



TATA MUMBAI MARATHON 2018

A JOURNEY TOWARDS #BETTERTOMORROW

Philanthropy Partner





GOVERNOR'S GOODWILL MESSAGE

Ch. Vidyasagar Rao
GOVERNOR OF MAHARASHTRA



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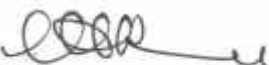
26 March 2018

MESSAGE

The Tata Mumbai Marathon is truly a global event that brings people from different parts of the world on a common platform in a spirit of democracy, secularism and universal brotherhood. The event symbolizes the ethos of 'Vasudhaiva Kutumbakam' which means the whole world is a single family.

The success of the event lies in its spirit of inclusiveness. What impresses me most is that it encourages senior citizens and the differently abled to walk alongside the young and able. It is indeed remarkable that the Tata Mumbai Marathon has managed to instil a sense of social responsibility among the citizens and corporates of this country. Right from its inception, the event has served as a platform to raise funds for various social causes and charitable organisations. I was pleased to note that during the 15th edition this year, the Marathon raised over INR 34 crores for numerous causes, which is a remarkable achievement in itself!

I congratulate Procam International for putting Mumbai on the world map of Marathons. Heartiest congratulations also to all the participants and fundraisers for putting their best foot forward and participating in the event to create a better shared future.


(Ch. Vidyasagar Rao)



POWER SPEAK



DEVENDRA FADNAVIS HON'BLE CHIEF MINISTER OF MAHARASHTRA

"We are proud for Mumbai to be hosting a large scale event like the Tata Mumbai Marathon. The event is a sporting carnival that brings together individuals from all walks of life. With the presence of an enigmatic sporting personality like Sergey Bubka, people of the city are inspired to seriously consider health and fitness regimes in their day-to-day life. It was an absolute pleasure to welcome him at 'Varsha', where he complimented the city and its spirit, along with his pleasant association with the Tata Mumbai Marathon".



SUDHIR MUNGANTIWAR MINISTER OF FINANCE, FORESTS & PLANNING, GOVERNMENT OF MAHARASHTRA

"The Tata Mumbai Marathon is today one of Asia's largest sporting events. It enhances physical activity in an urban environment whilst promoting ecological development by keeping vehicles off the road and encouraging citizens to come forward and be a part of a revolutionary run that inspires fitness on a bright Sunday morning. Through this platform, I would request all the citizens of Mumbai to keep the eco-friendly flag flying high!"



JAYAKUMAR JITENDRASINH RAWAL MINISTER FOR TOURISM, GOVT OF MAHARASHTRA

"The Tata Mumbai Marathon has gained recognition globally and stands to be one of the most-awaited athletic challenges of the year that captures the imagination of spectators nationally and internationally. The carnival-spirited marathon atmosphere has created a pan-Asian footprint over the years. The event has placed India on a high pedestal when it comes to hosting largescale international sporting events making it a mega tourism event stimulating the economy touching many lives. The event welcomes runners, athletes, spectators and media from various parts of the world and I would like to congratulate the organisers on its 15th successful edition."



VISHWANATH MAHADESHWAR MAYOR, BRIHANMUMBAI MUNICIPAL CORPORATION

"The Tata Mumbai Marathon is an annual event which educates the citizens of India on fitness, health and how this can help be a part of a bigger cause. It nurtures millennials to partake and shine on a global platform leading to awareness on various issues that are predominant in society. I would like to congratulate various state and civic machinery along with, the organisers and the core team of the Mumbai Marathon for once again putting up a successful race day."



ADILLIE SUMARIWALLA PRESIDENT ATHLETICS FEDERATION OF INDIA

"The Tata Mumbai Marathon has put India on the global map for distance running. With thousands of participating runners and athletes, this event has tremendously grown with each passing year. Marking its 15th edition, this year saw some remarkable performance by Indian athletes, who competed against the best in the world. I would like to applaud their efforts and hope they continue to improve their performances and represent India across the world."



D K SHARMA GENERAL MANAGER, CENTRAL RAILWAYS

"Chhatrapati Shivaji Maharaj Terminus (CSMT) serves as the perfect backdrop for Asia's most prestigious Marathon and it is incredible that the marathon has kept the success flag flying high in its 15th edition as well. As part of our association, the central railway operated special train services earlier than usual to facilitate the participants from various locations to conveniently reach CSMT on time. Our heartiest congratulations to all the participants and the organisers and good luck for the next edition."



A. L. JARHAD ADDITIONAL MUNICIPAL COMMISSIONER, CITY

"Mumbai Marathon is one of the biggest sporting event of Mumbai which, displays an emblem of harmony bringing all strata of people together to celebrate the spirit of Mumbai. Fitness is highlighted and promoted throughout the event. Running is the best raw form of physical training, and must be incorporated in every person's life for a better tomorrow."



VICE ADMIRAL GIRISH LUTHRA FOC – IN – C, WESTERN NAVAL COMMAND

“The Tata Mumbai Marathon is a celebratory day for not only promoting health & fitness but also uniting people from all walks of life, irrespective of social status, caste and creed. The Marathon brings to the fore, the exceptional spirit of the Maximum City, with participation from around the world. It was great to see people in such large numbers, from all age groups, participating with enthusiasm, and seeking to achieve new milestones.”



SHAINA N C EMINENT FASHION DESIGNER AND TREASURER BJP MAHARASHTRA, SPOKESPERSON FROM MUMBAI

“The palpable energy that the TATA Mumbai Marathon brings to the city is wonderful. Jabong Run in Costume is a kaleidoscope of colour - a carnival – where participants turn up, in innovative costumes and designs, showcasing their mood and the cause they are supporting. The experience is truly inspiring.

Fitness has become a growing rage among people, and the Mumbai Marathoners showcase this very passion and enthusiasm in exemplary fashion.”

FROM THE PROMOTER'S DESK



The cornerstone of India's distance running movement celebrated its landmark 15th edition on 21st January 2018. Today, recognized amongst the top 10 marathons in the world, the journey of the Mumbai Marathon across 14 years has been transformational. From starting a fitness revolution that has spawned over 1000 road races in India, to creating a springboard for Indian long-distance runners, to being a beacon of humanity and compassion. The event stands for it all.

The 2018 edition saw the dawn of a new era with the universally-respected Tata Group as the title sponsor. This IAAF silver label event witnessed over 44,000 participants take centre-stage this year. Tata Mumbai Marathon had numerous embellishments; the new colourful logo - embracing the true spirit of Mumbai; the event anthem Nikal Pado toh mumkin hai – an ode to the spirit of humankind; and the inspiration medal, as a token of appreciation to that special someone, who inspired our full marathoners to go the distance.

One of the striking features of the Tata Mumbai Marathon is that the event has successfully reinforced a bond with civil society and re-kindled the spirit of giving. The event has consistently proved to be the single largest sporting platform for philanthropy in the country.

Since its inception, the event has raised more than ₹ 229.16 crores benefitting over 550 charities, with the funds being used for causes ranging from arts, culture, sports, education, environment health, human rights and others. The 2018 edition itself raised 34.36 crores, shattering all previous records.

Tata Mumbai Marathon's success is largely due to the unwavering enthusiasm of Mumbaikars, the cooperation we have received from the Government, civic bodies, other public agencies and all our sponsors and partners.

With the event getting bigger each year, our commitment towards a #BetterTomorrow continues to drive us forward. Together along with the Tata's we will build upon the marathon legacy and ensure an extraordinary experience for all stakeholders.

Anil and Vivek Singh
Procam International Pvt. Ltd.



TMM AND PHILANTHROPY

PHILANTHROPY PARTNER'S SPEAK



Jayanti Shukla
Chief Executive Officer
United Way Mumbai

"The simplest acts of kindness are by far more powerful than a thousand heads bowing in prayer." - Mahatma Gandhi

The Tata Mumbai Marathon proves, every time, that human generosity can achieve miracles. This year onwards, the event has a new title sponsor, and is now known as Tata Mumbai Marathon. The association with a brand like Tata, which has been known for philanthropic investments for the last 150 years, is extremely encouraging. The introduction of a new 10 Km race, which could be run only through charity added a new dimension to the race and to the spirit of healthy competition, garnering the participation of 1100 individuals. From the philanthropy perspective, we had 566 first time fundraisers this year, with 27 NGOs and 46 corporates registering for the first time.

The TMM is a unique sporting event, which simultaneously celebrates the athlete's endurance and the generosity of the human spirit. The philanthropy aspect of the TMM allows people from all over the world to be able to contribute to causes and make a difference. Its scale of impact is unparalleled by any other marathon over the world, with thousands of runners and donors participating every year.

Another aspect that makes philanthropy at the Mumbai Marathon very different from others is the sheer range of charities and causes represented. There are 13 cause categories and hundreds of charities that participate each year, providing fundraisers and donors a virtual kaleidoscope of causes to contribute to. It is, by far the widest

ranging, far reaching charity event in terms of funds raised, participation and scale of impact.

As the event's official philanthropy partner, United Way Mumbai is instrumental in the facilitation of fundraising for the numerous causes registering with us every year. At the 2017 Mumbai Marathon, the charity figures were a monumental ₹ 32.93 crores, up from ₹ 28.13 crores in 2016. This year, the 15th edition of the Mumbai Marathon – did not disappoint, with ₹ 34.36 crores being raised for 262 charities, proving that you can make a difference through fundraising. 895 exceptional individuals raised funds this year and made a huge difference in many lives, by the simple gesture of asking on behalf of a worthy cause.

From humble beginnings in 2004, the Mumbai Marathon has grown by leaps and bounds in the charity domain. From ₹ 1.4 crores to ₹ 34.36 crores in 2018, NGOs have realized the potential of the platform to maximize their fundraising efforts. I constantly witness more and more NGOs appointing full-time staff, specifically for the Marathon and even consultants to master the art of fundraising through the Marathon. The event has become an integral part of most successful NGOs' yearly plans, and provisions are made in their budgets as well. The TMM is clearly one of the most impactful charity platforms for NGOs. Mumbai is a city like no other, and the Tata Mumbai Marathon showcases the city's generosity and enthusiasm brilliantly. I look forward to the next Marathon and its exciting possibilities!

TMM's PHILANTHROPY PILLAR

As the philanthropy partner of the Tata Mumbai Marathon, United Way Mumbai (UWM) undertakes the multiple roles of facilitating participants to power their runs by running for various causes, as well as enabling those who are not running, to participate via fundraising. The platform lets corporates benefit from the marathon as an engagement activity for staff, while enabling NGOs to raise funds for their projects.

At the core of it are the ordinary individuals raising funds for causes they believe in. UWM works to support these individuals in fulfilling their commitment by providing a sound platform to raise funds. This platform enables multiple charities under different causes to work together, because of its cause neutral set up. The large numbers of NGOs and varied causes make it a popular choice for individuals who wish to raise funds for and generate awareness about worthy causes.

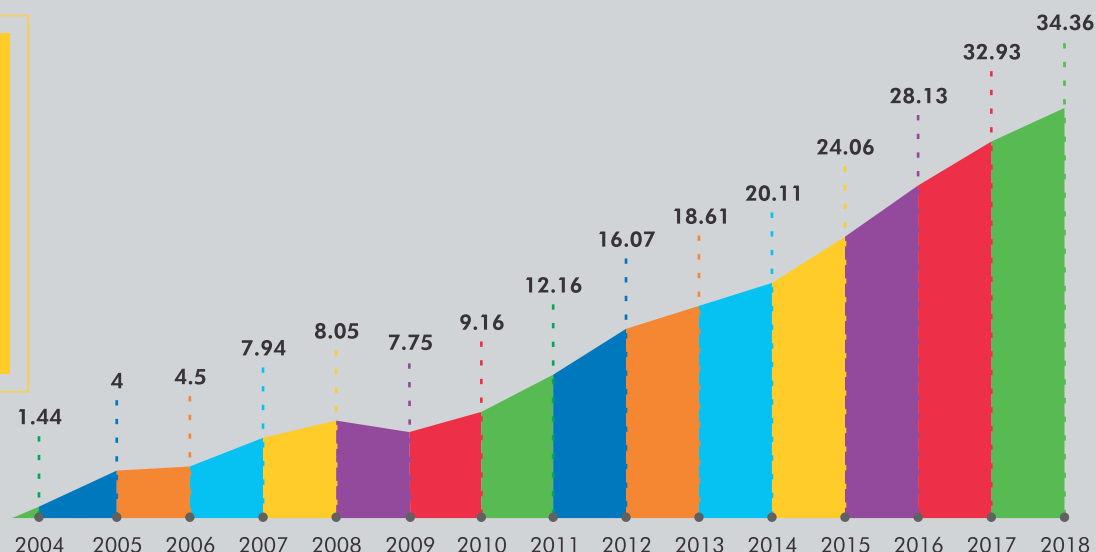
United Way Mumbai takes care to maintain the platform as a level playing field for all participating NGOs. Since running spots are limited, donation opportunities against them are evenly distributed amongst NGOs. The platform remains impartial to all NGOs and doesn't discriminate on any grounds, giving each one of the registered charities an equal footing, when it comes to raising funds through corporates and individuals. The NGO Privilege levels, an initiative to provide a roadmap on how to plan and successfully use the platform for fundraising, was started last year and this year a capacity building grant was added as an incentive to the NGOs that excelled at it.

The functional design of the platform makes it easy to use for all age groups. All funds raised through the charity platform of TMM are tax exempted and UWM is responsible for accounting and disbursement of the funds to NGOs.

The credit for the success of the Philanthropy Pillar goes to the various NGOs, corporates and committed individuals whose efforts improve countless lives in our community and advance the common good.

FUNDS RAISED AT THE MUMBAI MARATHON

₹ 229.27 CR



Summary of Funds Raised at TMM 2018

Change Runners

Young Leaders:	₹ 1,43,57,458
Corporate Fundraisers:	₹ 3,03,69,871
Change Runners (excl. Young Leaders):	₹ 6,36,82,323

Funds raised through Charity Bibs

₹ 4,04,23,115

Corporate Teams

Team Participation:	₹ 14,79,58,730
Employee Donation:	₹ 1,40,22,728

Individual Fundraisers

Corporate Fundraisers (excl. Change Runners):	₹ 23,78,174
Young Leaders (Rs. 50K - Rs. 1.50 lakh):	₹ 58,09,941
Individual fundraisers:	₹ 1,16,30,501

Donation amounts to NGOs

₹ 28,34,028

Others

NGO participation (amount to UWM):	₹ 5,24,000
Charity Bibs forfeiture:	₹ 12,16,150

Total amount raised and accounted by United Way Mumbai

₹ 33,52,07,019

Funds raised by Tata Consultancy Services

₹ 8,99,245

Amount directly raised by NGOs (estimate)

₹ 75,00,000

TOTAL FUNDS RAISED
₹ 34,36,06,264

CHANGE RUNNERS

Individuals fundraising over ₹ 1.5 lakh are categorized as 'Change Runners' at the Tata Mumbai Marathon. The Change Runners category comprises of Change Icons (who have raised ₹ 50 lakh and more), Change Champions (raised between ₹ 25 lakh and ₹ 49,99,999), Change Leaders (raised between ₹ 10 lakh and ₹ 24,99,999 lakh), Change Investors (raised between ₹ 5 lakh and ₹ 9,99,999) and Change Makers (raised between ₹ 1.5 lakh and ₹ 4,99,999).

This year the Tata Mumbai Marathon had 161 fundraisers in the Change Runner category raising ₹ 10.84 crores for 60 NGOs. This also includes 29 fundraisers from the Young Leaders category. The Change Runners of TMM 2018 have raised 31.55% of the total fundraising amount.

The success of Change Runners in raising incredible amounts of funds through their network shows the immense power of peer to peer fundraising. It also demonstrates the abundant generosity that donors show when asked by a fundraiser to donate to a cherished cause.

CHANGE ICONS

This category includes those individuals who have committed to raise ₹ 50 Lakh and above. At the TMM 2018, we had 7 Change Icons who have raised ₹ 4.99 crores for 7 NGOs.

SANKARA RAMAN

Raised: ₹ 1,32,35,002
for Amar Seva Sangam

SANKARA RAMAN and his wife, Ramani Sankararaman, have participated in the Mumbai Marathon for the last consecutive 15 years, raising awareness and support for Amar Seva Sangam. Amar Seva Sangam is a pioneer institution in the field of Disability Management, rendering services to the differently abled for the last 37 years, and directly benefiting 16000+ users in 900+ villages in Tirunelveli, Tuticorin and Virudhunagar districts of Tamil Nadu.

Mr. Sankara Raman, himself is a person with Muscular Dystrophy, is completely dedicated to the cause of disability and to the service of Amar Seva Sangam. The couple works to create awareness about the organisation's programmes at national and international forums, and strives to raise funds for its initiatives. Support from volunteers, co-runners, corporates and the general public of Mumbai has helped in motivating Mr. Sankara Raman to participate each year. He aims to bring visibility to Amar Seva Sangam, worldwide, creating awareness about disability management and using it as a platform to learn more and to help others learn about the rights of the differently abled.

