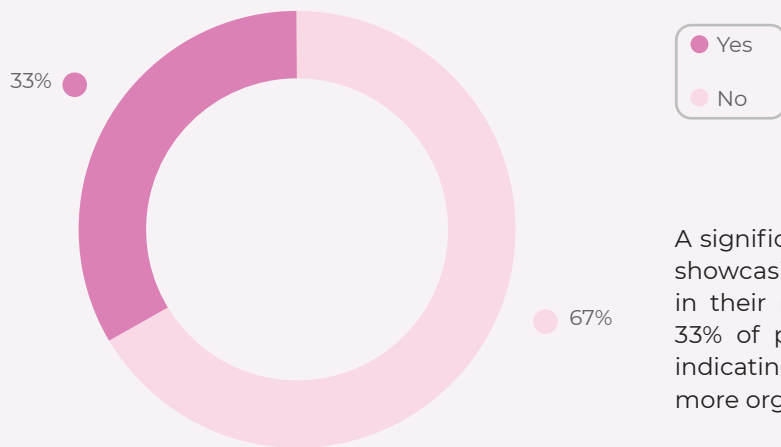
- 71% of participants responded affirmatively to the need for guidance on nutrition and wellness customized for marathon readiness.
- As race day approaches, participants become more conscious of their dietary preferences. This observation underscores the significance of subtle daily habits that can positively impact race day performance.

PROFESSIONAL DIET CONSULTATION IN PAST ONE YEAR



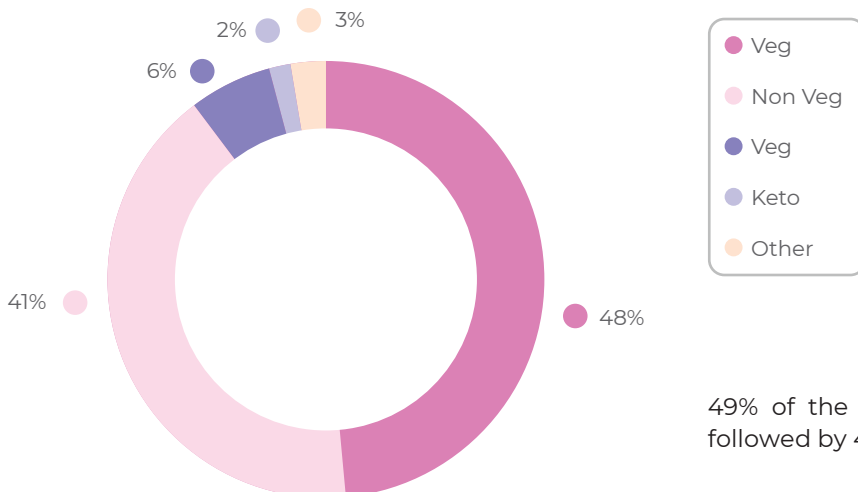
The survey results indicate that 54% of participants are willing to invest in professional diet consultation. This finding highlights the value they place on seeking expert advice for their wellness and nutrition needs.

FOLLOWING A DIET PLAN AT THE TIME OF THIS STUDY



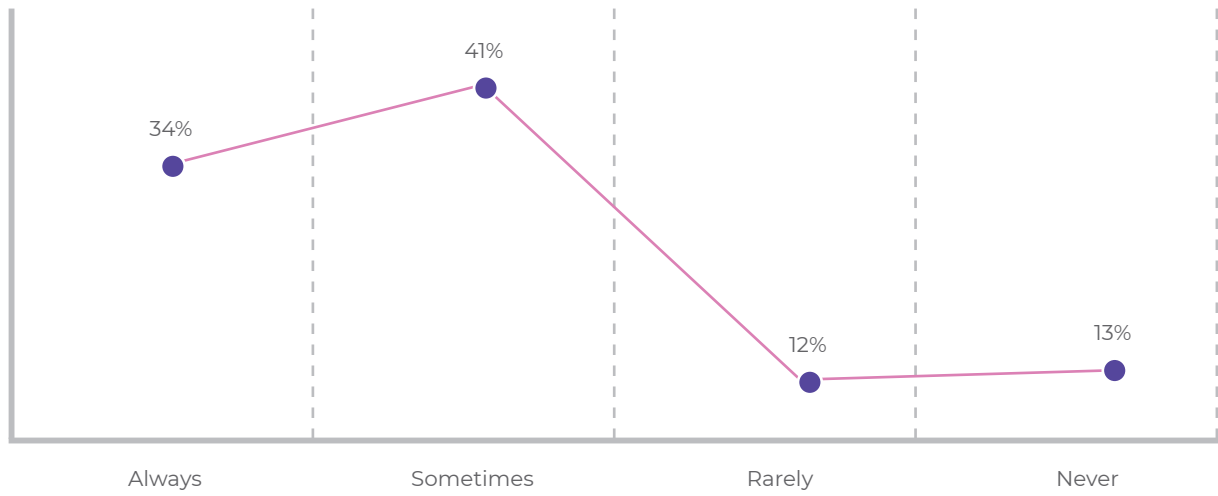
A significant 67% don't adhere to a specific diet plan, showcasing a prevailing inclination towards flexibility in their nutritional choices. Conversely, a dedicated 33% of participants opt for a structured diet plan, indicating a conscientious minority committed to a more organized approach to nutrition.

DIET PREFERENCES OF PARTICIPANTS



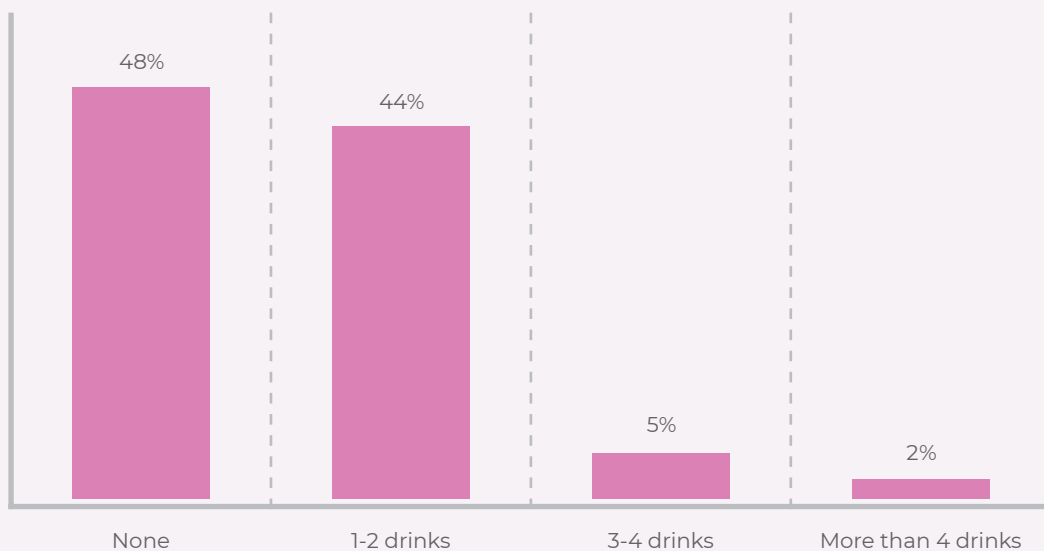
49% of the participants followed a vegetarian diet, followed by 41% who followed a non-vegetarian diet.