"We are grateful to the Event Promoter for giving us this chance and for the various facilities extended to the differently abled to enthusiastically participate in such an event. More wheelchair users participated from our Sangam at the Tata Mumbai Marathon this year and made it a memorable occasion. As every year, we have created a lot of awareness regarding Amar Seva Sangam, through our participation. A more encouraging aspect this year was the excellent support we received from the corporate world. This makes me feel like I'm on 'top of the world'. It is a fantastic experience to raise funds for my organisation on a reputed platform like the Tata Mumbai Marathon 2018. I also enjoy this friendly competition with fellow fund raisers, which include my wife as well."



VILLY DOCTOR

Raised: ₹ 73,60,169
for Light of Life Trust

VILLY DOCTOR is an educationist and a philanthropist, who has dedicated her life to the upliftment of the disadvantaged through the Light of Life Trust (LOLT), of which she is the Founder and Managing Trustee. Villy Doctor has raised funds through the Tata Mumbai Marathon 2018 for LOLT to help achieve its vision – to alleviate poverty by developing rural and underprivileged communities through a holistic approach to education, empowerment and employability. Since 2016, she has raised ₹ 1,82,44,215 for LOLT, the sum has been a tremendous contribution to LOLT's Project Anando initiative. Project Anando was launched in 2002 with the belief and confidence that poverty can be alleviated and the lives of the underprivileged can be transformed through a three-fold programme that Educates, Empowers and Equips its beneficiaries.

"The funds raised through the Mumbai Marathon over the years have made it possible for us to achieve spectacular progress. For example, two of our Anando beneficiaries have fulfilled their ambitions of a higher education through the LOLT movement. The fundraising efforts have ensured several other success stories, as well as facilitated the expansion of Project Anando to 8 new centres in Jalna, Washim, Nandurbar and Raigad Districts in Maharashtra and 1 additional centre in Mohgaon in Madhya Pradesh. I believe that endorsing a cause through donations is something that should come as compassion, should just flow from within. I thank each one of our supporters for their compassionate support in helping LOLT spread the 'Light of Life'."



V.S. PARTHASARATHY

Raised: ₹ 72,65,379

for K.C. Mahindra Education Trust

As a global leader, V. S. PARTHASARATHY wears multiple thinking hats. In his role as Group CFO, Mahindra & Mahindra Limited (M&M) & Group CIO, he facilitates Mahindra Group in accomplishing its goals. He has also been part of Mahindra Group's senior Management team for Group strategy development, facilitated by Harvard Business School. Mr. Parthasarathy has been passionate about girl child education for many years, supporting the cause by participating in the half marathon category at the Mumbai Marathon, for three years in a row.

"As girl child education is a cause dear to my heart, I raised funds for K.C. Mahindra Education Trust's "Nanhi Kali" project, which provides quality education to more than 1,11,000 girls from tribal, rural and urban areas of India. This year, I have set myself a new challenge, to educate more than 1000 girls with my fundraising efforts through the Tata Mumbai Marathon."



K. V. S. MANIAN

Raised: ₹ 62,21,100

for Cancer Patients Aid Association

K.V.S. MANIAN has been with the Kotak Mahindra Group for over 24 years, instrumental in setting up and growing many business divisions into success stories. As part of the Bank's Executive Board that drives and handles the firm's growth charter, he oversees Corporate and Investment Banking, as well the Institutional Equities business. The funds he has raised through the Tata Mumbai Marathon will benefit Cancer Patients Aid Association in providing quality healthcare and treatment for those less fortunate, afflicted with Cancer.

Mr. Manian has been a regular fundraiser at the Mumbai Marathon as part of the Kotak Mahindra Corporate Team, and one of the highest pledge raisers over the years. This is his first time as a Change Icon.

"I find the combination of philanthropy and running a very wholesome and satisfying experience, which brings the best out of me. Participating in the Tata Mumbai Marathon has been a rewarding experience, because I have improved my performance on both the run timing and fundraising. Raising funds for needy cancer patients is something very personal and close to my heart. I am truly blessed to have an amazing set of friends, colleagues and relatives who join my cause and use my campaign as a medium to give back to society. I look forward to keeping up with this initiative in coming years. My best wishes and thanks to United Way Mumbai and CPAA."



SHANTI EKAMBARAM

Raised: ₹ 57,19,000

for Society of Parents of Children with Autistic Disorders
(SOPAN)

SHANTI EKAMBARAM, President of Consumer Banking at Kotak Mahindra Bank has been the Chief Patron of SOPAN (Society of Parents of Children with Autistic Disorders), a not-for-profit organisation that supports autistic children, since its inception. Established in 2002, SOPAN focuses on education and training of children and young adults who have autism and other developmental disabilities. As their chief patron, Shanti has been raising funds for SOPAN for the last 15 years. A regular participant at the Mumbai Marathon, Shanti has consistently been one of the highest pledge raisers over the last several years.

"It has been my honour and privilege to participate and represent SOPAN at the Mumbai Marathon for so many years and raise much-needed funds and resources for the welfare of autistic children. The teachers and staff at SOPAN are doing such a fantastic job working with and empowering these children so that they are able to live an inclusive life in society with dignity. Over the years, I have been overwhelmed and humbled at the enthusiastic support received towards this cause from my family, friends, colleagues and companies. It is this support and encouragement that makes me determined to do more. My sincere thanks and gratitude to everyone for their contributions."



SADASHIV S. RAO

Raised: ₹ 51,20,500
for Isha Vidhya

SADASHIV S. RAO is the CEO of IDFC Infrastructure Finance Limited (IDFC IFL), with over 30 years of experience in project finance, investment banking and advisory services. He is actively associated with Isha Vidhya, the organisation set up by Sadhguru Jaggi Vasudev and has run at the Mumbai Marathon in Isha Vidhya's support for 9 years. Over the years, he has raised more than Rs 2 crore for the organisation. In addition, he has got a few companies to contribute regularly towards Isha Vidhya through their CSR budget. He has also helped build classrooms in 3 Isha Vidhya schools in Tamil Nadu, in his parents' name.

"My parents were from a rural background and struggled to get educated. Even today large parts of rural India are deprived of basic education. This made me run for Isha Vidhya – a unique NGO set up by Sadhguru Jaggi Vasudev, which aims to transform the lives of underprivileged rural children by providing high quality affordable education. This enables rural children to be on par with their urban counterparts. Education is the basic requirement for livelihood and success. If rural children are educated, the impact it can have on the country is transformative. The Tata Mumbai Marathon is an excellent medium for raising funds for this cause. Donors could be anywhere in the world and can contribute online easily."



ABHAY JASANI

Raised: ₹ 50,00,000

for Shrimad Rajchandra Love and Care

ABHAY JASANI takes his inspiration from the teachings of Pujya Gurudevshri Rakeshbhai and follows the adage, “you can give without loving, but you cannot love without giving”. He has been a regular fundraiser at the Mumbai Marathon, raising ₹ 1.61 crores over the past 5 years, for Shrimad Rajchandra Love and Care. Mr. Jasani, 72, is the Chairman of the Jasani Group, exporters of diamonds and diamond jewellery. A dynamic personality, yet humble in his demeanour, he is also the President of Shrimad Rajchandra Mission Dharampur. He has been keenly involved in volunteering for the healthcare initiatives of Shrimad Rajchandra Hospital and has been actively fundraising at the Mumbai Marathon for the last 7 years.

“By pursuing the path of inner peace, love and a higher goal towards self-purification under the guidance of my spiritual guru, Pujya Gurudevshri Rakeshbhai, I realised that an outcome of inner joy was Love and Care not only towards my near and dear ones, but to my extended family, including those less privileged. And, thus began my journey of serving others through this NGO. For this purpose, Tata Mumbai Marathon plays a very important role in raising funds for charity.”



CHANGE CHAMPIONS

This category includes those individuals who have committed to raise over ₹ 25 lakh and up to ₹ 49.99 lakh. This edition we had 2 Change Champions – Manish Kothari, and Arav with Siddharth, and Rajveer (who are featured amongst Young Leaders) – who have collectively raised ₹ 58.27 lakh for 2 NGOs.

MANISH KOTHARI

Raised: ₹ 33,02,128

for Cancer Patients Aid Association



MANISH KOTHARI is the Senior Executive Vice President & Business Head – Corporate Banking & SME at Kotak Mahindra Bank Limited and has been with them for over 22 years, working in all aspects of the corporate lending business. He has supported Cancer Patients Aid Association at the Tata Mumbai Marathon, as it works towards not only the medical treatment of the physical ailments of cancer but also focuses on the psychological problems that a cancer patient undergoes.

"I genuinely believe that lot of people want to do their bit for the society. I was also part of that club, till I realized that the Tata Mumbai Marathon could be the platform through which I could be the medium for people who wanted to help the underprivileged and deserving sections of society. I used the powerful platform of the Tata Mumbai Marathon to give form to the good thoughts and intentions of friends, family, colleagues and clients. And the beauty of this journey has been that more and more people continue to join me every passing year in touching lives of people, people who are less fortunate than us! May the tribe continue to grow!"



CHANGE LEADERS

This category includes those individuals who have committed to raise over ₹ 10 Lakh and up to ₹ 24.99 Lakh. This edition we have 16 Change Leaders, which include 5 Young Leaders (featured amongst along with all Young Leaders). The Change Leaders have collectively raised ₹ 1.92 crore for 13 NGOs.

RAJAT GUPTA

Raised: ₹ 20,55,000
for Childline India Foundation



RAJAT GUPTA serves as Director, McKinsey and Company and is also associated as a Trustee with Childline India Foundation. The funds he has raised for Childline India Foundation will benefit children facing poverty, abuse, exploitation, displacement, abandonment, and a host of various child rights violations. Childline is the largest child protection network in the country, partnering nearly 750 civil society organizations and fielding nearly 30,000 calls daily. Childline has already responded to more than 40 million calls till date.

"I feel passionately for the children who knock on Childline's door, for support, as well as those out there who may still do not know of this 24/7 service for their care and protection. Childline's presence in 400 cities is indeed a force multiplier to ensure that our children have a safe and secure childhood."



DR. B.K. SHARMA

Raised: ₹ 15,34,000
for Gwalior Hospital and Education Charitable Trust



DR. B. K. SHARMA, a retired surgeon, has raised funds for Gwalior Hospital and Education Charitable Trust. The funds he has raised will hugely benefit the hospital's care home, "Snehalaya", for orphaned and abandoned children. This will go a long way in improving the state of healthcare, sanitation, income generation and education in the Gwalior and Chambal regions. A part of the funds is also used to educate rural girls who have dropped out from school, so that they can escape a life of oppression and gain independence.

"It gives us immense pleasure and utmost satisfaction, when we see the children living in Snehalaya laughing with happiness. That drives us to do more and more. We have been supporting this programme for the last six years through the Tata Mumbai Marathon and hope that we shall continue doing so as long as we live."



DHIREN SHETH

Raised: ₹ 11,98,895
for COTAAP Research Foundation

↳ DHIREN SHETH is a Director of C.A. Galiakotwala & Co. Pvt. Ltd., a leading cotton trading firm in India. He has an MBA from Jamnalal Bajaj Institute of Management Studies, Mumbai. In addition to business, he is passionate about the development of the cotton industry as a whole. He has raised funds for the COTAAP Research Foundation through the Tata Mumbai Marathon 2018. One of the primary objectives of the COTAAP Trust is to educate and support farmers to improve their well-being. He has served on its Board for 10 years and serves as its Chairman this year. Despite difficulties, Dhiren ran the half marathon at the TMM, to thank his family and friends for their unstinting contribution.

"Participating in the Mumbai Marathon for the last two years has been fulfilling and exhilarating. It is a fantastic way of raising funds for my cause and many other causes and I hope more people take advantage of the opportunity. This event is very important for me because I do it for a cause that is very close to my heart – that of the Indian Cotton Farmers, via COTAAP."



DR. NIRMAL SURYA

Raised: ₹ 10,36,200
for Epilepsy Foundation

↳ DR. NIRMAL SURYA has a career spanning 28 years, in which he has put together pioneering initiatives on Epilepsy and Neuro-Rehabilitation services, community based programmes and humanitarian drives to better lives of hundreds of thousands of patients with Epilepsy and disability. Since 1996, he has been conducting Tuesday Free Clinics and Camps in rural areas in Maharashtra with the National Health Mission, to help those with Epilepsy. He is the founder Trustee and Chairman of the Epilepsy Foundation, which provides treatment to every epileptic patient irrespective of caste, creed or strata of society. He has presented over 250 papers in national and international conferences and numerous publications. Dr Surya's tireless lifework has been recognised with legion of awards and accolades both nationally and internationally.

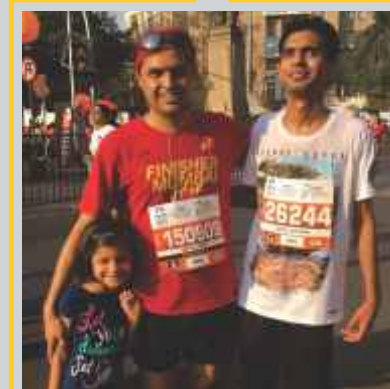
"We at the Epilepsy Foundation strive to be a conduit between deserving patients and these treatment options, irrespective of their status. It's our ambition to give them their best shot to a fulfilling, normal life. Epilepsy or not, every one of us dreams and has aspirations to be someone. So why should a disease hamper them from becoming the next Da Vinci, Newton or Steve Jobs?"

ADITYA JOSHI with VISHAL AGRAWAL

Raised: ₹ 10,35,104
for Cuddles Foundation, and
Deeds Public Charitable Trust

↳ ADITYA JOSHI is a 36 years old finance professional from Mumbai, working with a private equity fund. He is an avid runner, having participated in the Mumbai Marathon (Half and Full Marathon categories) since 2011. This Tata Mumbai Marathon he was supported in his fundraising campaign for Deeds Public Charitable Trust and Cuddles Foundation, by Vishal Agrawal, a 31 years old fixed income and FX investor with a multi-national investment bank. An equal enthusiast of running, Vishal participated in the Mumbai Marathon (half marathon) in 2017. Aditya was Vishal's guide runner at the TMM 2018. The funds that they have raised will help in providing nutrition to cancer afflicted children through the Cuddles Foundation and in providing education and training to the deaf through Deeds Public Charitable Trust.

"Do what you love doing, and in the process positively impact other people's lives. What's the point of being alive if you don't at least try to do something remarkable and inspiring."



RAHUL KADRI

Raised: ₹ 10,24,501
for Save The Children India

RAHUL KADRI is inspired by his mother, Vipula Kadri, in helping empower the less fortunate. Mrs Kadri founded Save the Children India in 1988 with the vision of making India a child-friendly nation. Today, the organisation, now in its 28th year of existence, brings smiles and fulfils the dreams of over 200,000 women and children. The funds that Rahul has raised will go to support Save the Children India's PATANG programme, through which they assist children, finding it hard to grasp the basics of Primary Education to learn through a very innovative teacher assisted self-learning pedagogy.

"Every year I look forward to the Tata Mumbai Marathon, because I know it will help me raise funds and hundreds of Children will benefit. It is an amazingly inspirational platform and both Procam & United Way Mumbai are doing an amazing job. Over the last decade of using the platform Save the Children India has managed to raise over ₹ 4 crores. Thank you for all the hard work, Procam and United Way Mumbai!"



DR. BIJAL MEHTA

Raised: ₹ 10,04,100
for Shrimad Rajchandra Love
and Care

DR. BIJAL MEHTA, a Trustee of the Shrimad Rajchandra Love and Care (SRLC), is a medical doctor and recognises the need for quality healthcare for the marginalised. The funds she has raised for SRLC through the Tata Mumbai Marathon fundraising platform will support the construction of a new 250 bed charitable hospital for the underprivileged tribal population in Dharampur, Gujarat.

"Shrimad Rajchandra Love and Care has been envisaged by our spiritual guide Pujya Gurudevshri Rakeshbhai whose teachings inculcated in us the importance of Seva, 'selfless service' towards each and every soul."



PIERRE JULIAN JOHN D'SOUZA

Raised: ₹ 10,16,301
for Parkinson's Disease And
Movement Disorder Society

PIERRE JULIAN JOHN D'SOUZA is the CEO and MD of Alf Engineering Pvt. Ltd., a leading manufacturer of automotive components. His first exposure to running marathons was the result of an invitation by the Parkinson's Disease and Movement Disorder Society (PDMDS) to participate in the Dream Run at the 2007 Mumbai Marathon. He supports the PDMDS because he strongly believes in the work that the organization does to improve the quality of life of patients with Parkinson's.

"My first marathon experience ignited a passion in me that has changed my life, taken me out of my comfort zone, and completely transformed my mind and body. Feeling the ground beneath me while running is a humbling feeling, and has helped me get my priorities in order. I now respect my health and train regularly, and feel energized to do more. It makes me happy to be appreciated for inspiring others. The joy of running has helped me experience the joy of giving."

RADHIKA KAJI

Raised: ₹ 10,03,850
for United Way Mumbai

✚ RADHIKA KAJI is an entrepreneur and philanthropist, with a passion for and knowledge of varied subjects, from technology to business strategy. She has undertaken several philanthropic endeavours as part of organisations as well as individually. She is a member of the United Way Mumbai (UWM) governing board and has raised funds for UWM's Project Poshan, which aims to fight the serious issue of malnutrition among children from marginalised rural communities near Mumbai.