MONITORING OF PORTION SIZE WHILE EATING



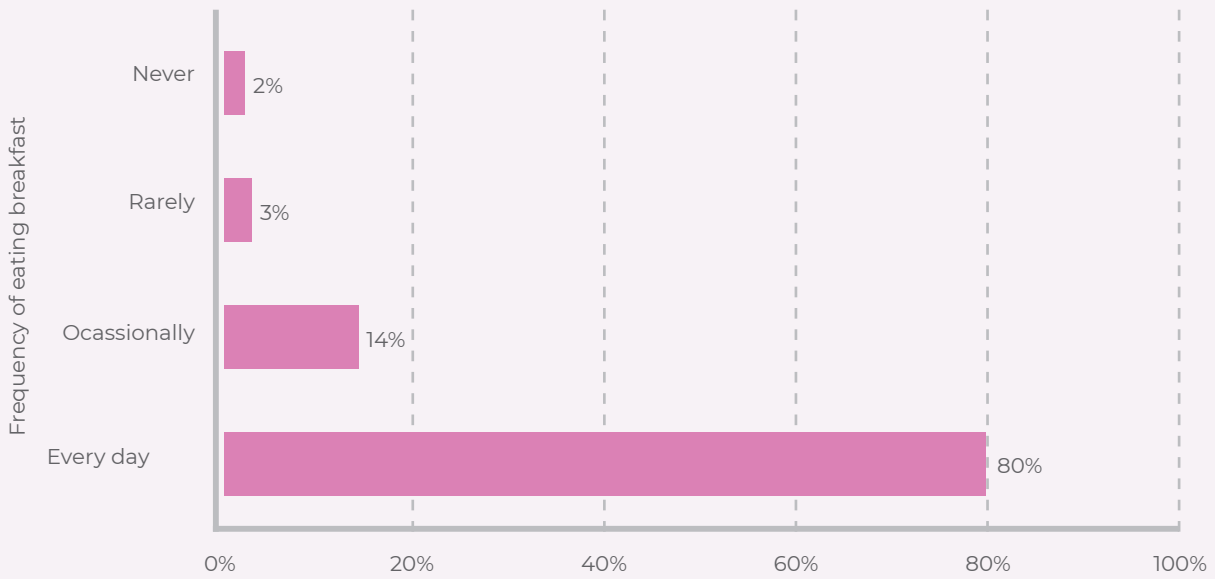
- 34% of the participants consistently monitored their portion sizes while eating.
- Additionally, 41% of participants did so occasionally.
- The substantial number of participants who manage their portion sizes reflects their commitment to health and wellness.

PER DAY SUGAR CONSUMPTION



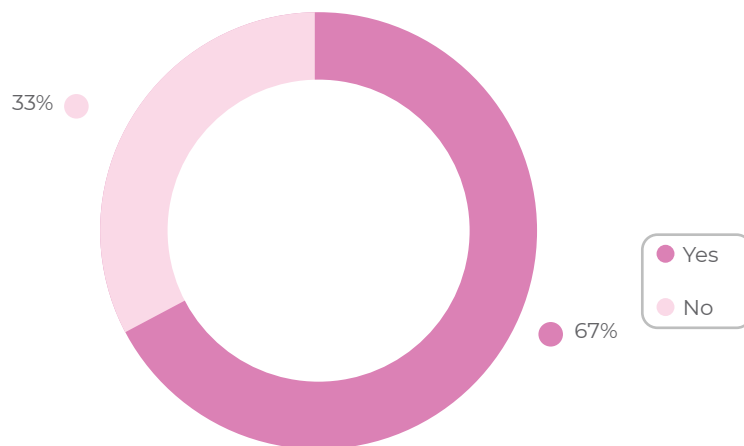
Participants are conscious of their sugar consumption. i.e. sugary beverages, which is clearly seen in 92% of the respondents.

FREQUENCY OF EATING BREAKFAST



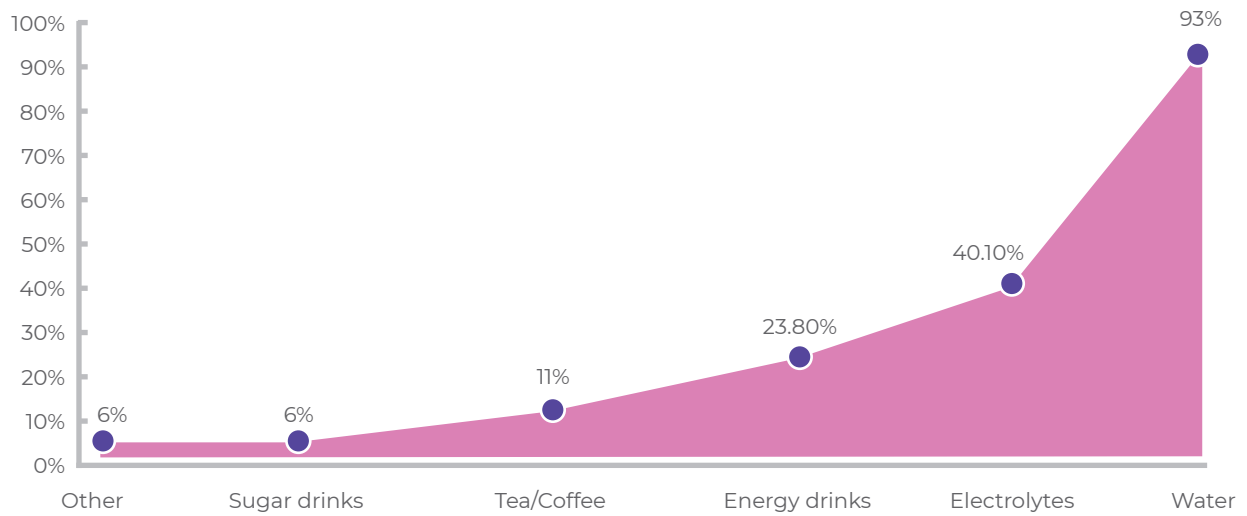
80% of the participants place importance on consuming breakfast - the first meal of the day.

REGULAR INTAKE OF DIETARY SUPPLEMENTS



Participants are clearly aware of the benefits of dietary supplements with one out of three participants supporting their diet with regular supplements.

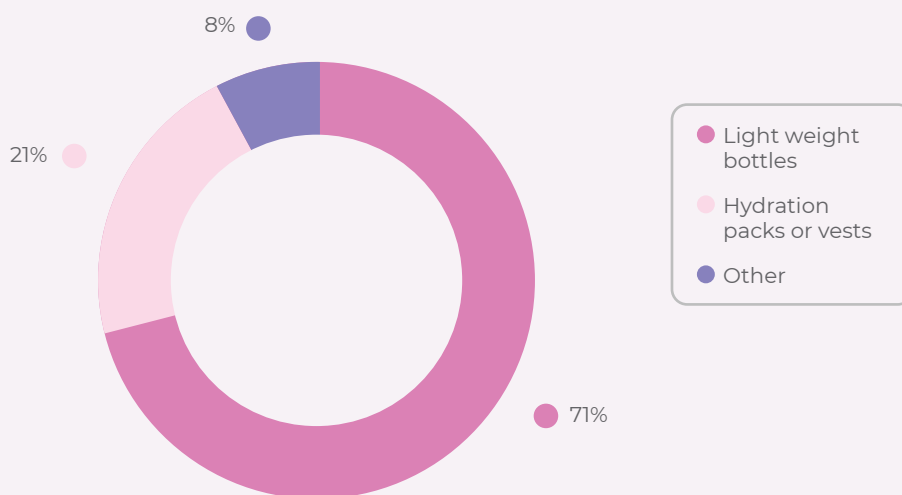
PRIMARY SOURCE OF HYDRATION



[Note: This was a multiple-choice question, where participants could chose more than one option]

The two most preferred sources of hydration are Water – 93% and Energy drinks + Electrolytes is 64%. Water continues to remain the popular choice over others.

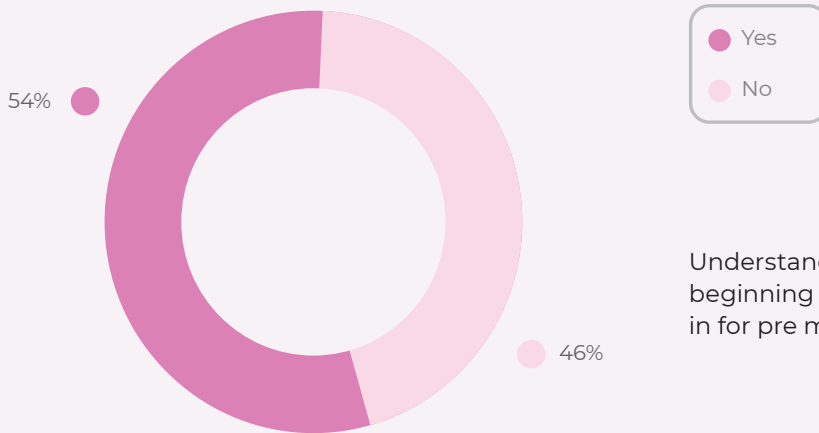
SOURCE OF HYDRATION USED WHILE TRAINING



Hydration is an extremely important factor for running among marathon participants. Running for longer hours leads to dehydration and replacement of water is important. 71% of participants preferred carrying light weight bottles during their run.

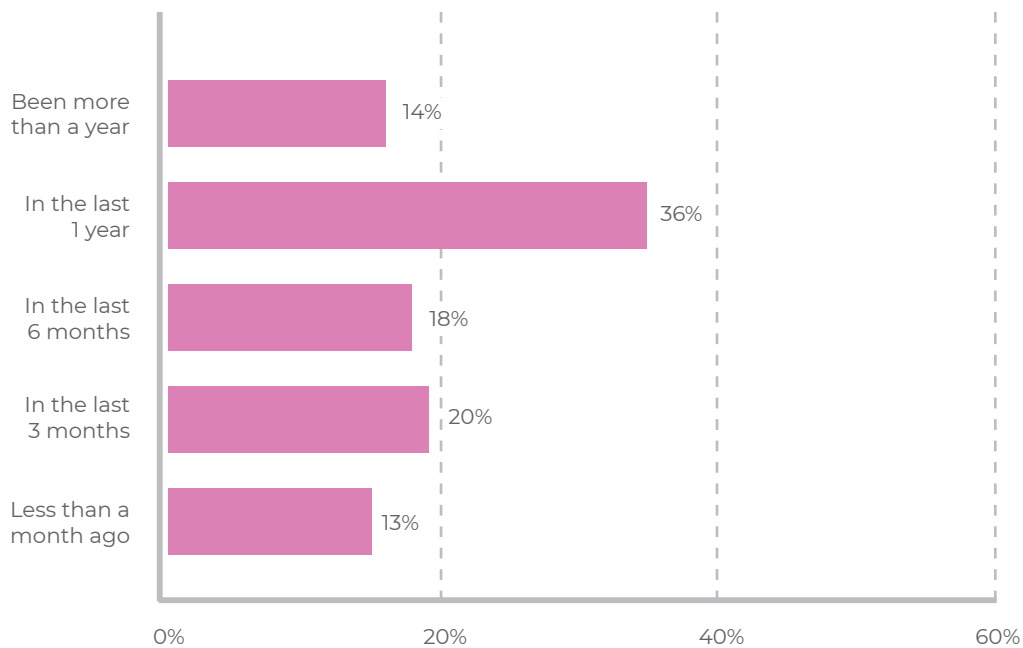
EXPLORING INJURY & MEDICAL CHECKUPS

HEALTH CHECKUPS DONE BEFORE MARATHON



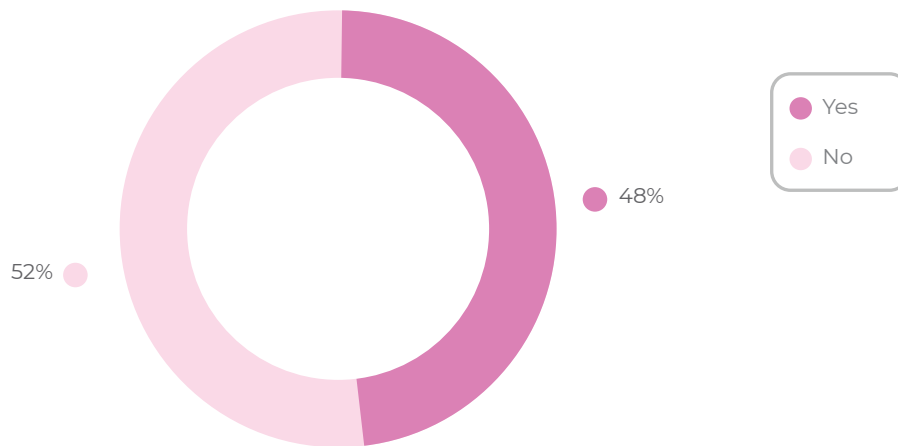
Understanding one's own health parameters prior to beginning training for TMM is evident with 54% going in for pre medical checkups.

FREQUENCY OF BODY CHECKUP



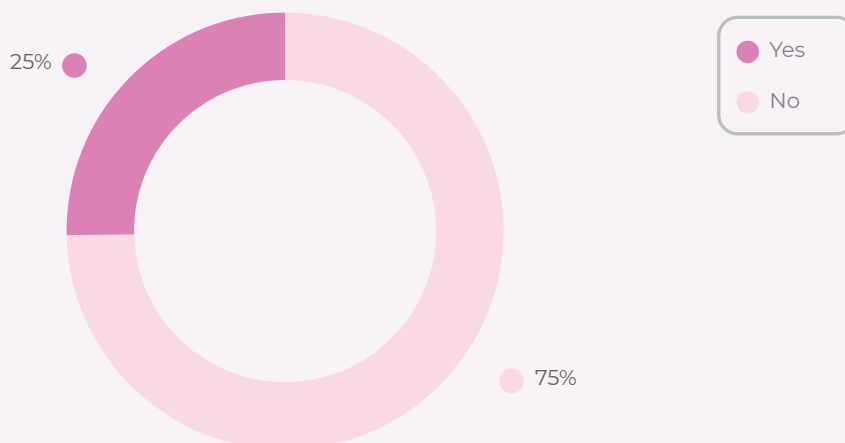
85% participants undertake a checkup 90 days before the event, of which 65% is 6 months and before. This signifies the awareness of assessing one's health parameters well before the race day. These tests also lead to a reduction in injury levels and better performance on race day.

MEDICAL ADVICE OR TREATMENT PRIOR TO RUNNING A MARATHON



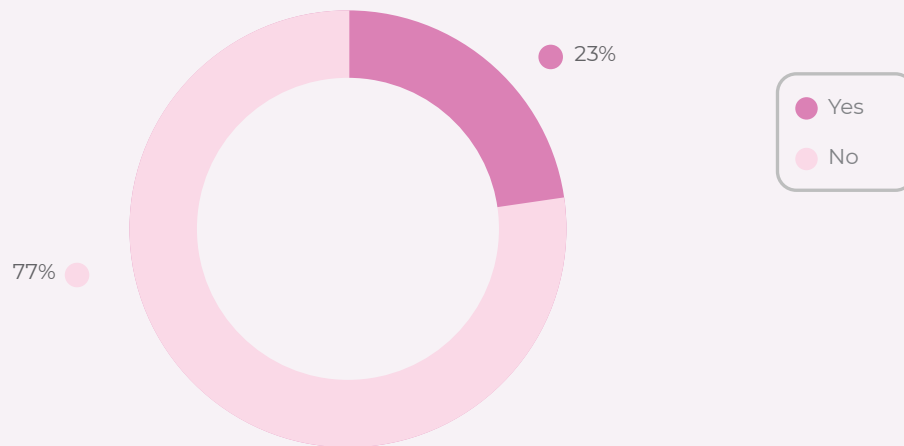
- 48% of the participants sought pre-injury advice from a medical professional.
- The data reveals a prevalent trend where a majority opted for self-management or self-treatment for their injuries, possibly indicating confidence in independent approaches.
- However, the quarter seeking professional medical advice underscores the importance of recognizing and addressing injuries with expert guidance. This reflects a varied approach to injury management among participants.

IMPACT OF PAST INJURIES ON FITNESS COMPONENTS



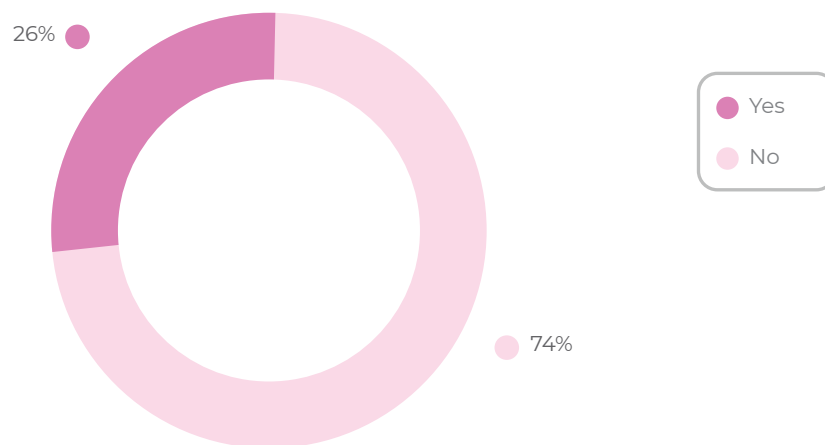
- 75% of the participants did not have any impact of their past injuries on their current fitness.
- This showcases runner intent of proper treatment, care, and preventative measure undertaken to avoid a recurrence of injury.