"India is facing a malnutrition crisis today. The most severely affected are the children. Almost half the deaths amongst children under the age of 5 years are because of undernourishment. It astonishes me that communities as close as 100 km. from Mumbai still live in such abject poverty. I believe each one of us must do our bit and this is my endeavour to bring attention and support to a cause close to my heart."



RAMANI SANKARARAMAN

Raised: ₹ 10,01,000
for Amar Seva Sangam

✚ RAMANI SANKARARAMAN believes that disability is not a constraint but only a condition. She is a Commerce Graduate and is dedicated to the cause of disability and to the service of Amar Seva Sangam. She aims to support the organisation in becoming a preferred destination in disability management. She ran her 12th consecutive Dream Run at the Tata Mumbai Marathon this year. Last year, she and her husband, Mr. Sankara Raman, had together raised ₹ 1 crore for the organisation.

"Hats off to the Tata Mumbai Marathon 2018 for helping us to fulfill the growing needs of the society, and accomplish our dreams. Ultimately, we feel satisfied that we were able to mobilise the community in helping us improve the living conditions of the differently abled."

ANSHUMA SHAH

Raised: ₹ 10,00,000
for The Foundation

✚ ANSHUMA SHAH is a Maths teacher and has been a regular half marathoner in the past. She has raised funds for The Foundation's HEAL programme (Help Eradicate Abuse through Learning), which works to create a dialogue with parents and teachers to address the myths surrounding sexual abuse and also to help them deal with any situation of abuse faced by children. The programme also provides therapeutic assistance to both child and adult survivors of child sexual abuse.

"I have been running the half marathon for the last few years, but this year was extremely special. Not just I, but all my children (biological and those I teach), ran to raise awareness on the high prevalence of Child Sexual Abuse in India and in support of HEAL's work to prevent and sensitively respond to it."



CHANGE INVESTORS

This category includes those individuals who have committed to raise over ₹ 5 lakh and up to ₹ 9.99 lakh. At the Tata Mumbai Marathon 2018, we had 16 Change Investors, including one Young Leader, who collectively raised ₹ 93.23 lakh benefitting 12 NGOs.

RAMESH VENKAT

Raised: ₹ 7,71,473
for Maharashtra State
Women's Council



SANJEEV KAPOOR

Raised: ₹ 7,70,600
for Forum For Autism



NEERAJ SANGHI

Raised: ₹ 6,57,000
for Isha Vidhya



DR. PRIYA JANAKI

Raised: ₹ 6,10,982
for Society Of Friends Of
The Sassoon Hospitals



RAMESH MANGALESWARAN

Raised: ₹ 5,98,999
for MBA Foundation



ASHA with SUDHIR SOOD

Raised: ₹ 5,94,100
for Light of Life Trust





NITUL SANGHAVI

Raised: ₹ 5,88,405
for Shrimad Rajchandra
Love and Care



JAYANTI SHUKLA

Raised: ₹ 5,82,386
for United Way Mumbai



**NILESH LAHU
NANDOSKAR**

Raised: ₹ 5,81,500
for Karunya Trust



VINODINI LULLA

Raised: ₹ 5,35,001
for Children's Movement for
Civic Awareness



BIPIN PAREKH

Raised: ₹ 5,15,000
for Shrimad Rajchandra
Love and Care



GIRISH BORKAR

Raised: ₹ 5,04,604
for Yoga Prabha Bharati
(Seva Sanstha) Trust



**JAYSHRI with
SUDHIR TALSANIA**

Raised: ₹ 5,00,000
for Shrimad Rajchandra Love
and Care



NADIR GODREJ

Raised: ₹ 5,00,000
for Teach to Lead
(Teach for India)



VIKRANT DOSHI

Raised: ₹ 5,00,000
for Shrimad Rajchandra Love
and Care

CHANGE MAKERS

This category includes those individuals who have committed to raise over ₹ 1.5 Lakh and up to ₹ 4.99 Lakh. This edition we have 120 Change Makers, including 22 Young Leaders, who have raised ₹ 2.41 crore for 49 NGOs.



**RAJA with
RAJKUMAR SUDHAN**
Raised: ₹ 4,33,763
for Isha Vidhya



HEMALI SHAH
Raised: ₹ 3,73,856
for Shrimad Rajchandra
Love and Care



RAJESWARI KESAVAN
Raised: ₹ 3,52,100
for Isha Vidhya



AMIT WAGH
Raised: ₹ 3,52,000
for Tata Memorial Centre
- ImPaCCT



DR. A.L. SHARADA
Raised: ₹ 3,24,950
for Population First



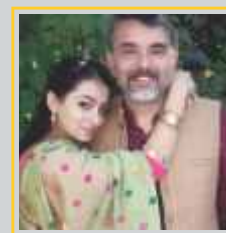
CHETAN SAVLA
Raised: ₹ 3,23,602
for The Indian Council
For Mental Health



**PRANOTI SIDDHARTH
KINI**
Raised: ₹ 3,03,101
for Think Foundation



MANJUL TILAK
Raised: ₹ 3,02,358
for Kotak Education
Foundation



**YOGESH with
NANDINI GERA**
Raised: ₹ 3,00,000
for Arushi Society



DARIUS PANDOLE
Raised: ₹ 2,99,000
for Khel Shala



PRATIK SINGLA
Raised: ₹ 2,97,101
for Bal Asha Trust



PYUSH KHULLAR
Raised: ₹ 2,78,402
for Arushi Society, Cancer
Foundation of India



GURPREET SINGH
Raised: ₹ 2,71,100
for Childline India
Foundation



KRISHNA RAMANATHAN
Raised: ₹ 2,65,502
for Isha Vidhya



MEGHA TATA
Raised: ₹ 2,46,000
for Isha Vidhya



DR. KALPANA APTE
Raised: ₹ 2,44,571
for Family Planning
Association, India



SUNIL DAGA
Raised: ₹ 2,41,632
for Cancer Patients Aid
Association



GIGY MATHEW
Raised: ₹ 2,41,302
for Karunya Trust



VENKATRAMAN S.
Raised: ₹ 2,30,773
for Cancer Patients Aid
Association, Tata Memorial
Centre - ImPaCCT, Cancer
Foundation of India



BALA CHENDIL
Raised: ₹ 2,29,503
for Isha Vidhya



PRAJYOT CHOPDA
Raised: ₹ 2,29,200
for Concern India
Foundation,
Shrimad Rajchandra
Love and Care



RAHUL CHAUDHARI
Raised: ₹ 2,28,603
for Isha Vidhya



CHIRAG SHAH
Raised: ₹ 2,24,609
for Children's Movement
for Civic Awareness



JYOTHI SHANBHAG
Raised: ₹ 2,17,500
for Indian Cancer Society



B S SALUJA
Raised: ₹ 2,13,312
for St. Jude India
Childcare Centres



BHAVESH SHAH

Raised: ₹ 2,11,000
for Shrimad Rajchandra
Love and Care



NAYNA JITENDRA MEHTA

Raised: ₹ 2,10,000
for Shrimad Rajchandra
Love and Care



ANUPA SHAH

Raised: ₹ 2,05,500
for Children's Movement
for Civic Awareness



MANJU PARVATIKAR

Raised: ₹ 2,04,000
for Isha Vidhya



RAHIM PREMJI

Raised: ₹ 2,00,998
for St. Jude India
Childcare Centres



NIPA MEHUL ASHAR

Raised: ₹ 1,99,434
for Society of Parents of
Children with Autistic
Disorders (SOPAN)



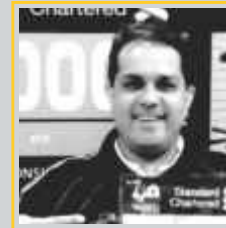
VISHWA GADA

Raised: ₹ 1,99,000
for Shrimad Rajchandra
Love and Care



NIKHIL PINGLE

Raised: ₹ 1,87,099
for Magic Bus India
Foundation



PRASHANT TANDON

Raised: ₹ 1,85,298
for Cancer Patients Aid
Association, Society of
Parents of Children with
Autistic Disorders (SOPAN)



SHEFALI KAPADIA

Raised: ₹ 1,85,000
for empowHER India
Foundation
(registered SKS Chakshu
Foundation)



SANAA SHAIKH

Raised: ₹ 1,83,351
for United Way Mumbai



DEBABRATA HALDER

Raised: ₹ 1,82,025
for Cankids Kidscan,
Bal Asha Trust



DR. SUBHADRA ANAND

Raised: ₹ 1,80,550
for Save The Children
India



MAYURI NIKHIL DALAL

Raised: ₹ 1,80,000
for Shrimad Rajchandra
Love and Care



DEVARAJAN R

Raised: ₹ 1,79,200
for Seva Sahayog
Foundation



THOMAS MATHEW

Raised: ₹ 1,79,000
for Karunya Trust



BHAVANA MUSULURI

Raised: ₹ 1,79,000
for Think Peace



JAGPREET BRAR

Raised: ₹ 1,78,001
for Isha Vidhya



TS VENKETRAM

Raised: ₹ 1,76,221
for Isha Vidhya



SUNIL SHARMA

Raised: ₹ 1,76,100
for Cancer Patients
Aid Association



NEELAM DIXIT

Raised: ₹ 1,72,300
for Family Planning
Association, India



ANITA PISHARODY

Raised: ₹ 1,71,501
for Children's Movement
for Civic Awareness



VISHAL MIRPURI

Raised: ₹ 1,71,501
for Isha Vidhya



SANJAY RAO

Raised: ₹ 1,69,625
for United Way Mumbai



ANUPAMA KATAKAM

Raised: ₹ 1,69,499
for Ramakrishna Mission
Ashrama



LEENA MEHTA

Raised: ₹ 1,69,101
for Shrimad Rajchandra
Love and Care



VINAYAK KAMAT

Raised: ₹ 1,68,200
for Teach to Lead
(Teach for India)



**OMENDRA SINGH
CHAUHAN**

Raised: ₹ 1,67,504
for Family Planning
Association, India



YAMINI NAMJOSHI

Raised: ₹ 1,65,500
for Psychoanalytic
Therapy and Research
Centre



CAROL SYLAS

Raised: ₹ 1,64,500
for Jeevan Asha
Charitable Society

**BHAWNA TIWARI**

Raised: ₹ 1,64,000
for Gwalior Hospital and
Education Charitable
Trust

**PARAMITA MAZUMDER**

Raised: ₹ 1,63,100
for Sunshine School

**SEJAL SHAH**

Raised: ₹ 1,63,004
for Light of Life Trust

**REENA GUPTA**

Raised: ₹ 1,61,100
for Children's Movement
for Civic Awareness

**SHARON VALLIS**

Raised: ₹ 1,61,000
for Kripa Foundation

**BIJAL THAKKER**

Raised: ₹ 1,60,001
for Parkinson's Disease
And Movement Disorder
Society

**JIGNA DEDHIA**

Raised: ₹ 1,59,800
for Shrimad Rajchandra
Love and Care

**MANOJ KUMAR GARG**

Raised: ₹ 1,59,041
for Family Planning
Association, India

**UMESH SHAH**

Raised: ₹ 1,57,500
for Shrimad Rajchandra
Love and Care

**MUKESH DEDHIA**

Raised: ₹ 1,57,000
for Shrimad Rajchandra
Love and Care

**JENNIFER D'SOUZA**

Raised: ₹ 1,56,979
for Maharashtra State
Women's Council

**DAMAYANTI WITH
DR. MANSUKH SATRA**

Raised: ₹ 1,56,600
for Shrimad Rajchandra
Love and Care

**JAYSHRI SANGHVI**

Raised: ₹ 1,56,000
for Shrimad Rajchandra
Love and Care

**REKHA G**

Raised: ₹ 1,55,550
for Family Planning
Association, India

**DR. KRINA GALA**

Raised: ₹ 1,54,305
for Shrimad Rajchandra
Love and Care



HEMANTI VITHALANI

Raised: ₹ 1,54,200
for Shrimad Rajchandra
Love and Care



NICOLAS GUYARD

Raised: ₹ 1,54,100
for Aseema Charitable
Trust



DHAVAL Y. MEHTA

Raised: ₹ 1,54,000
for Shrimad Rajchandra
Love and Care



SANDEEP PRESSWALA

Raised: ₹ 1,54,000
for Shrimad Rajchandra
Love and Care



SUNIT KOTHARI

Raised: ₹ 1,54,000
for Shrimad Rajchandra
Love and Care



VIPUL JHAVERI

Raised: ₹ 1,54,000
for Shrimad Rajchandra
Love and Care



RESHMA JAIN

Raised: ₹ 1,53,501
for Shrimad Rajchandra
Love and Care



KABIR AGARWAL

Raised: ₹ 1,53,220
for Urban Health
Resource Centre



JINESH SANGHAVI

Raised: ₹ 1,50,055
for Shrimad Rajchandra
Love and Care



ANIL GOYAL

Raised: ₹ 1,50,000
for Epilepsy Foundation



ARVIND SHETH

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care



ASHIT DANI

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care



BHAVIN RUPANI

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care



CHETNA NILESH GALA

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care



DR. RANJAN MANIAR

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care



KUNAL DOSHI

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care



MEENA KIRAN HEMANI

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care



MRIDULA JASANI

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care



NAINA KOTHARI

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care



NALINI MEHTA

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care



NANDINI GANDHI

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care



NITIN NAYAR

Raised: ₹ 1,50,000
for Atma Education



RAKESH MEHTA

Raised: ₹ 1,50,000
for Epilepsy Foundation



**RATHIN YESHVANT
VARAIYA**

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care



SANJAY DANGI

Raised: ₹ 1,50,000
for Epilepsy Foundation



**SUBHAG PRATAPRAI
DESAI**

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care



TORAL SHAH

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care



YATIN SHAH

Raised: ₹ 1,50,000
for Shrimad Rajchandra
Love and Care

FUNDRAISERS GOLD

The Fundraiser Gold category comprises of individuals who have fundraised between ₹ 1 lakh and ₹ 1.5 lakh. This year, the 27 individuals in the Fundraiser Gold category have raised ₹ 31.73 lakh for 24 NGOs.

In addition to the Fundraiser Gold, we also have 134 fundraisers, including 68 Young Leader, raising ₹ 85.58 lakh in the Fundraiser Silver category (fundraised between ₹50,000 and ₹ 99,999); 231 fundraisers, raising ₹ 54.33 lakh in the Fundraiser Bronze category (raising a minimum of ₹ 10,000); and 326 fundraisers, raising ₹ 9.74 lakh in the Fundraiser category.

PARVEEN DALAL

Raised: ₹ 1,45,600
for Teach to Lead
(Teach for India)

RAJESWARI D. SHETH

Raised: ₹ 1,39,349
for Cotaap Research
Foundation

RUKAIYA HARIANAWALA

Raised: ₹ 1,37,500
for Tata Medical Centre
Trust

AYAZ MEMON

Raised: ₹ 1,35,000
for Save The Children
India

AMRISH ARORA

Raised: ₹ 1,33,500
for Save The Children
India

MANIKA JAIN

Raised: ₹ 1,32,001
for Cuddles Foundation

ROSITA WAGLE

Raised: ₹ 1,31,326
for Jeevan Asha
Charitable Society

RADHIKA SHAH

Raised: ₹ 1,30,000
for Shrimad Rajchandra
Love and Care

NEELESH TALATHI

Raised: ₹ 1,28,103
for CRY Child Rights and
You, Teach to Lead
(Teach for India)

JUGNU DOSHI

Raised: ₹ 1,23,805
for Family Planning
Association, India

ANDREA GOGRI

Raised: ₹ 1,20,701
for Nargis Dutt Memorial
Charitable Trust

**SHARA WITH ZAARIA with
BHAVINI**

Raised: ₹ 1,20,100
for Psychoanalytic
Therapy and Research
Centre

SHASHI BHAT

Raised: ₹ 1,18,346
for Isha Vidhya

SANDEEP YADAV

Raised: ₹ 1,16,814
for Cankids Kidscan

HIMANSHU VYAS

Raised: ₹ 1,13,500
for Reality Gives
(A Reality Cares Project)

SUNIL GWALANI
Raised: ₹ 1,09,000
for Thane SPCA

ABHAY NAGRECHA
Raised: ₹ 1,08,000
for Society of Parents of
children with Autistic
Disorders (SOPAN)

TUSHAR CHAKRAVORTY
Raised: ₹ 1,07,000
for Family Planning
Association, India

PRANAV JOSHI
Raised: ₹ 1,05,600
for Cotaap Research
Foundation

RUTH DSOUZA WILSON
Raised: ₹ 1,05,000
for Jeevan Asha
Charitable Society

DHIRAJ
Raised: ₹ 1,04,000
for Trafigura Charitable
Trust, Rang De

K RAVINDRANATH
Raised: ₹ 1,02,600
for Shrimad Rajchandra
Love and Care, St. Jude
India Childcare Centres

DR. MAMTA MANGLANI
Raised: ₹ 1,02,000
for Think Foundation

**SHAKUNTALA
MAJUMDAR**
Raised: ₹ 1,01,800
for Thane SPCA

MUKUND RAICHUR
Raised: ₹ 1,01,101
for Society of Parents of
children with Autistic
Disorders (SOPAN),
Kotak Education
Foundation

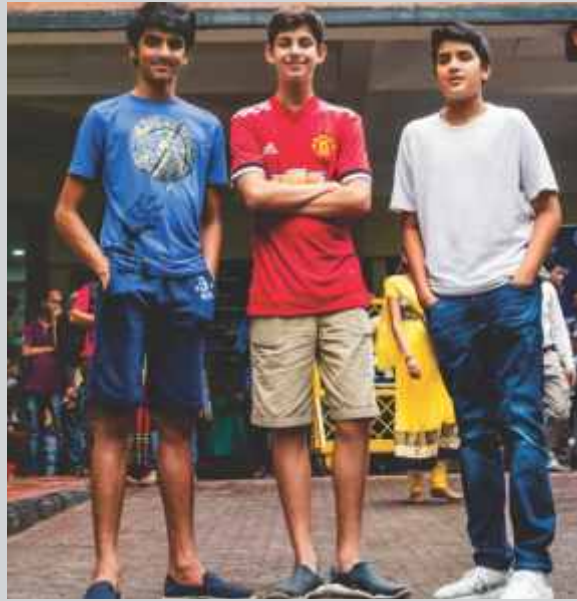
FR. ROSHAN VARGHESE
Raised: ₹ 1,01,001
for Sangli Mission Society

SHANKARAN TJ
Raised: ₹ 1,00,594
for Indian Cancer Society

YOUNG LEADERS

Philanthropy, when introduced at a young age, has multiple positive consequences. When children are exposed to social problems at a young age, they are more likely to grow up being highly responsible adults. At the Tata Mumbai Marathon, we celebrate these Young Leaders for their fundraising efforts.