PRE-EXISTING INJURIES BEFORE TMM 2024



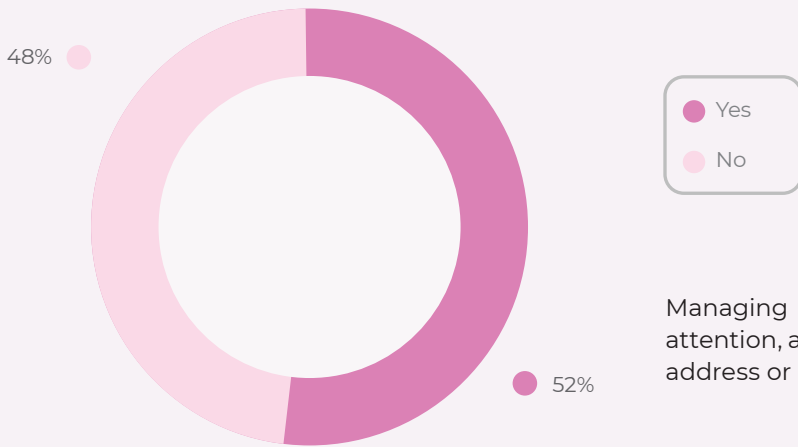
With a majority of participants sharing no pre-existing injuries, strength training, recovery, and dietary supplements along with other factors - such as choosing the right shoe - continues to have a positive impact in being injury-free. This trend is expected to continue and grow in the coming years.

FEAR OF RECURRENCE OF PAST INJURY



- Among the participants surveyed, a significant 74% reported having no fear of recurrence of past injuries.
- This positive outlook appears to be influenced by several factors, including maintaining proper running form, engaging in strength training, following dietary preferences, avoiding binge eating, and an increase in the number of participants proactively seeking health check-ups.

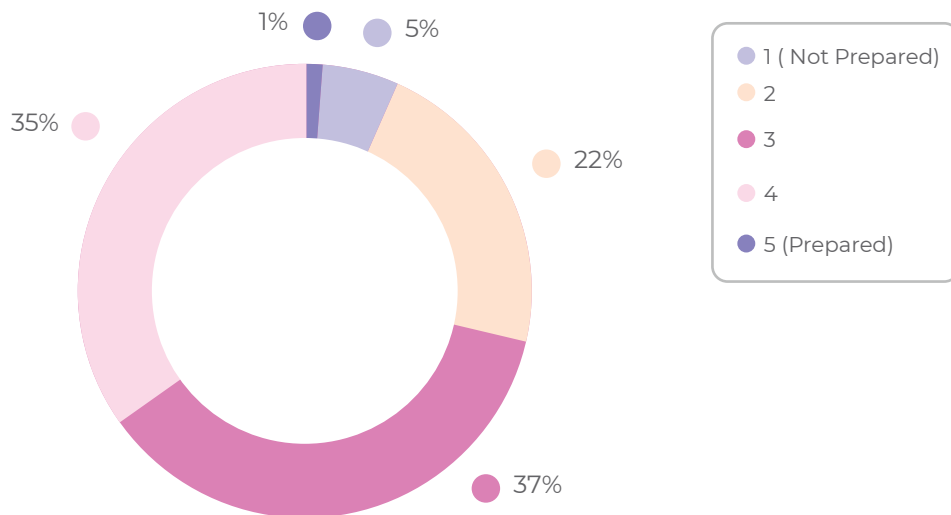
INJURY PREVENTION GUIDANCE FROM HEALTHCARE PROFESSIONALS



Managing injuries during training is getting its due attention, as almost 50% take expert medical advice to address or prevent injuries.

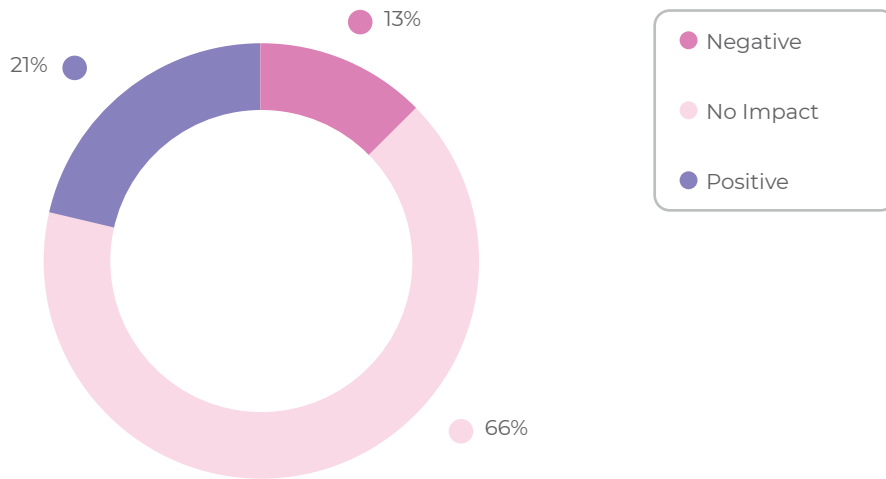
MENTAL HEALTH FACTORS

MENTAL PREPAREDNESS FOR MARATHON



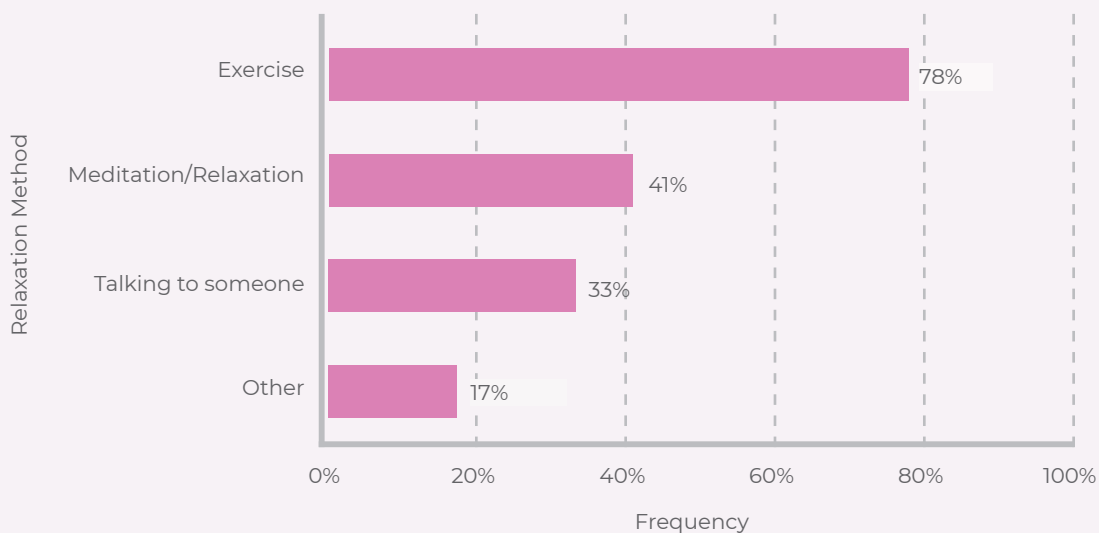
37% participants demonstrated readiness and mental preparedness for the marathon. This appears to be closely linked to their commitment to a regular training plan, which includes elements such as strength training and dietary considerations. The correlation between these practices and participants' mental preparedness suggests that holistic physical and mental conditioning contributes significantly to their confidence and resilience.

RUNNER'S MENTAL HEALTH POST-INJURY DURING MARATHON TRAINING



Runners exhibit remarkable mental resilience, even when dealing with minor niggles and injuries that do not significantly affect their targeted race day performance. Over 20% maintain a positive outlook and remain highly determined to compete.

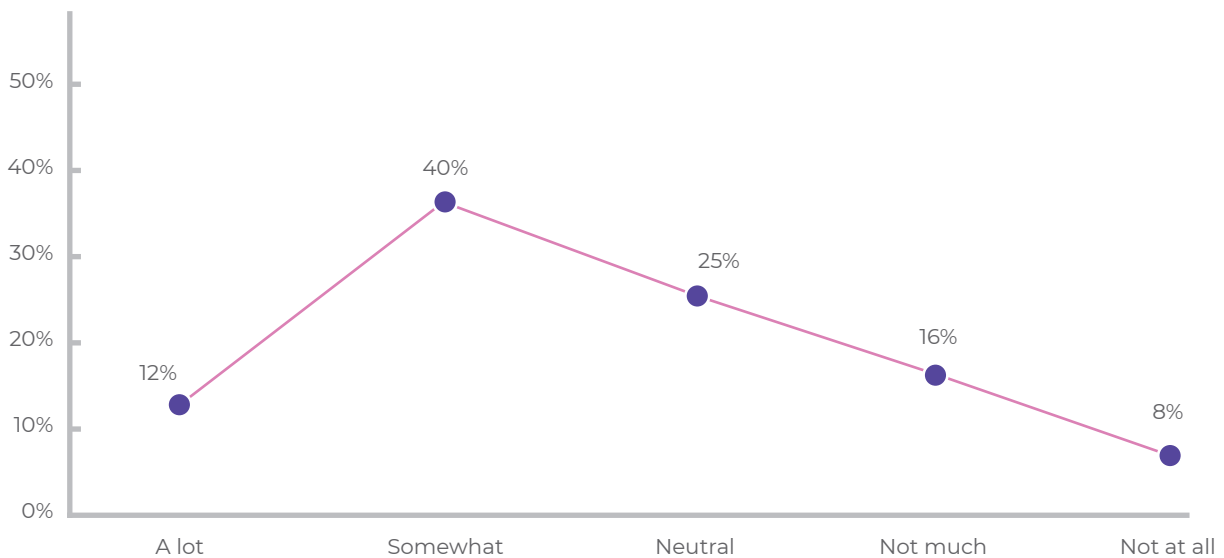
STRESS COPING MECHANISM



78% of respondents reported that exercise is their primary method for coping with stress. Among all the available options, active living and exercise emerge as the clear and effective stress buster.



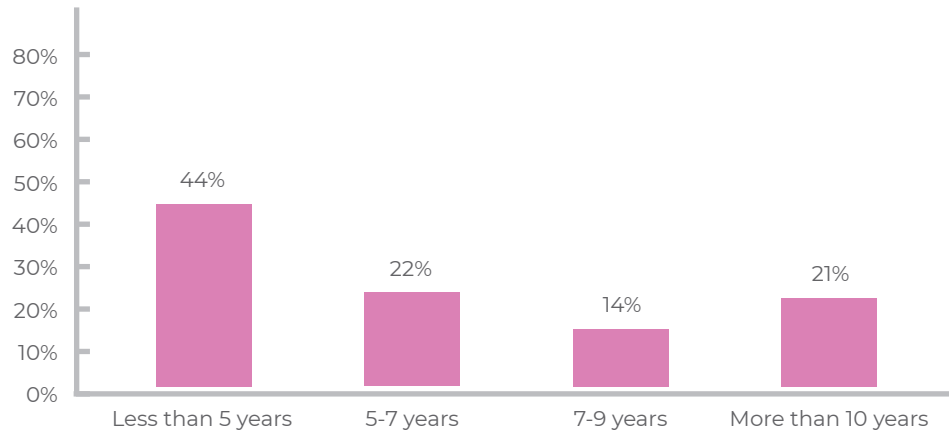
IMPACT OF EXTERNAL FACTORS ON MARATHON RUN



- Approximately 40% of amateur runners indicated that external factors somewhat influence their mental state.
- A quarter of amateur runners expressed a neutral opinion, while 12% felt that external factors have a significant impact.
- Additionally, 16% of amateur runners believed that external factors do not have much influence on their mental state, and 8% held the opinion that external factors have no impact at all.
- The varied responses highlight the diverse perspectives amateur runners hold regarding the influence of external factors on their mental state. ||

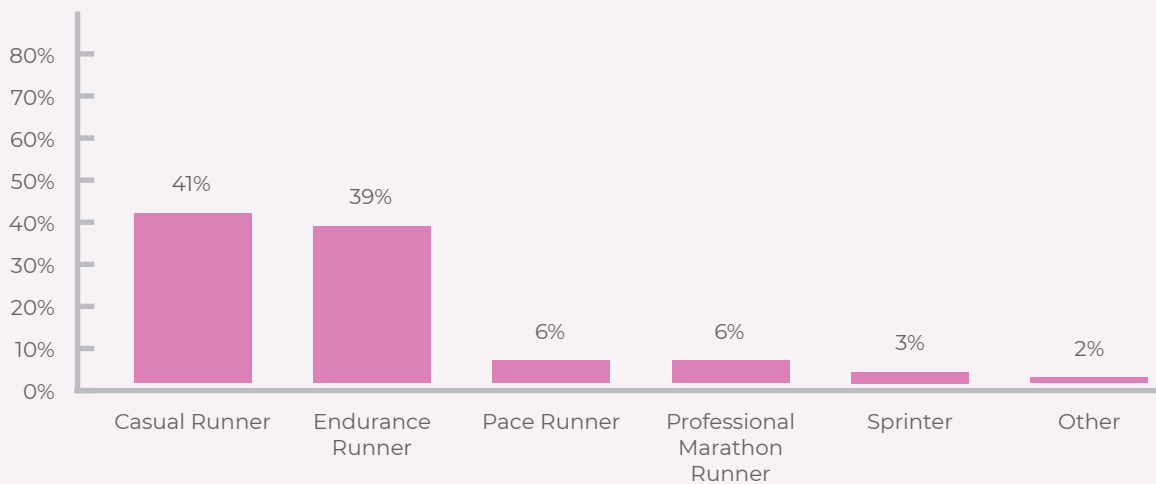
TRAINING

PARTICIPANT'S MARATHON RUNNING HISTORY OVER THE YEARS



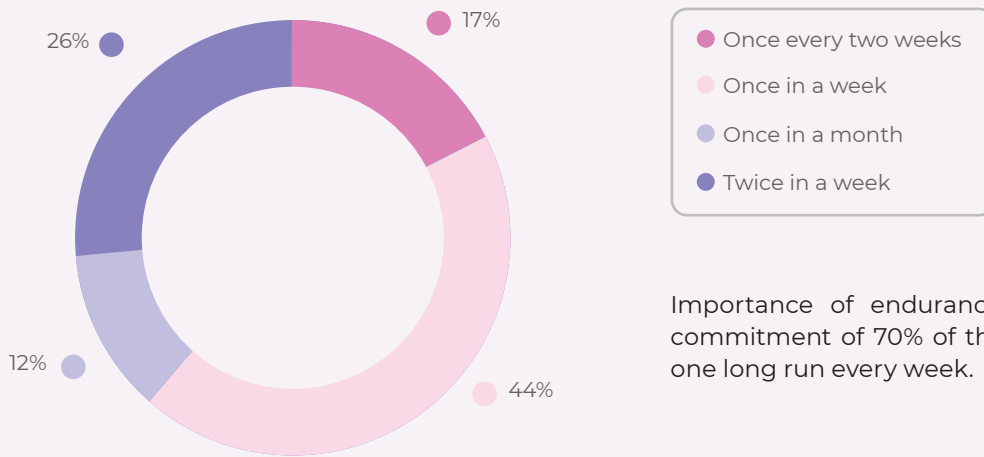
TMM is a clear aspiration for regular runners which is reflected in more than 57% of the runners who are actively running for 5 years or more.