Young Leaders are fundraisers below the age of 21 years, who have raised ₹ 50,000 or more. This year, the TMM witnessed 112 motivated young individuals making up the Young Leader category, having raised ₹ 2,01,67,400, the youngest fundraiser being only 3 years old. Out of the total, 29 Young Leaders are also Change Runners this year, who have gone way beyond the minimum target set in support of their chosen cause.



ARAV with SIDDHARTH and RAJVEER Change Champion

Raised: ₹ 25,25,252
for Nargis Dutt Memorial Charitable Trust

ARAV (13), SIDDHARTH (12) and RAJVEER (14) teamed up at the Tata Mumbai Marathon to raise funds for Nargis Dutt Memorial Charitable Trust, where they had the opportunity to interact with children suffering from cancer, with their lives threatened at a very young age. Their funds will benefit these children in their battle against cancer, since they cannot afford the treatment themselves.

"The TMM has been a special event for us, as it has been a steady and helpful platform to raise funds. This event brings Mumbai together in unimaginable ways and, whether you are a NGO, runner or fundraiser, the experience is amazing. Our constant motivation for fundraising were the children we met. We want to alleviate their suffering, and fundraising is one of the best ways. The shared moments of joy and sadness with these children kept us going and the feeling of successfully raising funds for these children in their hour of need, is exceptional. Also, we believe that it is beneficial for the society if we start contributing to it at a young age, so that sensitivity becomes ingrained in us as a value system and helps us be part of the change that the world needs."

MALINI with ISHA and SAANYA

Change Leader

Raised: ₹ 16,33,350
for Think Foundation

Having lived through the loss of two family members to Thalassaemia Major, Isha Gulati, along with sisters Malini and Saanya decided to help those who were unable to afford the high medical costs that the condition demands. Isha, Malini and Saanya have raised funds for Think Foundation's programme to support Thalassaemic children from low-income families who cannot afford the intensive medical care. They have been fundraisers at the Mumbai Marathon for 3 years.

"This year was our third Mumbai Marathon and we have found the experience very rewarding. Friends and family across the world have donated towards our cause. Friends have committed to support us for 3 to 5 years and have been keen to visit the children in the programme. We have realised that many want to donate and are just searching for the right cause. It takes a little effort to raise funds for a cause; however, the rewards are huge. We hope our story can impact one more person to step out and make a difference."



ADHIRAJ JOHRI

Change Leader

Raised: ₹ 15,01,415
for Family Service Centre

↙ Last year, ADHIRAJ JOHRI was the highest fundraising Young Leader after he took over the baton from his mother, Anisha Johri, who has raised funds for 6 years for Family Service Centre (FSC). FSC conducts family-based and community oriented programmes, reaching out to families in difficult circumstances. The funds Adhiraj has raised will help many needy families and abandoned children.

"We, as a family, have been attached to Family Service Centre for the past 10 years. It is a small NGO in Colaba and they do some amazing work, which touches the lives of hundreds of underprivileged people. It is fascinating to see how a small team of social workers do so much good work. The Tata Mumbai Marathon has gained credibility in the minds of donors over the years, via philanthropy partner, United Way Mumbai. Our belief and faith in this platform has only increased in the 7 years of our association with them."



SHAURYA SHAH

Change Leader

Raised: ₹ 11,00,000
for Shrimad Rajchandra Love and Care

↙ SHAURYA SHAH, who is five years of age, has raised funds for the construction of Shrimad Rajchandra Love and Care's 250 bed hospital in Dharampur, Gujarat. The hospital will provide medical care to the rural tribal, underprivileged population, who are unable to afford quality healthcare.

"If God blesses you financially, don't raise your standard of LIVING... raise your standard of GIVING. To touch someone's life all one needs is a bag full of hope and a heart full of love and age is but a number."

MEERA MEHTA

Change Leader

Raised: ₹ 10,18,201

for Shrimad Rajchandra Love and Care

Meera Mehta has been raising funds since she was six years old and began fundraising through the Mumbai Marathon platform in 2011. The funds she has raised will go to support the construction of a new hospital in Dharampur, Gujarat, which will provide medical care to the underprivileged tribal population.

"Shrimad Rajchandra Love and Care is an initiative offering service and bringing joy to the lives of the underserved sections of society, through a 10 Care programme related to mankind, animals and environment. The initiative is spread over 50 cities, worldwide, with over 500 volunteers devoted to this cause."



BRAHMI with KRISH SABADRA

Change Leader

Raised: ₹ 10,02,001

for Shrimad Rajchandra Love and Care

Brahmi and Krish Sabadra are students of the Cathedral and John Connon school in Mumbai.

"Mahatma Gandhiji has said, 'Believe in your cause and the means will follow'. If you have the right cause, there is no dearth of generous donors. Being young students, we had no inhibitions to ask, and we were simply humbled by the generosity of good people out there. It was our first go at fundraising and certainly won't be our last, because it was so enriching. We are deeply indebted to our spiritual master, Pujya Gurudevshri Rakeshbhai for the right guidance towards selfless acts of serving the weaker sections of society."

KEVIN SHAH

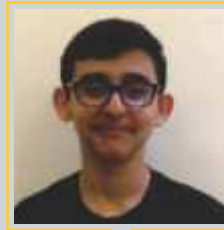
Change Investor

Raised: ₹ 5,13,249
for Shrimad Rajchandra Love
and Care**ESHAAN HAQUE**

Change Maker

Raised: ₹ 4,23,500
for Cankids Kidscan**MANAN M. SHETH**

Change Maker

Raised: ₹ 3,74,815
for Cotaap Research
Foundation**NEIL NOOREYEZDAN**

Change Maker

Raised: ₹ 3,60,999
for Salaam Bombay
Foundation**AMBAR DANGE**

Change Maker

Raised: ₹ 3,53,500
for Salaam Bombay
Foundation**AADHYA SHIVAKUMAR**

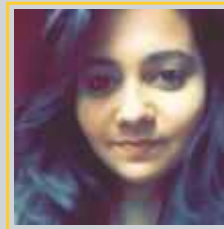
Change Maker

Raised: ₹ 2,73,000
for Isha Vidhya**RAAYANSH JITESH
KAMDAR**

Change Maker

Raised: ₹ 2,53,445
for Shrimad Rajchandra
Love and Care**VINAY VIRVADIA**

Change Maker

Raised: ₹ 2,53,150
for Shrimad Rajchandra
Love and Care**MAHEK VIRANI**

Change Maker

Raised: ₹ 2,44,500
for Shrimad Rajchandra
Love and Care**ANAYA JAIN**

Change Maker

Raised: ₹ 2,24,000
for Shrimad Rajchandra
Love and Care**AARYAN with ROHUN**

Change Maker

Raised: ₹ 2,22,000
for Gwalior Hospital and
Education Charitable
Trust

**KABIR DIWANJI**

Change Maker
 Raised: ₹ 2,15,609
 for Concern India
 Foundation

**ROSHNI GOELA**

Change Maker
 Raised: ₹ 1,99,000
 for Light of Life Trust

**ASANG MEHTA**

Change Maker
 Raised: ₹ 1,82,502
 for Shrimad Rajchandra
 Love and Care

**SURYANSHA S. SHETH**

Change Maker
 Raised: ₹ 1,81,147
 for Cotaap Research
 Foundation

**ACHALESH RAVI**

Change Maker
 Raised: ₹ 1,76,051
 for Isha Vidhya

**AHANAA with ARHAM**

Change Maker
 Raised: ₹ 1,73,709
 for Shrimad Rajchandra
 Love and Care

**NANDAN VENKATESAN**

Change Maker
 Raised: ₹ 1,73,503
 for Spark a Change
 Foundation

**SYNA PAL**

Change Maker
 Raised: ₹ 1,63,001
 for Cankids Kidscan

**KSHAMA MEHTA**

Change Maker
 Raised: ₹ 1,61,001
 for Shrimad Rajchandra
 Love and Care

**KIRTAN with
FREYA CHHEDA**

Change Maker
 Raised: ₹ 1,53,059
 for Shrimad Rajchandra
 Love and Care

**SHREEVATS MOR**

Change Maker
 Raised: ₹ 1,51,500
 for Cankids Kidscan

**AASHUMI VARAIYA**

Change Maker
 Raised: ₹ 1,51,000
 for Shrimad Rajchandra
 Love and Care

FUNDRAISERS GOLD

SOM PREM

Raised: ₹ 1,40,200
for Nargis Dutt Memorial
Charitable Trust

**SANJANA SHENAI with
RIA RAMDAS**

Raised: ₹ 1,26,979
for Nargis Dutt Memorial
Charitable Trust

NISHIKI VARMA

Raised: ₹ 1,17,200
for Family Planning
Association, India

AHAAN CHHATWAL

Raised: ₹ 1,14,297
for World for All Animal
Care and Adoptions

ARHAM JHAVERI

Raised: ₹ 1,12,621
for Shrimad Rajchandra
Love and Care

RAUNAK MEHTA

Raised: ₹ 1,12,570
for Shrimad Rajchandra
Love and Care

VEDANT SHAH

Raised: ₹ 1,12,109
for The Foundation

VIHAAN DESAI

Raised: ₹ 1,09,896
for Concern India
Foundation

PIA DHOLAKIA

Raised: ₹ 1,09,500
for World for All Animal
Care and Adoptions

VIKAS YADAV

Raised: ₹ 1,08,801
for Cankids Kidscan

**MUSKAAN with
MAIRAV TOLANI**

Raised: ₹ 1,05,599
for Cancer Patients Aid
Association

ANAYA MEHTA

Raised: ₹ 1,04,801
for Shrimad Rajchandra
Love and Care

SHARANYA RUIA

Raised: ₹ 1,04,500
for Light of Life Trust

SUCHI JATIA

Raised: ₹ 1,01,500
for Salaam Bombay
Foundation

DANIEL TAPIA

Raised: ₹ 1,00,098
for Fight Hunger
Foundation

FUNDRAISERS SILVER

HRIDAY MEHTA

Raised: ₹ 94,500
for Shrimad Rajchandra
Love and Care

NANDINI PETLURI

Raised: ₹ 92,500
for Think Peace

KHUSHI KABRA

Raised: ₹ 92,197
for Cankids Kidscan

ISHA SANGHI

Raised: ₹ 91,000
for Light of Life Trust

**ARIHA with
AARJAV SHROFF**

Raised: ₹ 89,600
for Shrimad Rajchandra
Love and Care

KHUSHI SHAH

Raised: ₹ 86,351
for Shrimad Rajchandra
Love and Care

ARIESA MONGIA

Raised: ₹ 85,012
for Jai Vakeel Foundation
and Research Centre

ANGELINA DIAS

Raised: ₹ 85,001
for Vidya Integrated
Development For Youth
and Adults

KABIR JHUREMALANI

Raised: ₹ 83,507
for Save The Children
India

PROTEETI SINHA

Raised: ₹ 80,454
for Aseema Charitable
Trust

ISHIKA CHABRIA

Raised: ₹ 77,000
for Cankids Kidscan

RUVIK KAVEDIA

Raised: ₹ 77,000
for Shrimad Rajchandra
Love and Care

MIRAYA BAID

Raised: ₹ 71,599
for Cankids Kidscan

ANYA N. BHATIA

Raised: ₹ 70,300
for Concern India
Foundation

MANALI BORA

Raised: ₹ 69,800
for Shrimad Rajchandra
Love and Care

ARIA PANCHAL

Raised: ₹ 69,500
for Light of Life Trust

**SANJIVANI SADANAND
MADHAVI**

Raised: ₹ 69,120
for Family Planning
Association, India

SARA MEHTA

Raised: ₹ 69,100
for Jai Vakeel Foundation
and Research Centre

SAISHA SAXENA

Raised: ₹ 64,000
for Concern India
Foundation

RUSHABH JAIN

Raised: ₹ 62,210
for Shrimad Rajchandra
Love and Care

KALPITA JAIN

Raised: ₹ 62,000
for Cankids Kidscan

SALONI SHARMA

Raised: ₹ 61,913
for Urban Health
Resource Centre

DRISH CHHEDA

Raised: ₹ 61,100
for World for All Animal
Care and Adoptions

RHEA ANTHONYRAJ

Raised: ₹ 60,870
for Family Planning
Association, India

RANBIR MINOCHA

Raised: ₹ 60,698
for World for All Animal
Care and Adoptions

DHRUVI GADA

Raised: ₹ 60,201
for Shrimad Rajchandra
Love and Care

VEDIKA DESAI

Raised: ₹ 59,300
for Sparsha Charitable
Trust

ZAHAAN BAIG

Raised: ₹ 58,802
for World for All Animal
Care and Adoptions

AMAN JASANI

Raised: ₹ 56,901
for World for All Animal
Care and Adoptions

SHIV SHARMA

Raised: ₹ 56,868
for Nargis Dutt Memorial
Charitable Trust

VANSHIKA AJAY GOVALE

Raised: ₹ 54,601
for United Way Mumbai

ASHNA MEHTA

Raised: ₹ 54,000
for Light of Life Trust

SANGEETA RAYAKWAR

Raised: ₹ 53,461
for Urban Health
Resource Centre

GAURAVI MAURYA

Raised: ₹ 53,061
for Family Planning
Association, India

IYANAH POONAWALA

Raised: ₹ 53,000
for Concern India
Foundation

UDAY PRAJAPAT

Raised: ₹ 52,870
for Urban Health
Resource Centre

SANIYA GANATRA

Raised: ₹ 52,500
for Light of Life Trust

PRARTHNA MEHTA

Raised: ₹ 52,200
for Shrimad Rajchandra
Love and Care

ISHIKA CHOUHAN

Raised: ₹ 52,122
for Urban Health
Resource Centre

MANOJ KUMAR

Raised: ₹ 52,090
for Urban Health
Resource Centre

ARYIKA DADHA

Raised: ₹ 52,000
for Shrimad Rajchandra
Love and Care

KHUSHI CHANDANI

Raised: ₹ 52,000
for Cankids Kidscan

SANCHITA JALAN

Raised: ₹ 51,999
for Helpage India

VINANTEE SHAH

Raised: ₹ 51,700
for Shrimad Rajchandra
Love and Care

LAVKUSH PAL

Raised: ₹ 51,571
for Urban Health
Resource Centre

ABHISHEK MOURYA

Raised: ₹ 51,296
for Urban Health
Resource Centre

SHALU PACHORE

Raised: ₹ 51,250
for Urban Health
Resource Centre

FORAM SHAH

Raised: ₹ 51,201
for Shrimad Rajchandra
Love and Care

MADHUSHREE S.A.