DIFFERENT TYPES OF RUNNERS



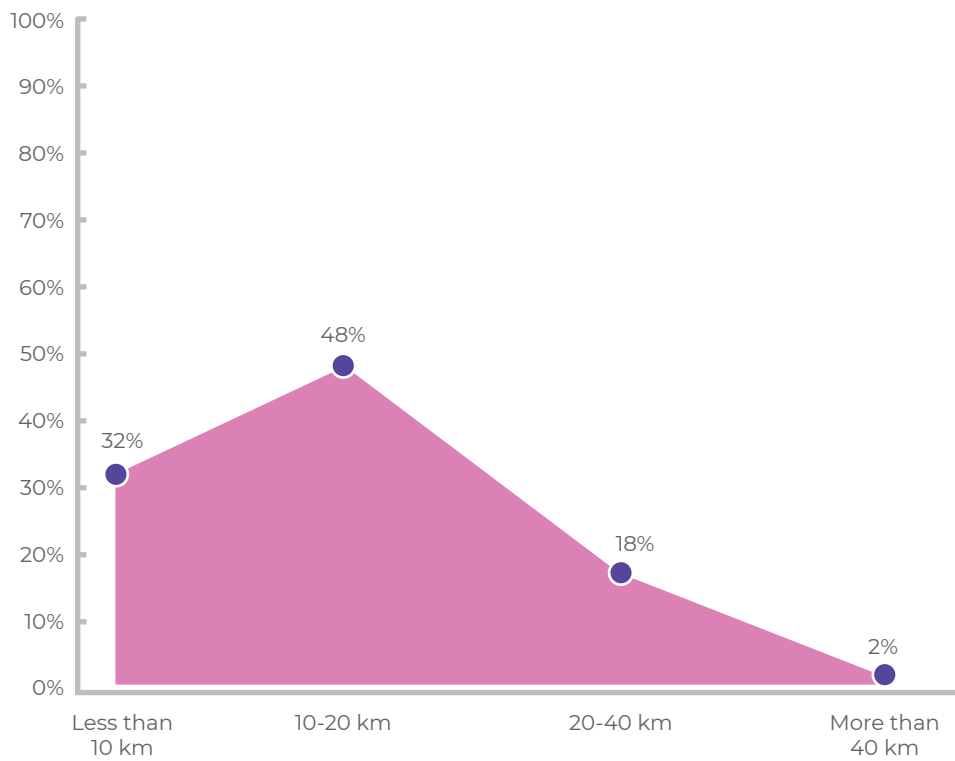
- An equal split exists between amateur runners covering half marathon distances and those aiming for peak performance by running the full marathon.
- Notably, 20% of participants focus on improving their finishing times, which will likely lead to faster finisher times in future events.

FREQUENCY OF LONG RUNS AMONG PARTICIPANTS



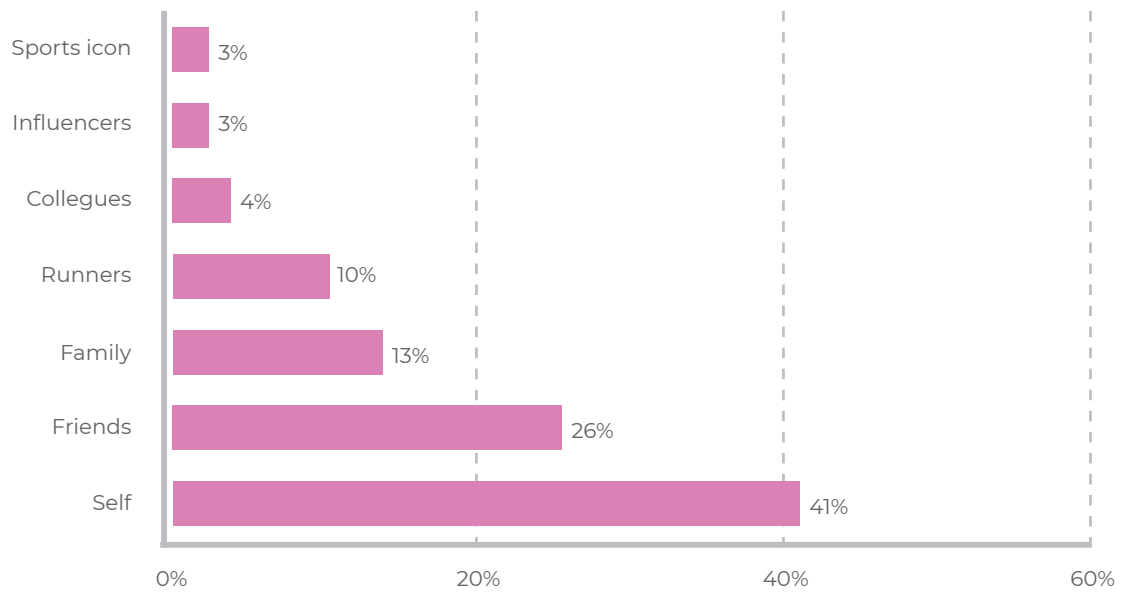
Importance of endurance training is seen in the commitment of 70% of the runners in doing at least one long run every week.

AVERAGE DISTANCE COVERED BY RUNNERS IN LONG RUNS



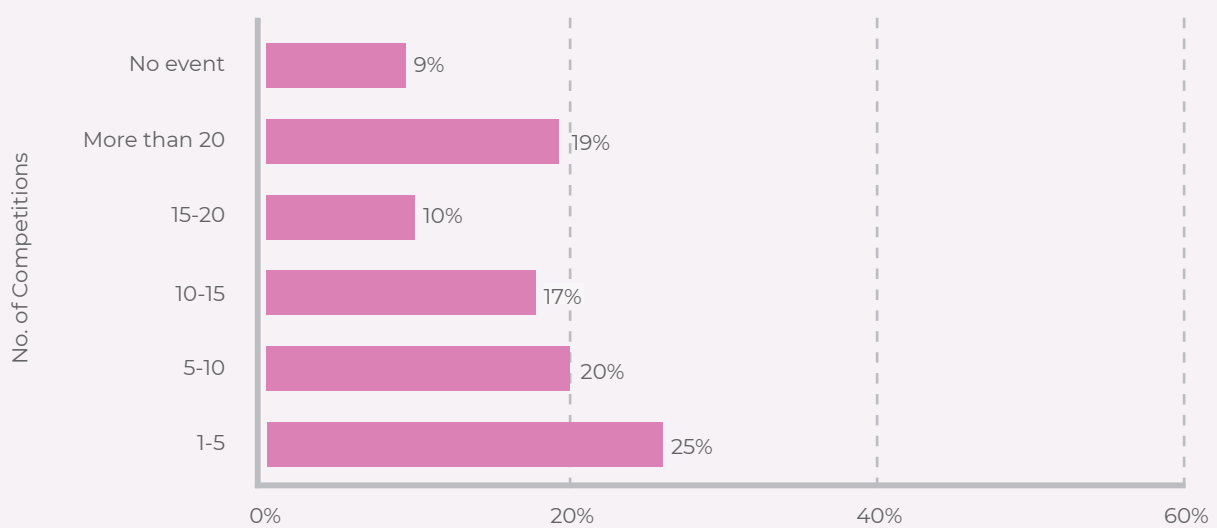
Based on the chart data, it is evident that 48% of participants cover a distance between 10 to 20 kilometers during their long runs. This finding highlights the recognition and importance of long-distance endurance among participants.

MOTIVATION FACTORS FOR RUNNING EVENT PARTICIPATION



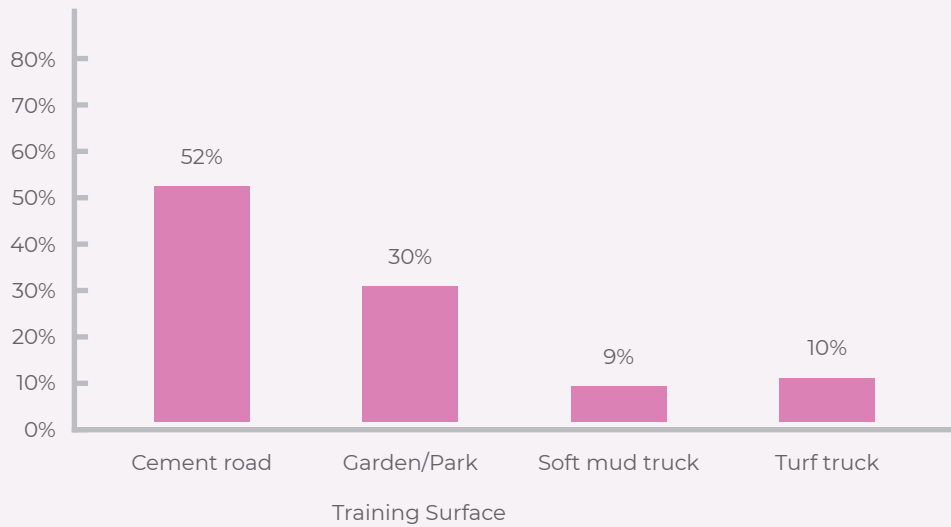
Self-belief, family, colleagues, and social circles are the four strongest motivators for runners to regularly train and participate in running events.

PRE-TMM 2024 RUNNING EVENTS PARTICIPATION



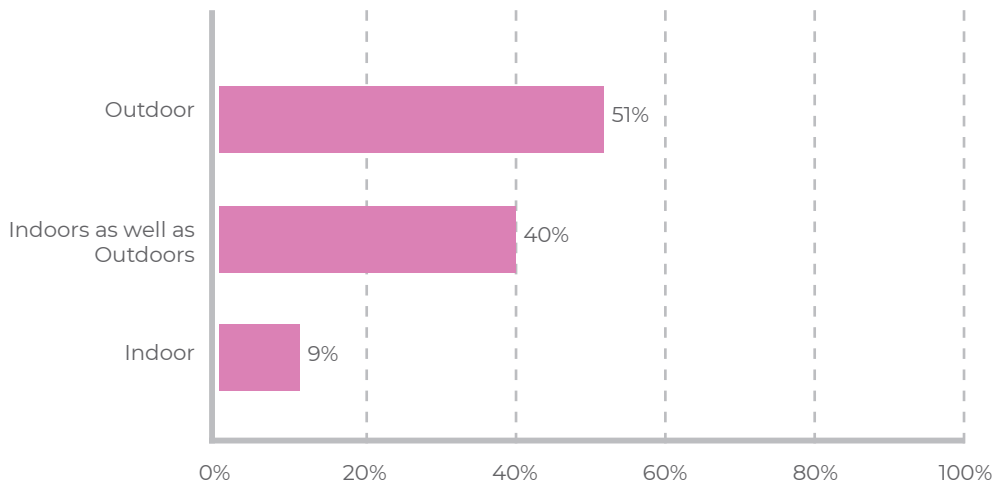
66% of the participants have crossed the finish line in a minimum of 5 events outside of TMM. This signifies the high aspirational value of the Tata Mumbai Marathon.

RUNNER'S PREFERRED TRAINING SURFACE



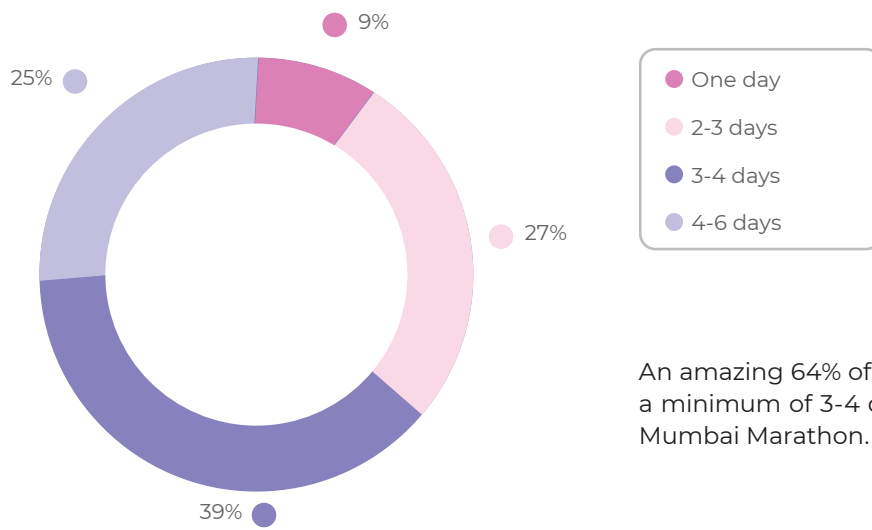
52% of runners indicated a preference for cement roads as their training surface. This trend aligns with the rapid urbanization and development observed across India, where cement roads are increasingly chosen for running due to their availability and suitability.

RUNNER'S PREFERRED TRAINING SURROUNDING



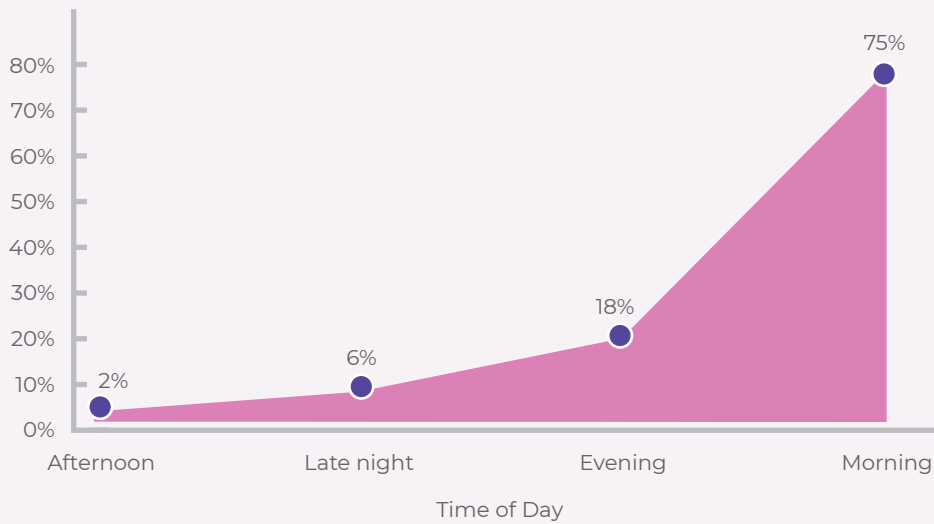
Among the participants surveyed, 51% prefer to break free from the confines of indoor spaces, opting for the great outdoors as their training arena. For 40% of the participants the choice is binary—they find happiness in both indoor and outdoor spaces for their runs. These runners appreciate the flexibility of switching between environments to optimize their training. However, it's interesting to note that less than 10% of participants prefer running exclusively indoors for marathon preparations.

WEEKLY MARATHON TRAINING DAYS



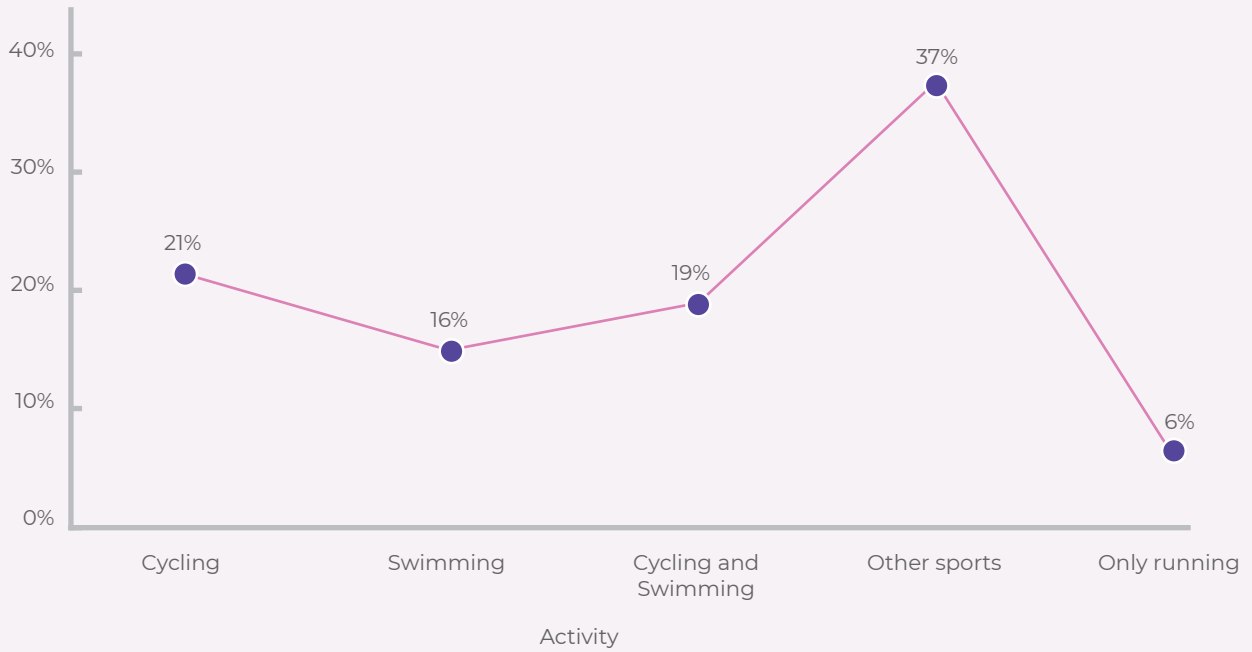
An amazing 64% of the participants are committed to a minimum of 3-4 days of training to prepare for Tata Mumbai Marathon.