Raised: ₹ 51,001
for Family Planning
Association, India

KAVYA SHARMA

Raised: ₹ 51,001
for Light of Life Trust

**AARNAV with
NIRJARA SAVLA**

Raised: ₹ 51,000
for Shrimad Rajchandra
Love and Care

ARHAM TALATI

Raised: ₹ 51,000
for Shrimad Rajchandra
Love and Care

JAHNVI SHAH

Raised: ₹ 51,000
for Isha Vidhya

TISHA JHAVERI

Raised: ₹ 51,000
for Shrimad Rajchandra
Love and Care

PALAK PODDAR

Raised: ₹ 51,000
for Light of Life Trust

SANYAMI DOSHI

Raised: ₹ 50,943
for Shrimad Rajchandra
Love and Care

VIR CHHEDA

Raised: ₹ 50,000
for Habitat For
Humanity India

ANYSSA KOTHARI

Raised: ₹ 50,000
for Shrimad Rajchandra
Love and Care

ARSHIA MEHTA

Raised: ₹ 50,000
for Light of Life Trust

KRISHAA KHADAWALA

Raised: ₹ 50,000
for Ratna Nidhi
Charitable Trust

VEDANT VERAT

Raised: ₹ 50,000
for Habitat For Humanity
India

VEDANT ARTE

Raised: ₹ 50,000
for Habitat For
Humanity India

HRITIKA PANWAR

Raised: ₹ 50,000
for Habitat For
Humanity India

SIDDHARTH TIPRE

Raised: ₹ 50,000
for Habitat For Humanity
India

**VIDHANT KHUSHWANT
MEHTA**

Raised: ₹ 50,000
for Ratna Nidhi
Charitable Trust

PREYANK SHAH

Raised: ₹ 50,000
for Shrimad Rajchandra
Love and Care

TARIKA DORAIRAJ

Raised: ₹ 50,000
for Light of Life Trust

MEHER PASRICHA

Raised: ₹ 50,000
for Habitat For
Humanity India

CORPORATE TEAMS

The Corporate Teams category is specially designed for companies to raise funds for different causes and, at the same time, participate in the Tata Mumbai Marathon. This provides companies with an excellent opportunity for employee engagement and team bonding. This year, 169 corporates participated in the Tata Mumbai Marathon, fielding 266 teams and raising ₹ 19.47 crore for 98 NGOs. Corporate teams participating in the Tata Mumbai Marathon are privy to a differentiated experience in a specially hosted tent on the race day.

FUNDRAISING CORPORATE TEAMS

Listed below are companies who have employees that fundraised using the Tata Mumbai Marathon platform.

This edition we have 20 Corporates fielding 42 teams who collectively contributed ₹ 2.54 crore and raised ₹ 4,67,70,773 for 35 NGOs.

COMPANY NAME	NGOS SUPPORTED	FUNDS RAISED (₹)	CORPORATE CONTRIBUTION (₹)
Kotak Mahindra Bank Limited	Cancer Patients Aid Association, Society of Parents of Children with Autistic Disorders (SOPAN), HelpAge India, The Indian Council For Mental Health, Kotak Education Foundation, Arpan, Asian Cancer Foundation, Save The Children India, SNEHA (Society for Nutrition, Education and Health Action).	1,77,53,772	18,00,000
Godrej & Boyce Mfg. Co. Ltd.	War Wounded Foundation, Republican Sports Club, Vasantha Memorial Trust, National Society For Equal Opportunities For The Handicapped India.	1,32,01,621	21,00,000
Mahindra and Mahindra Limited	K.C. Mahindra Trust - Project Nanhi Kali	72,65,379	21,00,000
Jasani India Private Limited	Shrimad Rajchandra Love and Care	50,00,000	3,00,000
Godrej Industries Limited Associate Companies (GILAC)	Teach to Lead (Teach for India)	10,71,902	11,00,000
BNP Paribas India Solutions Pvt. Ltd.	Aseema Charitable Trust, CanKids Kidscan, CRY (Child Rights and You), Toybank, TOUCH (Turning Opportunities for Upliftment and Child Health), War Wounded Foundation	6,45,082	35,00,000
Bajaj Electricals Limited	Paryavaran Mitra	3,81,651	48,00,000
Larsen & Toubro Limited	Mentor Me India, Shrimad Rajchandra Love & Care, St. Jude India Childcare Centres	3,57,964	20,00,000

COMPANY NAME	NGOS SUPPORTED	FUNDS RAISED (₹)	CORPORATE CONTRIBUTION (₹)
Hongkong Shanghai Banking Corporation India Limited	Cancer Patients Aid Association, Isha Vidhya, SNEHA (Society for Nutrition, Education and Health Action)	2,85,603	15,00,000
HDFC Asset Management Company Limited	Muktangan - Paragon Charitable Trust	2,06,851	3,00,000
Owens Corning (India) Pvt. Ltd.	Mumbai Mobile Creches, United Way Mumbai	1,69,625	8,00,000
Dalberg Development Advisors Pvt. Ltd.	Mentor Me India	1,18,018	3,00,000
Shemaroo Entertainment Limited	Isha Vidhya, Gyanada Foundation	81,347	3,00,000
Centrum Capital Limited	Life Trust, Maharashtra State Women's Council	59,801	5,00,000
Aditya Birla Health Insurance Co. Ltd.	Save The Children India	59,500	5,00,000
BNP Paribas SA	Aseema Charitable Trust	58,200	16,00,000
Kama Schachter Jewelry Pvt. Ltd.	Shrimad Rajchandra Love and Care	26,802	3,00,000
Shoppers Stop Limited	Ratna Nidhi Charitable Trust, Trust For Retailers And Retail Associates Of India, Welfare Society For Destitute Children	17,199	8,00,000
Group M Media India Pvt. Ltd.	Family Planning Association, India	10,201	3,00,000
Pidilite Industries Limited	Shrimad Rajchandra Love and Care, Mentor Me India	250	5,00,000



HIGHEST FUNDRAISING CORPORATE



KOTAK MAHINDRA BANK LTD.

Raised: ₹ 1,77,53,772

for Cancer Patients Aid Association, Society of Parents of Children with Autistic Disorders (SOPAN), HelpAge India, The Indian Council For Mental Health, Kotak Education Foundation, Arpan, Asian Cancer Foundation, Save The Children India, SNEHA (Society for Nutrition, Education and Health Action)

"The Tata Mumbai Marathon gives everyone an opportunity - to runners as well as pledge raisers, to challenge themselves and bring out the best in them. India's most prominent marathon run not only celebrates the coming together of diverse people to achieve a collective goal, but also provides runners a special platform to champion worthy social causes. The run combines philanthropy, fitness and fun to make a difference in innumerable lives every year."

-Rohit Rao, EVP & Head – Group Corporate Communication, Business Responsibility & CSR, Kotak Mahindra Bank Ltd.

2ND HIGHEST FUNDRAISING CORPORATE



Godrej & Boyce Mfg. Co. Ltd.

GODREJ & BOYCE MFG. CO. LTD.

Raised: ₹ 1,32,01,626

for War Wounded Foundation, Republican Sports Club, Vasantha Memorial Trust, National Society For Equal Opportunities For The Handicapped India

"We at Godrej believe in our responsibility to care and encourage social responsibility in creating a better environment to live and contribute to this Universe. We have participated in the Tata Mumbai Marathon consecutively, for the past 11 years and will continue to do so with immense pride, deeper involvement and engagement.

We are confident that our partner NGOs will utilize these funds in making this world a brighter and better place to live in. We encourage Godrejites to contribute generously, every year, as a part of our spirit and responsibility of caring and nurturing. Every year, we have been increasing our contribution, as well as the enthusiastic participation of our Marathon runners. We do believe that all good deeds are like seeds of goodness in making this world a better place, which nurtures and improves lives of the needy and deprived."

- Harpreet Kaur (Senior Vice President & Head – Corporate Personnel & Administration) of Godrej & Boyce Mfg. Co. Ltd





3RD HIGHEST FUNDRAISING CORPORATE



MAHINDRA AND MAHINDRA LTD.

Raised: ₹ 72,65,379

for K.C. Mahindra Trust - Project Nanhi Kali

"The Tata Mumbai Marathon is a wonderful platform for corporates and individuals to support the causes that they believe in. The Mahindra Group has been participating in the Mumbai Marathon since its inception to support the cause of girl child education. This year, we were delighted that over 400 Mahindra employees ran for Project Nanhi Kali, which supports the education of underprivileged girls in India."

-Sheetal Mehta, Senior Vice President, CSR, Mahindra Group

4TH HIGHEST FUNDRAISING CORPORATE



JASANI INDIA PVT. LTD.

Raised: ₹ 50,00,000
for Shrimad Rajchandra Love and Care

"The Jasani Group is a vertically integrated company with expertise in all facets of the diamond industry and we have been supporting Shrimad Rajchandra Love and Care for the last 6 years at the Mumbai Marathon. This year's participation was special as it was in support of the new Shrimad Rajchandra Hospital, which will provide highly specialised, quality healthcare to the rural population of South Gujarat."

- Mehnaz & Shyam Jasani



5TH HIGHEST FUNDRAISING CORPORATE



GODREJ INDUSTRIES LIMITED ASSOCIATE COMPANIES (GILAC)

Raised: ₹ 10,71,902
for Teach to Lead (Teach for India)

"This is the 5th time Godrej Industries and associate companies participated in Mumbai Marathon and, as always, it has been an enriching experience for the participants. Through TMM, the employees have not only got a chance to be a part of one of the largest Marathon, but they could also support the cause of education for all, by raising funds for Teach For India. We have seen that every year the enthusiasm for the Mumbai Marathon among employees is increasing. Our thanks to United Way Mumbai and the Procam team for organizing this."

- Vikas Goswami, Head- Sustainability, GILAC



CORPORATE RAISING OVER ₹ 5 LAKH VIA EMPLOYEE FUNDRAISING



BNP PARIBAS INDIA SOLUTIONS PRIVATE LIMITED

Raised: ₹ 6,45,082
for Aseema Charitable Trust, Cankids
Kidscan, CRY Child Rights and You,
Toybank, TOUCH (Turning
Opportunities for Upliftment and Child
Health)War Wounded Foundation

"BNP Paribas has participated in the Mumbai Marathon for the past three years. It's been an exhilarating experience so far. This year, we had over 250 employees register for the Marathon. Additionally, participating employees also personally raise funds every year for Aseema Charitable Trust, one of our partner NGOs. There is a healthy competition among employees to raise maximum funds. Our participation in the Tata Mumbai Marathon has helped boost employee morale tremendously to work as one team in opportunities beyond work."

-Mr. Pavan Desai, Head of Finance Shared Services, BNP Paribas India Solutions Pvt. Ltd.



CORPORATE RAISING OVER ₹ 3 LAKH VIA EMPLOYEE FUNDRAISING



BAJAJ ELECTRICALS LIMITED

Raised: ₹ 3,81,651
for Paryavaran Mitra

"Bajaj Electricals Limited is strongly committed to the cause of betterment of the environment and supports the NGO Paryavaran Mitra and its mission to make the world a greener and cleaner place. Our work has been constantly focusing largely on environment sustainability, education and community related initiatives, central to employee volunteering. We motivate our employees to care for their health and fitness along with building a connect with the environment and participating in running events pan India. The Tata Mumbai Marathon has been one such event and a great platform to promote our work and engage our employees responsibly."

-Madhura Talegaonkar, Head – CSR, Bajaj Electricals Ltd



LARSEN & TOUBRO LIMITED

Raised: ₹ 3,57,964
for Mentor Me India, Shrimad
Rajchandra Love and Care, St.
Jude India Childcare Centres

"The simplest way to make a community bloom, is by spreading happiness, one person at a time. At L&T, it is not only the CSR team, but an army of volunteers, who pledge to make this possible, by participating in fundraising activities like the Tata Mumbai Marathon. As the quantum of funds rises, year on year, so do the number of projects supported and the impact levels across communities."

-Mr. Gautam Kar, Head – Corporate Infrastructure & Admin Services

PARTICIPATING CORPORATE TEAMS

Listed below are companies who have contributed to their chosen NGO/s and fielded teams to participate at the Tata Mumbai Marathon 2018.

In addition to the Fundraising Corporate Teams listed earlier, this edition we had 149 Corporates fielding 224 teams, collectively contributing ₹ 12.25 crores.

COMPANY NAME	NGOS SUPPORTED	CORPORATE CONTRIBUTION (₹)
Aamby Valley Esteemed Citizens Association	World for All Animal Care and Adoptions	3,00,000
Abbott Healthcare Pvt. Ltd.	Smile Foundation	5,00,000
ACC Limited	ACC Ayushmaan Trust	5,00,000
Aditya Birla Finance Limited	Save The Children India	13,00,000
Aditya Birla Management Corporation Pvt. Ltd.	Aditya Birla Education Trust - Project Mpower	40,00,000
Aditya Birla Sunlife Insurance Company Limited	Save The Children India	16,00,000
Allcargo Logistics Limited	Light of Life Trust, Alert-India, Save The Children India	16,00,000
Alliance Insurance Brokers Pvt. Ltd.	Shrimad Rajchandra Love and Care	3,00,000
Anand Rathi Insurance Brokers Limited	Epilepsy Foundation	3,00,000
Anchor Electricals Private Limited	Saunvardhan Pratishthan	16,00,000
Apar Industries Limited	ISKON Food Relief Foundation (Annamrita)	8,00,000
Apollo Tyres Limited	Apollo Tyres Foundation	3,00,000
ASK Investment Managers Pvt. Ltd.	ASK Foundation	3,00,000
Australia and New Zealand Banking Group Limited	Masoom	3,00,000
B. V. Chinai Charitable Trust	Shrimad Rajchandra Love and Care	3,00,000

COMPANY NAME	NGOS SUPPORTED	CORPORATE CONTRIBUTION (₹)
Bank of Baroda	Family Planning Association of India	3,00,000
Batlivala & Karani Securities India Pvt. Ltd.	Light of Life Trust	5,00,000
Bharat Petroleum Corporation Limited	Isha Vidhya	3,00,000
Bharat Serums And Vaccines Limited	Shrimad Rajchandra Love and Care	3,00,000
Biostadt India Limited	Save the Children India	5,00,000
Black & Veatch Pvt. Ltd.	United Way Mumbai	3,00,000
Blackrock Service India Pvt. Ltd.	K.C. Mahindra Education Trust	5,00,000
Bloomberg Data Sevices India Pvt. Ltd.	United Way Mumbai	8,00,000
Blue Star Limited	Blue Star Foundation	24,00,000
Bristol-Myers Squibb India Pvt. Ltd.	United Way Mumbai	3,00,000
Cactus Communciations Pvt Ltd	Cuddles Foundation	3,00,000
Cello Plastic Products Pvt Ltd	Smile Foundation	5,00,000
Charu Jewels	Shrimad Rajchandra Love and Care	3,00,000
Chirag Corporation	Shrimad Rajchandra Love and Care	3,00,000
Cleartrip Pvt. Ltd.	Magic Bus India Foundation	3,00,000
CLP India Pvt. Ltd.	Srujna Charitable Trust	3,00,000
CMEAC Communications Pvt. Ltd.	Shrimad Rajchandra Love and Care	3,00,000
Cochlear Medical Device Company India Pvt. Ltd.	Aural Education for Children with Hearing Impairment (AURED Charitable Trust)	3,00,000
Colgate -Palmolive (India) Limited	Network in Thane by People Living with HIV	5,00,000
Concordia International (India) Services Pvt. Ltd.	Child Help Foundation, Salaam Bombay Foundation	12,00,000
Credit Agricole Corporate & Investment Bank	Aseema Charitable Trust	5,00,000
Credit Suisse Securities India Pvt. Ltd.	Save The Children India	8,40,000

COMPANY NAME	NGOS SUPPORTED	CORPORATE CONTRIBUTION (₹)
DBS Bank Ltd.	Swayamsiddh Matimand Mulansathi Matrupalak Sanstha	5,00,000
DDB Mudra Pvt. Ltd.	CRY-Child Rights and You	3,00,000
D'Decor Exports Pvt. Ltd.	Karunya Trust	3,00,000
D'Decor Home Fabrics Pvt. Ltd.	Karunya Trust	3,00,000
Duff & Phelps India Pvt. Ltd.	The Blue Ribbon Movement, Magic Bus India Foundation, Cuddles Foundation, Rang De	8,00,000
Durg Shivnath Expressways Pvt. Ltd.	Tata Medical Centre Trust, VConnect Foundation	11,00,000
eClerx Services Ltd	Magic Bus India Foundation, Lend-A-Hand India	40,00,000
Elegant Collection	Shrimad Rajchandra Love and Care	3,00,000
EuroKids International Pvt. Ltd.	Concern India Foundation	5,00,000
Fairwinds Asset Managers Limited	Maharashtra State Women's Council	3,00,000
Franklin Templeton Asset Management (Ind) Pvt. Ltd	United Way Mumbai	3,00,000
Geltec Pvt. Ltd.	ADAPT (Formerly The Spastics Society of India)	3,00,000
Gharda Chemicals Limited	Gharda Foundation	8,00,000
GVK - Mumbai International Airport Pvt. Ltd.	Save the Children India, The Indian Council for Mental Health	6,00,000
HDB Financial Services Limited	Masoom	16,00,000
HDFC Ergo General Insurance Company Limited	Umang Foundation, Swayamsiddh Matimand Mulansathi Matrupalak Sanstha, The Akanksha Foundation	30,00,000
HDFC Securities Limited	India Sponsorship Committee	3,00,000
HDFC Standard Life Insurance Company Limited	Smile Foundation	5,00,000
Henkel Adhesives Technologies India Pvt. Ltd.	United Way Mumbai	3,00,000
Hercules Hoists Limited	Paryavaran Mitra	16,00,000
Hershey India Pvt. Ltd.	Mumbai Mobile Creches	3,00,000

COMPANY NAME	NGOS SUPPORTED	CORPORATE CONTRIBUTION (₹)
Hexaware Technologies Limited	Manav Foundation, Save the Children India, Teach to Lead (Teach for India), Helen Keller Institute For Deaf & Deaf Blind, Jai Vakeel Foundation and Research Centre	32,00,000
HiMedia Laboratories Pvt. Ltd.	Isha Vidhya	5,00,000
Housing Development Finance Corporation Limited (HDFC Ltd.)	Jai Vakeel Foundation and Research Centre	15,00,000
ICICI Lombard General Insurance Co. Ltd.	Isha Vidhya, SNEHA (Society for Nutrition, Education and Health Action)	16,00,000
ICICI Prudential Asset Management Co. Pvt. Ltd.	Vidya Integrated Development For Youth and Adults	10,00,000
ICICI Prudential Life Insurance Co. Ltd.	Catalysts for Social Action	8,00,000
Idemitsu Lube India Private Limited	United Way Mumbai	3,00,000
IIFL Wealth Management Ltd.	United Way Mumbai	8,00,000
India Cast Media Distribution Pvt. Ltd.	Srijon - Artscape	3,00,000
India Infoline Limited	Isha Vidhya	5,00,000
India Ratings and Research Pvt. Ltd.	Shrimad Rajchandra Love and Care	5,00,000
Indian Hotels Company Limited	United Way Mumbai	16,00,000
Ingram Micro India Pvt. Ltd.	CRY Child Rights and You	5,00,000
International Gemological Institute India Pvt. Ltd.	Shrimad Rajchandra Love and Care	3,00,000
Ion Foundation (Social Initiative of Ion Exchange (I) Limited)	Smile Foundation	5,00,000
IRB Infrastructure Developers Limited	Population First	13,00,000
J. B. Chemicals & Pharmaceuticals Limited	Shrimad Rajchandra Love and Care	8,00,000
Jewelex India Pvt. Ltd.	Shrimad Rajchandra Love and Care	3,00,000
JSW Energy Limited	Swayamsiddh Matimand Mulansathi Matrupalak Sanstha, Cancer Patients Aid Association	6,00,000

COMPANY NAME	NGOS SUPPORTED	CORPORATE CONTRIBUTION (₹)
Just Dial Limited	Maharashtra State Women's Council	8,00,000
K Raheja Corp	Trust For Retailers And Retail Associates Of India	8,00,000
Kadri Consultants Pvt. Ltd.	Save The Children India	3,00,000
LIC Housing Finance Ltd	Concern India Foundation	5,00,000
Lupin Limited	Lupin Human Welfare and Research Foundation	8,00,000
Mahendra Brothers Exports Pvt. Ltd.	Isha Vidhya	3,00,000
Mahimtura Consultants Pvt. Ltd	Save The Children India	3,00,000
MAK Lubricants (Bharat Petroleum Corporation Ltd.)	Saunvardhan Pratishthan	3,00,000
Malca-Amit J. K. Logistics Pvt. Ltd.	Shrimad Rajchandra Love and Care	3,00,000
Marico Limited	Concern India Foundation	5,00,000
Marsh India Insurance Brokers Pvt. Ltd.	Concern India Foundation	5,00,000
Marsil Exports	Maharashtra State Women's Council	5,00,000
Mastek Ltd	Think Foundation	8,00,000
Meer Foundation	World for All Animal Care and Adoptions	3,00,000
Micro Housing Finance Corporation Ltd.	The Aangan Trust, Ummeed Child Development Center	3,00,000
Nabhiraja Software Design Private Ltd. (Lodha Group)	Lodha Charitable Trust	5,00,000
Nirmal Lifestyle Limited	Care Foundation	40,00,000
Nirmal Lifestyle (Kalyan) Private Limited	Care Foundation	16,00,000
Nivea India Pvt. Ltd.	Aseema Charitable Trust	8,00,000
Nomura Services India Private Limited	Seva Sahayog Foundation, Deeds Public Charitable Trust	5,00,000
Novartis India Limited	St. Jude India Childcare Centres, The Akanksha Foundation, Family Planning Association, India	15,00,000

COMPANY NAME	NGOS SUPPORTED	CORPORATE CONTRIBUTION (₹)
Novateur Electrical & Digital Systems Pvt. Ltd.	Fight Hunger Foundation	8,00,000
Omkar Foundation, (CSR of Omkar Realtors & Developers)	Light of Life Trust	8,18,730
Orbit Lifescience Pvt. Ltd.	Shrimad Rajchandra Love and Care	5,00,000
Parthenon India Pvt. Ltd.	Mentor Me India	5,00,000
Pepe Jeans India Limited	Goonj	3,00,000
Polycab Wires Pvt. Ltd.	Trust For Retailers And Retail Associates Of India	3,00,000
Prabhudas Lilladher Pvt. Ltd.	Childline India Foundation	3,00,000
Prudential Global Services Pvt. Ltd.	Concern India Foundation, Smile Foundation	10,00,000
Raheja Universal Pvt. Ltd.	Apne Aap Women's Collective (AAWC)	3,00,000
Rallis India Limited	Tata Medical Centre Trust	14,00,000
Ramkrishna Bajaj Charitable Trust	Jamnalal Bajaj Seva Trust	24,00,000
RBL Bank Limited	Under The Mango Tree Society	8,00,000
Redi Port Limited	Kripa Foundation, Centre For Social Action	6,00,000
Regus Business Centre Pvt. Ltd.	Make-A-Wish Foundation Of India	3,00,000
Reliance Industries Limited	Shrimad Rajchandra Love and Care	5,00,000
Renaissance Jewellery Limited	Shrimad Rajchandra Love and Care	3,00,000
Roche Diabetes Care India Pvt. Ltd.	Society for Human And Environmental Development (SHED)	5,00,000
Roche Products (India) Pvt. Ltd.	St. Jude India Childcare Centres	8,00,000
Rosy Blue (India) Pvt. Ltd.	Rosy Blue Foundation, Shrimad Rajchandra Love and Care	16,00,000
S H Kelkar And Company Limited	National Society For Equal Opportunities For The Handicapped India	8,00,000
Sanofi India Limited	Childline India Foundation	5,00,000

COMPANY NAME	NGOS SUPPORTED	CORPORATE CONTRIBUTION (₹)
Saurashtra Cement Limited	World for All Animal Care and Adoptions	3,00,000
SBI General Insurance Company Limited	Childline India Foundation	5,00,000
SBI Life Insurance Company Limited	Smile Foundation	40,00,000
Schindler India Pvt. Ltd.	Mumbai Mobile Creches	13,00,000
Sony Pictures Networks India Pvt. Ltd.	IDIA Charitable Trust, Welfare Society For Destitute Children, Seva Sahayog Foundation	28,00,000
State Bank Of India	Smile Foundation	5,00,000
Sun Pharma Laboratories Limited	Shrimad Rajchandra Love and Care	40,00,000
Sunteck Realty Limited	United Way Mumbai	5,00,000
SVC Co-operative Bank Limited	Shrimad Rajchandra Love and Care	3,00,000
Tata AIA Life Insurance Co. Ltd.	Tata Medical Centre Trust	10,00,000
Tata AIG General Insurance Co. Ltd.	SNEHA (Society for Nutrition, Education and Health Action), Childline India Foundation, Tata Medical Centre Trust, Under The Mango Tree Society	32,00,000
Tata Asset Management Limited	Tata Medical Centre Trust	5,00,000
Tata Capital Financial Services Limited	Tata Medical Centre Trust	10,00,000
Tata Chemicals Limited	Concern India Foundation, Tata Medical Centre Trust	8,00,000
Tata Communications Limited	Ballygunj Society for Children in Pain (CHIP) Mumbai, Tata Medical Centre Trust	10,00,000
Tata Global Beverages Limited	Tata Medical Centre Trust	3,00,000
Tata Industries Limited	Tata Medical Centre Trust	3,00,000
Tata Motors Finance Limited	Magic Bus India Foundation	16,00,000
Tata Motors Insurance Broking & Advisory Services Pvt. Ltd.	Childline India Foundation	5,00,000

COMPANY NAME	NGOS SUPPORTED	CORPORATE CONTRIBUTION (₹)
Tata Sky Limited	Tata Medical Centre Trust	8,00,000
Tata Steel Limited	Tata Medical Centre Trust	3,00,000
The Phoenix Mills Limited	Light of Life Trust	5,00,000
Titan Company Ltd.	K.C. Mahindra Education Trust	3,00,000
UBS Business Solutions (India) Private Limited	Lend-A-Hand India	8,00,000
UBS Securities India Private Limited	Lend-A-Hand India	5,00,000
UFO Moviez India Limited	Khushi Pediatric Therapy Centre	13,00,000
Universal Medicare Pvt. Ltd.	Childline India Foundation	3,00,000
Viteos Capital Market Services Private Limited	The Akanksha Foundation	3,00,000
Wadhwa Group Holdings Pvt. Ltd.	Shrimad Rajchandra Love and Care	3,00,000
Wockhardt Ltd.	Wockhardt Foundation	5,00,000

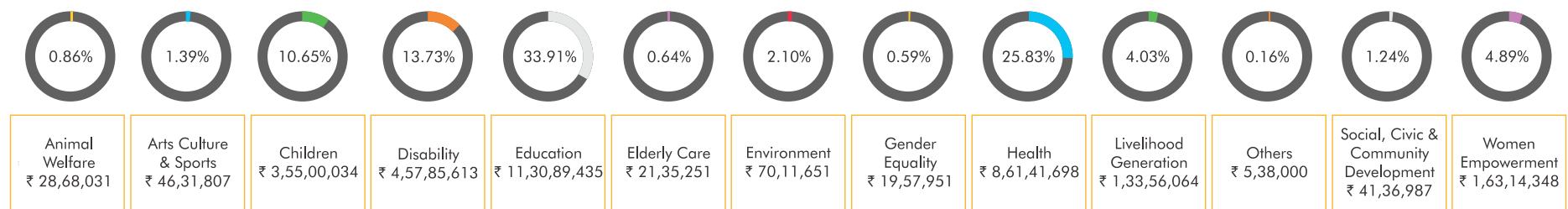
PARTICIPATING NGOs AT TMM 2018

The Tata Mumbai Marathon 2018 saw 262 NGOs using the platform to raise funds across 13 cause categories through Event's Philanthropy Partner, United Way Mumbai (UWM). Out of these, 38% of NGOs had a corporate supporting them, whereas 48% of NGOs had individual fundraisers raising funds for them.

A huge 87% of NGOs utilized Charity Bibs to raise funds in return for running places in the Event. Charity Bibs were an opportunities for individuals to secure participation at the Tata Mumbai Marathon 2018 at a premium; the contribution going for the benefit of the individual's chosen NGO. Each participating non-profit registering with UWM was allocated a specified number of Charity Bibs for each race category. An impressive amount of ₹ 4.04 crore was raised by NGOs via Charity Bibs. The intent was to provide a means for the NGOs to build new relationships and raise funds for their causes.

This edition included 27 NGOs participating for the first time. Year on year, NGOs have utilised the platform to raise increasing amounts of funds, which has enabled them to impact that many more lives. The Mumbai Marathon has, therefore, become a vital part of the yearly fundraising activities of all successful NGOs.

Cause-wise Funds Raised



PRIVILEGE LEVEL NGOs

NGO Privilege levels are interesting way to map or plan fundraising at the Marathon. The NGO privilege level is achieved by gaining points on the basis of a list of indicators that have been carefully identified as a mark of success in each category. The accumulated points provides NGOs with additional privileges. This year a capacity building grant was included in the additional privileges for NGOs.

There are three levels to be achieved with Level III being the highest. The Privilege Levels were not a rating of the NGOs work, but are based solely on their participation in the TMM 2018.



HIGHEST FUNDRAISING NGO

SHRIMAD RAJCHANDRA LOVE AND CARE

Privilege Level 3

Raised: ₹ 3,46,24,875

Highest in Health Cause

Inspired by Shrimad Rajchandraji and guided by Pujya Gurudevshri Rakeshbhai, Shrimad Rajchandra Love and Care (SRLC) is a holistic and multi-pronged community support and development programme. SRLC is powered by genuine empathy, love and care of highly motivated volunteers delivering high quality, charitable sustainable initiatives for the welfare of mankind, animals and the environment. The programme is spread across 50 cities worldwide, with the primary focus being on one of the poorest rural areas of South Gujarat. Shrimad Rajchandra Mission Dharampur aims to offer service and bring joy to the lives of the underserved sections of society through a unique 10 Care Social Programme.

Over the course of its journey at the Mumbai Marathon, SRLC has raised a whopping ₹ 12.74 crore for various charitable causes, touching the lives of many less privileged people. The previous 7 editions saw SRLC sweep accolades for the Highest Fundraising NGO, NGO with Largest Corporate Support, NGO with Highest Number of Dream Teamers and Change Runners and Youngest Dream Champion.

Under Shrimad Rajchandra Love and Care's Health Care Programme, a 250-bed hospital is being constructed in Dharampur, which will impact to the lives of a rural population of approximately 2 million in the tribal areas of Southern Gujarat. This population of Valsad district faces poverty, malnutrition, illiteracy and a lack of health awareness, leading to a myriad health concerns. The hospital strives to provide superior quality medical care at heavily subsidised rates or absolutely free of cost.





2ND HIGHEST FUNDRAISING NGO

AMAR SEVA SANGAM

Raised: ₹ 1,43,23,340

Highest in Disability Cause

Amar Seva Sangam is a pioneer Institution in the field of Disability Management rendering services for the differently abled relentlessly for the last 37 years directly benefiting 16000+ service users in over 900 villages in Tirunelveli, Tuticorin and Virudhunagar districts of Tamil Nadu. They have participated in the Mumbai Marathon for the last 15 years, mostly led by Mr Sankara Raman, Hon. Secretary, and his wife, Ramani Sankararaman, creating awareness about the organisation's programmes at various forums and raising funds for their initiatives.

"We are grateful to the Promoter for giving us this chance and for the various facilities extended to the differently abled to enthusiastically participate in such an event. More wheelchair users participated from our Sangam this year and made it a memorable one. The success this year goes to my wife who let me take the credit for all the funds raised including that of her's as we aimed for beating the all-time record. A personal email to all our donors was another key to our success. We, as a team of four, also called the donors over the phone and solicited their support."

- S. Sankara Raman, Hon. Secretary, Amar Seva Sangam





3RD HIGHEST FUNDRAISING NGO

ISHA VIDHYA

Privilege Level 2

Raised: ₹ 1,32,00,314

Highest in Education Cause



An initiative under Isha Education trust, Isha Vidhya aims to nurture and promote development in children through holistic, high quality, English medium education. Isha Vidhya is committed to raising the level of education and literacy in rural India and helping disadvantaged children realize their full potential. The organisation is the vision of Sadhguru Jaggi Vasudev, founder of Isha Foundation, aiming to empower rural children. He says, *“These children need to see that there are people out there who have the necessary concern to contribute to their wellbeing. Let them grow up with this trust in humanity.”*

Isha Vidhya's 9 rural schools - 8 in Tamil Nadu and 1 in Andhra Pradesh - are creating a bright future for 7,738 children studying from Kindergarten to XII Std. 61% of the students are supported by full tuition scholarships and most of them are first-generation learners. Besides this, Isha Vidhya actively promotes education of female children (46% are girls).

Isha Vidhya also supports Government schools with a scalable model in select, critical areas which brings about significant enhancement in education quality and has the potential to trigger an overall change in the public education system. Isha Vidhya's interventions in 121 rural Govt. schools in Tamil Nadu are benefiting over 30,000 students, while its interventions in 3000 Govt. schools in Andhra Pradesh are benefiting over 120,000 children and 10,500 Govt. teachers.



“While 6 Corporate Challenge Teams (160 employees) helped raise funds by participating in the Tata Mumbai Marathon, over 200 individual participants associated with Isha as volunteers or past runners for the organisation at the Event, once again stretched themselves to optimize fundraising efforts. Some fundraisers pledged to raise funds of ₹ 1.5 lakh upwards and become Change Makers/Investors/Leaders/Icons. This year, Mr. Sadashiv Rao individually raised a staggering ₹ 51 lakh, achieving Change Icon status. His tireless fundraising efforts over 9 years is remarkable – he strives to raise more with each passing year. In all, he has raised over ₹ 2 Crores for Isha Vidhya, in 9 years.”

-Vinod Hari, CEO, Isha Vidhya



4TH HIGHEST FUNDRAISING NGO

CANCER PATIENTS AID ASSOCIATION

Privilege Level 2

Raised: ₹ 1,20,01,893

Cause: Health

Cancer Patients Aid Association (CPAA) has been supporting cancer patients and carers through their ordeal for the last 49 years. Cancer is one of the leading causes of death worldwide and, annually, about 10 lakh new cases of cancer are diagnosed in India. Though life threatening, it is curable if caught early and if adequate treatment is provided. The treatment for cancer requires a lot of funds, which patients of modest means are unable to afford. This is where CPAA comes in; providing that vital link between the donors and the patients. Patients are assisted throughout their treatment period with medical aid, financial assistance, accommodation, transportation, rehabilitation, employment for their caregiver and educational aid for students.

"No patients should suffer or be unable to get treatment due to a lack of resources."