PREFERRED TIME OF THE DAY FOR TRAINING



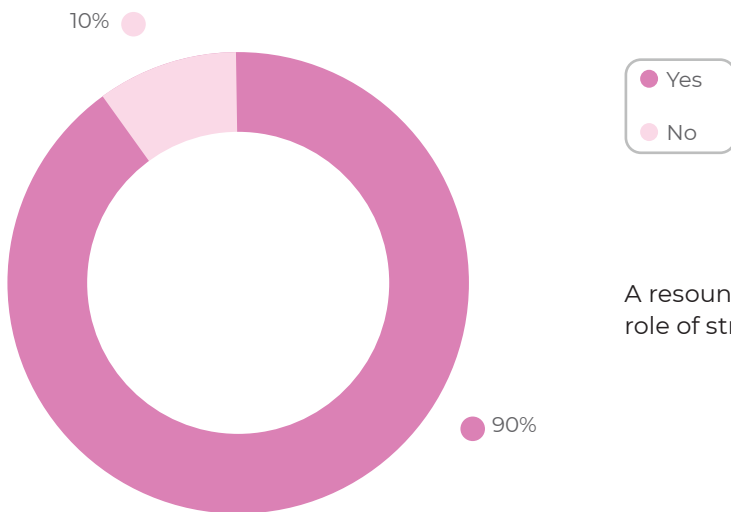
5 am to 7.30 am is clearly the “my zone” which also encourages home-makers and mothers to take up regular training before their daily commitments.

PHYSICAL ACTIVITIES APART FROM RUNNING



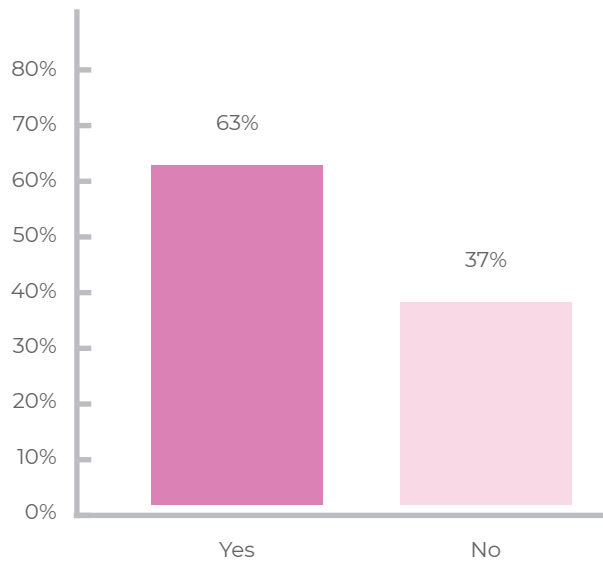
Cycling and swimming are the clear choices for cross-training and recovery, as it enhances cardiovascular endurance. The benefits of which are reflected in improved race day performance.

IMPORTANCE OF STRENGTH TRAINING FOR RUNNERS



A resounding 90% of participants swear by the crucial role of strength training.

IMPORTANCE OF ADDING CROSS-TRAINING FOR MARATHON PREPARATIONS



Remaining injury free and improving race-day performance is reflected in commitment towards cross-training.



INTERNATIONAL INSTITUTE OF SPORTS & MANAGEMENT

The International Institute of Sports & Management (IISM) is a premium institute situated in Mumbai, India. Founded in 2010 by Mr. Nilesh Kulkarni, a former Indian cricketer, and Mrs. Rasika Nilesh Kulkarni, the institute is dedicated to offering high-quality education and practical training in the field of sports management and sports science. It holds the distinction of being the first institute in India to introduce a dedicated sports management degree program, laying the foundation for professional education in this domain. IISM provides a range of undergraduate and postgraduate degree courses in Sports Management and Sports Science, covering various aspects of the field, such as marketing, sponsorship, event management, athlete

management, sports law, and media management. In collaboration with the University of Mumbai & Garware Institute of Career Education and Development (GICED), the institute ensures that its programs are accredited and provide students with valuable qualifications. Recognized for its contributions to sports development, IISM was honored with the Rashtriya Khel Protsahan Puruskar in 2020 by the Former President of India Shri Ramnath Kovind. Through its commitment to excellence and industry relevance, IISM continues to make significant strides in sports education and contribute to the growth and professionalism of the sports management industry in India.





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 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.

An extensive research study was carried out while developing the socio-economic impact report of the 2024 edition of the TATA Mumbai Marathon. This extensive study included an advanced research methodology which spanned over different phases, where different sets of questionnaires were prepared on different topics related to marathon running. These sets of questionnaires were answered by thousands of runners running the 2024 Tata Mumbai Marathon across different race categories. The objective was to evaluate the impact of running from the health, social, and economic point of view. The research study focused on a significant running population, across different running spots in the city, as well as at the bib collection centers, employing large sample sizes to ensure near-accurate baselines and precise results for subsequent analysis.



TATA MUMBAI MARATHON 2024

Phase 1

The focus of Phase-1 research study was entirely on pre-race assessments, which involved a robust sample of more than 3000 participants running the Tata Mumbai Marathon in different capacities. This research study was conducted during the 4-day expo organized by the Procam, which was visited by maximum runner participants to get a feel of the Tata Mumbai Marathon, as well as to collect their running bibs.

The research study was focused on multiple topics such as health, technology, how one chooses their running shoes and apparel, mental health of runners, and how one prepares themselves before competing or participating at a marquee event such as the TATA Mumbai Marathon.

Budding students of IISM were deployed actively on all the 4 days of the expo, where the entire focus was to collect maximum data on the above-mentioned topics from maximum participants visiting the expo.

Phase 2

The Phase-2 of this report's research study was conducted on the day of the event – primarily at the venue of the event – that included places such as Azad Maidan, Cross Maidan, Oval Maidan, CST station, and Marine Drive.

The research team gathered responses from participants present at the venue running in different running categories – ranging from Full marathons to Dream Runs. The focus of this phase was to learn about the runner's event experience on ground and on the day of the event, allowing the researchers to know more about the runner's experience, excitement towards the event, their training regime, their mindset pre-race, and perception about the overall event.



RESEARCH METHODOLOGY

Phase 3

Phase 3 of the report was post the marathon, when the researchers were actively involved in collating the data received from more than 500 runners on the topics and categories on which the research questionnaire was prepared. This segment of the research was to understand the runner's viewpoint on different factors associated with running. The data collected via the research was to understand the overall impact of Tata Mumbai Marathon on participants, as well as the external sources associated with running.

For ensuring the credibility and validity of the study, advanced statistical techniques were employed. The sample sizes were carefully determined to achieve a high confidence level and minimize the margin of error. Confidence intervals and error percentages were calculated to provide accurate estimates and meaningful conclusions.

By having a 3-phase research idea with a huge sample size, the research study created a strong foundation for the impact report of the Tata Mumbai Marathon. The methodology embraced advanced research language and statistical rigor to analyse the population, measure impact, and derive insights from the data. This comprehensive approach lays the groundwork for a progressive analysis of the event's impact across the dimensions of health, social impact, economic growth, and technology.

ACKNOWLEDGEMENTS

This detailed report is a result of countless hours and multiple surveys undertaken by a dedicated team, passionate about sports in India. This in-depth study on the “Social, Economic, Health, and Sustainability Impact of The Tata Mumbai Marathon 2024 has brought significant insights into the participative sport of running and expanded the scope of learning for all.

Thank you to IISM and the tremendous efforts of the team in successfully conducting the study since 2020. To all the teams at Procam International and the city’s officials and govt. institutions, we extend a heartfelt appreciation for all the support.

We appreciate all feedback. There may be unintentional errors in the report, which can be addressed to the IISM or Procam International team.

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TATA MUMBAI MARATHON
TATA CONSULTANCY SERVICES
21 January, 2024

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TATA

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PROCAM

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MARATHON - ELITE

8:01:13
DAY TIME

IDFC FIRST Bank



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