- Y.K. Sapru, Founder Chairman and CEO, CPAA



5TH HIGHEST FUNDRAISING NGO

LIGHT OF LIFE TRUST

Privilege Level 2

Raised: ₹ 1,16,90,504

Cause: Education

Light of Life Trust is an NGO established in 2002 by founder and Managing Trustee, Villy Doctor, with a vision to transform the lives of underprivileged rural communities in India. The Trust aims to empower communities through education, skill training programmes and health care in rural areas. Since its inception 119,506 lives have been impacted by Light of Life Trust. Initiated in 2005 with 25 children the Project Anando programme adopts the 3E method - Educate, Empower and Equip for employability - to support the children in achieving their full potential.

"Kudos to TMM 2018 for taking the awesome run a step further in motivating all categories of participation and reinforcing core values of training, preparation, hardwork, determination, spirit of competition and bonhomie. It has continued to support a variety of social causes by helping NGOs raise funds to benefit the needy. It's a great annual event, which we all eagerly look forward to."

-Pradeep Koppikar, CEO, Light of Life Trust



Privilege Level 3
**FAMILY PLANNING
ASSOCIATION, INDIA**

Raised: ₹ 34,79,085

Cause: Health



Family Planning Association of India (FPA India) is a 68-year-old NGO working in the field of Sexual and Reproductive Health and Rights. FPA India initiated the 'Let's Get Girls Back to School' campaign in the TMM 2018, to empower girls with affordable sanitary pads, comprehensive sexuality education, critical life-skills, and nutrition supplements. They undertook multiple initiatives to bring on board three corporate partners with 55 runners. The Family Planning League was introduced through which their 30+ branches/projects collectively raised funds. Thirteen adolescent girls led their contingent. Five Change Makers, 5 Young Leaders, 121+ runners, and 750+ donors supported their cause.



Privilege Level 2
**SAVE THE CHILDREN
INDIA**

Raised: ₹ 94,62,308

Highest amongst
organisations working on
Empowering Women



Save The Children India is a non-profit organization established in 1988, working towards the empowerment of underprivileged women and children through its many health, vocational training and education programmes. One of their accomplishments includes bringing health & education to nearly 200,000 children. Additionally, Save The Children India has created impact in the realms of advocacy, prevention and repatriation of trafficked women and children.



Privilege Level 2 **UNITED WAY MUMBAI**

Raised: ₹ 88,62,475

Highest fundraising NGO amongst organisations working towards the benefit of Children



United Way Mumbai's expertise lies in designing and implementing community development programmes on education, health, income, environment, public safety and social inclusion. We work in urban and rural communities across the country through our self-implemented programmes and a network of credible NGO partners. Funds raised through the TMM 2018 will be used to address malnutrition, set up libraries in municipal schools and rejuvenate Mumbai's mangrove cover.



Privilege Level 2 **URBAN HEALTH RESOURCE CENTRE**

Raised: ₹ 10,12,324

Cause: Empowering Women



Urban Health Resource Centre (UHRC) utilises donations in foundational human capacity building. UHRC's social facilitators work on a sustained basis with basti women's, children-youth groups and community to deepen self-confidence, build self-esteem. UHRC also works towards developing self-reliance through knowledge of health, nutrition, infection prevention, understanding government services/schemes and how these can be availed.

Basti women's, children-youth groups learn writing, submitting (with proof of receipt) community requests/petitions/reminders, keep paper trail thereby acquiring gentle negotiation skills. These non-perishable competencies grow with effort and time among women's groups and children-youth groups across 425,000 slum/vulnerable populations in Indore and Agra.

Using these skills basti communities pull services such as healthcare, vaccination, ante-natal care, paved streets, water-supply, electricity, sewerage system and schemes to bastis.



AAMI GOENKAR
Raised: ₹ 1,45,000
Cause: Education



ABHILASHA
FOUNDATION
Raised: ₹ 1,69,599
Cause: Health



ACC AYUSHMAAN
TRUST
Raised: ₹ 5,00,000
Cause: Livelihood
Generation



ACTION FOR ABILITY
DEVELOPMENT &
INCLUSION (AADI)
Raised: ₹ 1,09,852
Cause: Disability



ADAPT (FORMERLY
THE SPASTICS
SOCIETY OF INDIA)
Raised: ₹ 4,27,000
Cause: Disability



ADITYA BIRLA
EDUCATION TRUST-
PROJECT MPOWER
Raised: ₹ 40,00,000
Cause: Health



ADVENTURES
BEYOND BARRIERS
Raised: ₹ 95,000
Cause: Disability



ALERT-INDIA
Raised: ₹ 3,12,000
Cause: Health



ANGEL XPRESS
FOUNDATION
Raised: ₹ 63,000
Cause: Education



ANIMEDH
CHARITABLE TRUST
Raised: ₹ 2,14,891
Cause: Women
Empowerment



ANTARANG
FOUNDATION
Raised: ₹ 77,000
Cause: Livelihood
Generation



APEX KIDNEY
FOUNDATION
Raised: ₹ 33,000
Cause: Health



APNE AAP WOMEN'S
COLLECTIVE
Raised: ₹ 3,92,350
Cause: Women
Empowerment



APNI SHALA
FOUNDATION
Raised: ₹ 2,53,238
Cause: Education



APOLLO TYRES
FOUNDATION
Raised: ₹ 3,00,000
Cause: Health



ARMMAN
Raised: ₹ 1,00,000
Cause: Health



ARPAN
Raised: ₹ 1,04,050
Cause: Education



ARUSHI SOCIETY
Raised: ₹ 5,38,202
Cause: Disability

Privilege Level 1



ASEEMA CHARITABLE
TRUST
Raised: ₹ 73,82,737
Cause: Education



ASIAN CANCER
FOUNDATION
Raised: ₹ 94,810
Cause: Health



ASK FOUNDATION
Raised: ₹ 3,75,000
Cause: Health



ASSOCIATION FOR
THE WELFARE OF
PERSONS WITH A
MENTAL HANDICAP
IN MAHARASHTRA
(AWMH)
Raised: ₹ 12,000
Cause: Disability



ATMA EDUCATION
Raised: ₹ 1,50,000
Cause: Education



AURAL EDUCATION
FOR CHILDREN
WITH HEARING
IMPAIRMENT (AURED
CHARITABLE TRUST)
Raised: ₹ 3,94,500
Cause: Disability



AVASARA
LEADERSHIP
INSTITUTE
Raised: ₹ 45,500
Cause: Education



BAJAJ PUBLIC
CHARITABLE TRUST
Raised: ₹ 1,68,000
Cause: Education



BAL ASHA TRUST
Raised: ₹ 5,91,073
Cause: Children



BALLYGUNJ
SOCIETY FOR
CHILDREN IN PAIN
(CHIP) MUMBAI
Raised: ₹ 7,04,000
Cause: Education



BHARAT CHAMBER
TRUST
Raised: ₹ 36,000
Cause: Health



BHUMI
Raised: ₹ 2,64,187
Cause: Education



BLUE STAR
FOUNDATION
Raised: ₹ 24,00,000
Cause: Education



BOMBAY MEDICAL
AID FOUNDATION
Raised: ₹ 1,16,000
Cause: Health



BOMBAY NATURAL
HISTORY SOCIETY
Raised: ₹ 49,000
Cause: Environment



BOSCO BOYS
WELFARE SOCIETY
Raised: ₹ 56,000
Cause: Education



CANCER
FOUNDATION OF
INDIA
Raised: ₹ 1,79,339
Cause: Health



CANKIDS KIDSCAN
Raised: ₹ 21,44,065
Cause: Children



CARE
FOUNDATION
Raised: ₹ 60,19,000
Cause: Education



CAREWORKS
FOUNDATION
Raised: ₹ 24,000
Cause: Children



Privilege Level 1

CATALYSTS FOR
SOCIAL ACTION
Raised: ₹ 9,64,000
Cause: Children



CENTRE FOR
SOCIAL ACTION
Raised: ₹ 12,78,399
Cause: Education



CHILD HELP
FOUNDATION
Raised: ₹ 8,38,000
Cause: Children



Privilege Level 1

CHILDLINE INDIA
FOUNDATION
Raised: ₹ 54,43,710
Cause: Children



CHILDRaise TRUST
Raised: ₹ 1,42,250
Cause: Disability



CHILDREN TOY
FOUNDATION
Raised: ₹ 93,000
Cause: Education



Privilege Level 1

CHILDREN'S
MOVEMENT FOR
CIVIC AWARENESS
Raised: ₹ 19,72,620
Cause: Education



CHILUME SOCIAL
SERVICE SOCIETY
Raised: ₹ 48,000
Cause: Children



CHIRAG RURAL
DEVELOPMENT
FOUNDATION
Raised: ₹ 82,290
Cause: Education



COMMITTED
COMMUNITIES
DEVELOPMENT
TRUST
Raised: ₹ 45,000
Cause: Children



COMMITTEE OF
RESOURCE
ORGANISATIONS
FOR MASS PROGRAM
OF FUNCTIONAL
LITERACY (CORO
FOR LITERACY)
Raised: ₹ 36,000
Cause: Women
Empowerment



Privilege Level 1

CONCERN INDIA
FOUNDATION
Raised: ₹ 44,12,926
Cause: Education



COTAAP RESEARCH
FOUNDATION
Raised: ₹ 25,65,056
Cause: Education



CRY CHILD RIGHTS
AND YOU
Raised: ₹ 10,23,402
Cause: Education



CUDDLES
FOUNDATION
Raised: ₹ 17,04,605
Cause: Health



DEEDS PUBLIC
CHARITABLE TRUST
Raised: ₹ 5,03,500
Cause: Education



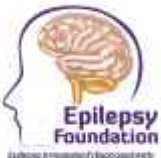
EACH ONE TEACH
ONE CHARITABLE
FOUNDATION
Raised: ₹ 1,08,700
Cause: Education



EDUCO
Raised: ₹ 51,000
Cause: Education



EMPOWHER INDIA
FOUNDATION
(REGISTERED SKS
CHAKSHU
FOUNDATION)
Raised: ₹ 6,38,200
Cause: Women
Empowerment



EPILEPSY
FOUNDATION
Raised: ₹ 23,96,200
Cause: Health



FAMILY SERVICE
CENTRE
Raised: ₹ 15,76,415
Cause: Children



FIGHT HUNGER
FOUNDATION
Raised: ₹ 12,08,098
Cause: Children



FORUM FOR
AUTISM
Raised: ₹ 8,33,600
Cause: Education



GANGA SHIKSHAN
PRASARAK MANDAL
Raised: ₹ 63,000
Cause: Education



GHARDA
FOUNDATION
Raised: ₹ 9,33,000
Cause: Women
Empowerment



GHARKUL PUBLIC
CHARITABLE TRUST
Raised: ₹ 63,000
Cause: Education



GOONJ..
Raised: ₹ 4,85,335
Cause: Social, Civic
& Community
Development



GOSAVI
BAHUUDHESIYA
SANSTHA
Raised: ₹ 1,46,000
Cause: Education



GOSPORTS
FOUNDATION
Raised: ₹ 36,000
Cause: Arts Culture
& Sports



GRAM PARIVARTAN
PRABODHINI,
KATGUN
Raised: ₹ 54,000
Cause: Education



Privilege Level 1

GWALIOR HOSPITAL
AND EDUCATION
CHARITABLE TRUST
Raised: ₹ 23,39,590
Cause: Disability



GYANADA
FOUNDATION
Raised: ₹ 2,97,347
Cause: Education



HABITAT FOR
HUMANITY INDIA
Raised: ₹ 5,38,000
Highest amongst
Other causes

Habitat India beneficiaries are economically poor, low income, marginalized groups considered non-bankable and disaster affected families including historically disadvantaged communities. They have served over 62,025 families comprising 297,720 individuals through interventions in Housing, Sanitation, Access to Water and Disaster Response.



HELEN KELLER
INSTITUTE FOR DEAF
& DEAF BLIND
Raised: ₹ 8,00,000
Cause: Education



HELPAge INDIA
Raised: ₹ 53,749
Cause: Elderly Care



HEMOPHILIA
SOCIETY MUMBAI
(CHAPTER)
Raised: ₹ 3,02,070
Cause: Health



HUMAN CAPITAL
FOR THIRD SECTOR
Raised: ₹ 1,10,000
Cause: Education



IDIA CHARITABLE
TRUST
Raised: ₹ 5,39,000
Cause: Education



INDIA
SPONSORSHIP
COMMITTEE
Raised: ₹ 4,00,000
Cause: Education



INDIAN CANCER
SOCIETY
Raised: ₹ 5,71,695
Cause: Health



ISKCON FOOD
RELIEF
FOUNDATION
(ANNAMRITA)
Raised: ₹ 9,06,000
Cause: Children



ISPAT FOUNDATION
Raised: ₹ 1,75,000
Cause: Livelihood
Generation



Privilege Level 1

JAI VAKEEL
FOUNDATION AND
RESEARCH CENTRE
Raised: ₹ 22,24,312
Cause: Disability



JAMNALAL BAJAJ
SEVA TRUST
Raised: ₹ 24,00,000
Cause: Women
Empowerment



JEEVAN ASHA
CHARITABLE
SOCIETY
Raised: ₹ 7,06,577
Cause: Education



JIVAN JYOT DRUG
BANK
Raised: ₹ 3,08,000
Cause: Health



JOINING HANDS
Raised: ₹ 3,85,000
Cause: Livelihood
Generation



JUVENILE DIABETES
FOUNDATION
Raised: ₹ 78,809
Cause: Health



Privilege Level 1

K.C. MAHINDRA
EDUCATION TRUST
Raised: ₹ 1,03,29,179
Cause: Education



Privilege Level 1

KARUNYA TRUST
Raised: ₹ 35,86,005
Cause: Education



KAUSTUBA
PRATISTANA
Raised: ₹ 72,000
Cause: Disability



KHEL SHALA
Raised: ₹ 3,36,000
Cause: Education



KHUSHI PEDIATRIC
THERAPY CENTRE
Raised: ₹ 13,00,000
Cause: Disability

Kotak Education
Foundation

KOTAK
EDUCATION
FOUNDATION
Raised: ₹ 9,13,359
Cause: Children



KRIDA VIKAS
SANSTHA- SLUM
SOCCER
Raised: ₹ 50,000
Cause: Arts Culture
& Sports



KRIPA FOUNDATION
Raised: ₹ 5,77,000
Cause: Health



LEND - A - HAND
INDIA
Raised: ₹ 29,07,000
Cause: Education



LIFE TRUST
Raised: ₹ 5,00,000
Cause: Education



LODHA CHARITABLE
TRUST
Raised: ₹ 5,00,000
Cause: Education



LUPIN HUMAN
WELFARE AND
RESEARCH
FOUNDATION
Raised: ₹ 8,40,000
Cause: Education

Privilege Level 1



MAGIC BUS INDIA
FOUNDATION
Raised: ₹ 47,90,099
Cause: Education



MAHARASHTRA
DYSLEXIA
ASSOCIATION
Raised: ₹ 15,000
Cause: Education



Privilege Level 1

MAHARASHTRA
STATE WOMEN'S
COUNCIL
Raised: ₹ 36,08,253
Cause: Children



MAKE A DIFFERENCE
Raised: ₹ 16,000
Cause: Education



MAKE-A-WISH
FOUNDATION OF
INDIA
Raised: ₹ 3,75,000
Cause: Health



MANAV
FOUNDATION
Raised: ₹ 4,13,000
Cause: Disability



MANN - CENTER
FOR INDIVIDUALS
WITH SPECIAL
NEEDS
Raised: ₹ 2,00,700
Cause: Disability



MARGADARSHI THE
ASSOCIATION FOR
PHYSICALLY
CHALLENGED
Raised: ₹ 12,000
Cause: Disability



MASOOM
Raised: ₹ 19,84,000
Cause: Education



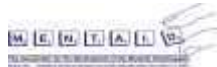
MBA FOUNDATION
Raised: ₹ 6,74,999
Cause: Disability



MEDECINS SANS
FRONTIERES INDIA
(MSF) INDIA
Raised: ₹ 62,000
Cause: Health



MELJOL
Raised: ₹ 51,000
Cause: Education



MENTAID
Raised: ₹ 2,17,999
Cause: Disability



Privilege Level 1

MENTOR ME INDIA
Raised: ₹ 14,93,284
Cause: Education



MILT CHARITABLE
TRUST, BOMBAY
Raised: ₹ 2,24,000
Cause: Education



MIMAANSA
Raised: ₹ 79,000
Cause: Education



MISSION FOR
VISION
Raised: ₹ 51,000
Cause: Health



MUKTANGAN -
PARAGON
CHARITABLE TRUST
Raised: ₹ 6,14,301
Cause: Education



MUMBAI MOBILE
CRECHES
Raised: ₹ 26,20,000
Cause: Children



MUMBAI SMILES
FOUNDATION
Raised: ₹ 49,000
Cause: Education



MUSKAN
FOUNDATION FOR
PEOPLE WITH
MULTIPLE
DISABILITIES
Raised: ₹ 1,94,000
Cause: Disability



**NANA NANI
FOUNDATION**
Raised: ₹ 37,000
Cause: Elderly Care



**NARGIS DUTT
MEMORIAL
CHARITABLE TRUST**
Raised: ₹ 30,00,000
Cause: Health



**NATIONAL
ASSOCIATION FOR
THE BLIND**
Raised: ₹ 1,56,250
Cause: Education



**NATIONAL SOCIETY
FOR EQUAL
OPPORTUNITIES
FOR THE
HANDICAPPED
INDIA**
Raised: ₹ 50,09,715
Cause: Disability



**NAVNIRMAN SAMAJ
VIKAS KENDRA**
Raised: ₹ 1,94,029
Cause: Social, Civic
& Community
Development



**NETWORK IN THANE
BY PEOPLE LIVING
WITH HIV**
Raised: ₹ 6,12,000
Cause: Education



**NEW RESOLUTION
INDIA**
Raised: ₹ 1,45,000
Cause: Livelihood
Generation



**NIRAMAYA HEALTH
FOUNDATION**
Raised: ₹ 48,000
Cause: Health



OASIS INDIA
Raised: ₹ 12,000
Cause: Women
Empowerment



**OSCAR
(ORGANIZATION
FOR SOCIAL
CHANGE,
AWARENESS &
RESPONSIBILITY)
FOUNDATION**
Raised: ₹ 1,09,000
Cause: Education



OUR BIT
Raised: ₹ 76,500
Cause: Livelihood
Generation



**PALMS CARE
FOUNDATION**
Raised: ₹ 57,000
Cause: Education

Privilege Level 1



**PARKINSON'S DISEASE AND
MOVEMENT DISORDER SOCIETY
(PDMDS)**
Raised: ₹ 20,44,502
Highest in Elderly Care cause

PDMDS works to improve care and treatment of people living with Parkinson's and its spectrum disorders and to disseminate knowledge among the medical community, public, patients and caretakers.



PARYAVARAN MITRA
 Raised: ₹ 67,81,651
 Highest in
 Environment cause

Paryavaran Mitra has been undertaking various activities such as tree plantations, development of small forests & green belts, nursery development, organic farming, organic manure, organic fruits & medicinal plants, water conservation through rain water harvesting and revival of ponds.

PASSAGES

PASSAGES
 ASSOCIATION FOR
 GUIDANCE
 EDUCATION AND
 SUPPORT
 Raised: ₹ 42,000
 Cause: Health



**PODDAR
 FOUNDATION**
 Raised: ₹ 47,000
 Cause: Health

Privilege Level 1



POPULATION FIRST
 Raised: ₹ 19,57,951
 Highest in Gender
 Equality cause

Population First is a communications and advocacy initiative for health and population issues, from a gender and social development perspective. They work to help reduce gender imbalances in the population and move towards gender sensitive and social development oriented health and population programmes.



**PRATHAM
 EDUCATION
 FOUNDATION**
 Raised: ₹ 33,000
 Cause: Education



**PRERNA SOCIAL
 DEVELOPMENT &
 WELFARE SOCIETY**
 Raised: ₹ 1,00,000
 Cause: Education



**PSYCHOANALYTIC
 THERAPY AND
 RESEARCH CENTRE**
 Raised: ₹ 5,95,100
 Cause: Education



**PUNARVAS
 EDUCATION
 SOCIETY**
 Raised: ₹ 55,000
 Cause: Disability



**QUARRY WORKERS &
 RURAL INTEGRATED
 DEVELOPMENT
 SOCIETY**
 Raised: ₹ 54,000
 Cause: Children



RA FOUNDATION
 Raised: ₹ 1,29,700
 Cause: Education



**RAMAKRISHNA
 MISSION ASHRAMA**
 Raised: ₹ 3,02,099
 Cause: Disability

Privilege Level 1



RANG DE
 Raised: ₹ 9,56,933
 Cause: Livelihood
 Generation



**RAOJIBHAI PATEL
 FOUNDATION**
 Raised: ₹ 63,000
 Cause: Education



**RATNA NIDHI
CHARITABLE TRUST**
Raised: ₹ 2,69,500
Cause: Disability



**REALITY GIVES (A
REALITY CARES
PROJECT)**
Raised: ₹ 3,75,500
Cause: Education



**REPUBLICAN
SPORTS CLUB**
Raised: ₹ 38,25,406
Highest in Arts
Culture & Sports
cause

The Republican Sports club aims to encourage under-privileged kids to excel in the game of hockey at the Grass-root Level, to reach the International Level.



**ROSY BLUE
FOUNDATION**
Raised: ₹ 11,94,000
Cause: Social, Civic &
Community
Development



**ROTARY CLUB OF
BOMBAY PENINSULA**
Raised: ₹ 79,000
Cause: Education



**ROYAL
COMMONWEALTH
SOCIETY FOR THE
BLIND**
Raised: ₹ 1,02,500
Cause: Health

**S P JAIN
FOUNDATION**
Raised: ₹ 1,17,000
Cause: Social, Civic
& Community
Development



**SAHAARA
CHARITABLE SOCIETY**
Raised: ₹ 1,71,000
Cause: Education



Privilege Level 1

**SALAAM BOMBAY
FOUNDATION**
Raised: ₹ 19,53,499
Cause: Livelihood
Generation



**SAMATOL
FOUNDATION**
Raised: ₹ 1,45,000
Cause: Children



**SAMMAN
ASSOCIATION**
Raised: ₹ 1,49,000
Cause: Health



**SANGLI MISSION
SOCIETY**
Raised: ₹ 3,88,001
Cause: Children



**SANGOPITA - A
SHELTER FOR CARE**
Raised: ₹ 72,000
Cause: Disability



**SANKALP
REHABILITATION
TRUST**
Raised: ₹ 3,79,999
Cause: Health



SANMITRA TRUST
Raised: ₹ 50,960
Cause: Women
Empowerment



**SANSKRITI
SAMVARDHAN
MANDAL**
Raised: ₹ 3,72,000
Cause: Education



**SANTOSH INSTITUTE
FOR MENTALLY
CHALLENGED**
Raised: ₹ 36,000
Cause: Disability



**SAUNVARDHAN
PRATISTHAN**
Raised: ₹ 20,09,000
Cause: Education



SECURE GIVING
Raised: ₹ 3,66,000
Cause: Education



**SENSE
INTERNATIONAL
INDIA**
Raised: ₹ 66,698
Cause: Disability



**SEVA SADAN
SOCIETY**
Raised: ₹ 12,000
Cause: Women
Empowerment



Privilege Level 1

**SEVA SAHAYOG
FOUNDATION**
Raised: ₹ 37,64,400
Cause: Education



**SEWA
INTERNATIONAL**
Raised: ₹ 1,45,000
Cause: Social, Civic
& Community
Development



**SHARON WELFARE
SOCIETY**
Raised: ₹ 2,12,501
Cause: Children



**SHELTER DON
BOSCO**
Raised: ₹ 32,000
Cause: Education



**SHIVPURI PRAGATI
MANDAL**
Raised: ₹ 1,19,000
Cause: Education



**SHRADDHA
CHARITABLE TRUST**
Raised: ₹ 51,000
Cause: Disability



**SHRADDHA
FOUNDATION**
Raised: ₹ 67,500
Cause: Health



**SHRI
CHIMANLAL
CHHOTATAL
CHARITY TRUST**
Raised: ₹ 93,000
Cause: Education



**SITA DEVI
FOUNDATION**
Raised: ₹ 1,03,632
Cause: Livelihood
Generation



**SLUM
REHABILITATION
SOCIETY**
Raised: ₹ 81,441
Cause: Social, Civic
& Community
Development



Privilege Level 1

**SMILE
FOUNDATION**
Raised: ₹ 71,32,000
Highest in Livelihood
Generation cause

Smile Foundation is a national level development organisation directly benefiting over 400,000 children and their families every year, through more than 200 live welfare projects on education, healthcare, livelihood and women empowerment, in over 950 remote villages and slums across 25 states of India.



**SNEHA (SOCIETY
FOR NUTRITION,
EDUCATION AND
HEALTH ACTION)**
Raised: ₹ 23,13,300
Cause: Health



**SOCIETY FOR
HUMAN AND
ENVIRONMENTAL
DEVELOPMENT
(SHED)**
Raised: ₹ 5,00,000
Cause: Health



**SOCIETY OF
FRIENDS OF THE
SASSOON
HOSPITALS**
Raised: ₹ 6,11,982
Cause: Children



Privilege Level 1

**SOCIETY OF
PARENTS OF
CHILDREN WITH
AUTISTIC
DISORDERS (SOPAN)**
Raised: ₹ 71,73,884
Cause: Disability



**SOMAIYA
VIDYAVIHAR TRUST**
Raised: ₹ 19,000
Cause: Education



**SONA SAROVAR
TRUST**
Raised: ₹ 2,25,000
Cause: Children



**SPARK A CHANGE
FOUNDATION**
Raised: ₹ 4,53,503
Cause: Education



**SPARSHA
CHARITABLE TRUST**
Raised: ₹ 1,96,750
Cause: Education



Vocation for differently abled

**SRI SRI THAKUR
ANUKULCHANDRA
SEVA KENDRA**
Raised: ₹ 1,16,809
Cause: Disability



SRIJON - ARTSCAPE
Raised: ₹ 3,93,000
Cause: Health



**SRUJNA
CHARITABLE TRUST**
Raised: ₹ 10,36,814
Cause: Women
Empowerment

Privilege Level 1



ST. JUDE INDIA
CHILDCARE
CENTRES
Raised: ₹ 35,84,602
Cause: Children



SUJAYA
FOUNDATION
Raised: ₹ 1,45,000
Cause: Education



SUNSHINE SCHOOL
Raised: ₹ 3,17,900
Cause: Education



SURYODAY TRUST
Raised: ₹ 1,14,000
Cause: Education



SWAYAMSIDDH
MATIMAND
MULANSATHI
MATRUPALAK
SANSTHA
Raised: ₹ 18,17,000
Cause: Disability



TARANG LIFE CARE
FOUNDATION
Raised: ₹ 2,33,600
Cause: Education

Privilege Level 1



TATA MEDICAL
CENTRE TRUST
Raised: ₹ 84,86,400
Cause: Health



TATA MEMORIAL
CENTRE - IMPACCT
Raised: ₹ 7,84,917
Cause: Health



Privilege Level 1

TEACH TO LEAD
(TEACH FOR INDIA)
Raised: ₹ 39,68,203
Cause: Education



THANE SPCA
Raised: ₹ 3,55,685
Cause: Animal
Welfare



THE AANGAN TRUST
Raised: ₹ 2,24,500
Cause: Children



THE AKANKSHA
FOUNDATION
Raised: ₹ 33,08,000
Cause: Education



THE BLUE RIBBON
MOVEMENT TRUST
Raised: ₹ 4,57,100
Cause: Social, Civic
& Community
Development



THE EARTH
SAVIOURS
FOUNDATION
Raised: ₹ 1,78,001
Cause: Disability



THE FOUNDATION
Raised: ₹ 11,42,118
Cause: Education

Privilege Level 1



THE INDIAN
COUNCIL FOR
MENTAL HEALTH
Raised: ₹ 12,23,603
Cause: Education



THE NAZ
FOUNDATION
(INDIA) TRUST
Raised: ₹ 1,84,201
Cause: Health



THE SOCIETY FOR
DOOR STEP SCHOOL
Raised: ₹ 15,000
Cause: Education



THE SOCIETY FOR
REHABILITATION OF
CRIPPLED
CHILDREN
Raised: ₹ 1,61,000
Cause: Health



THE WELFARE OF
STRAY DOGS
Raised: ₹ 2,69,590
Cause: Animal
Welfare



Privilege Level 1

THINK
FOUNDATION
Raised: ₹ 31,37,651
Cause: Health

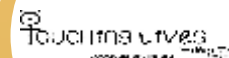


Privilege Level 1

THINK PEACE
Raised: ₹ 4,60,434
Cause: Education



TOUCH (TURNING
OPPORTUNITIES
FOR UPLIFTMENT
AND CHILD HELP)
Raised: ₹ 2,001
Cause: Education



TOUCHING LIVES
WELFARE TRUST
Raised: ₹ 3,04,247
Cause: Education



TOYBANK
Raised: ₹ 42,450
Cause: Education



Privilege Level 1

TRAFIGURA
CHARITABLE TRUST
Raised: ₹ 14,08,081
Highest in Social,
Civic & Community
Development cause

Trafigura Charitable Trust focuses on disaster relief; mentoring social entrepreneurs, fundraising for unprivileged children and starting a project of micro-credit to improve the economic condition of the most disadvantaged strata of the Indian population.



TRINAYANI
Raised: ₹ 1,04,000
Cause: Disability



TRUST FOR
RETAILERS AND
RETAIL ASSOCIATES
OF INDIA
Raised: ₹ 20,51,000
Cause: Disability



UDAAN INDIA
FOUNDATION
Raised: ₹ 6,70,000
Cause: Education



UDAAN WELFARE
FOUNDATION
Raised: ₹ 1,04,250
Cause: Education



UMANG
FOUNDATION
Raised: ₹ 10,79,000
Cause: Education



UMMEED CHILD
DEVELOPMENT
CENTRE
Raised: ₹ 4,52,500
Cause: Disability



UMMEED
FOUNDATION
Raised: ₹ 16,000
Cause: Disability



UNDER THE MANGO
TREE SOCIETY
Raised: ₹ 18,51,500
Cause: Livelihood
Generation



UNION PARK
RESIDENTS
ASSOCIATION
Raised: ₹ 55,000
Cause: Social, Civic
& Community
Development



URJA TRUST
Raised: ₹ 1,13,500
Cause: Women
Empowerment



USHA JOHN
CHARITABLE TRUST
Raised: ₹ 72,000
Cause: Children



V CARE
FOUNDATION
Raised: ₹ 2,71,843
Cause: Health



V D INDIAN
SOCIETY FOR
MENTALLY
RETARDED
Raised: ₹ 48,000
Cause: Disability



VANAVASI KALYAN
ASHRAM,
MAHARASHTRA
Raised: ₹ 58,702
Cause: Arts Culture
& Sports



VASANTHA
MEMORIAL TRUST
Raised: ₹ 38,25,406
Cause: Health



VCONNECT
FOUNDATION
Raised: ₹ 3,00,000
Cause: Disability



VIDYA INTEGRATED
DEVELOPMENT FOR
YOUTH AND
ADULTS
Raised: ₹ 11,64,000
Cause: Education



WAR WOUNDED
FOUNDATION
Raised: ₹ 39,75,663
Cause: Disability



WELFARE SOCIETY
FOR DESTITUTE
CHILDREN
Raised: ₹ 6,61,699
Cause: Arts Culture &
Sports



WOCKHARDT
FOUNDATION
Raised: ₹ 6,20,000
Cause: Education



WORLD WIDE FUND
FOR NATURE -
INDIA
Raised: ₹ 1,81,000
Cause: Environment



YOUTH ORGANIZATION IN DEFENSE OF ANIMALS

YODA (YOUTH
ORGANIZATION IN
DEFENSE OF
ANIMALS)
Raised: ₹ 93,400
Cause: Animal
Welfare



Privilege Level 1

YOGA PRABHA
BHARATI (SEVA
SANSTHA) TRUST
Raised: ₹ 12,07,610
Cause: Education



YOUTH FOR UNITY
AND VOLUNTARY
ACTION
Raised: ₹ 1,90,000
Cause: Children



Privilege Level 1

WORLD FOR ALL
ANIMAL CARE AND
ADOPTIONS
Raised: ₹ 21,49,356
Highest in Animal
Welfare cause

World For All Animal Care & Adoptions is a Mumbai-based animal welfare organisation that has revolutionized the model of stray animal adoptions. Apart from adoptions, the NGO also conducts rescue and sterilization of the stray animal population.

FINANCIALS OF FUNDRAISING 2018

In addition to being the biggest fundraising platform for non profits in India, the Tata Mumbai Marathon is also the most cost effective & efficient platform to raise funds. The planned and structured category wise opportunities to leverage the event to raise funds are governed by the charity structure document, which allow participating charities to maximize their fundraising potential.

There are three main categories through which funds can be raised- Charity bibs, Corporate participation and individual crowdfundraising. The first two categories involve runners in the event while individual fundraising to open to all.

Of the funds raised by the participating non profits, 92.12% was disbursed to them. Of the 8.01% retained, 46.98% went towards covering participant event fees and balance was retained to defray UWM's administrative expenses which includes ₹ 25.4 lakh, which was further disbursed back to various NGOs in the form of incentives, privileges and capacity building grants. 91.64% of all the retention is collected from the corporate participation category while 99.97% of all funds raised by individual fundraisers was disbursed to the beneficiary NGOs. This is mostly because UWM absorbs the payment gateway charges for all online donations and 100% of all amounts donated and raised online is disbursed in full to the NGOs.

The actual retention & disbursement per participating non profit is dependent on their utilization of each of the three categories. In its role as TMM Philanthropy Partner, United Way Mumbai is committed to keep the overall administrative cost of fundraising to below 5%. For TMM 2018, this figure is at 4.25%.

**EVENT
HIGHLIGHTS**



CHANGE OF GUARD

The 15th edition of the Mumbai Marathon witnessed a change of guard. Tata Group, the global enterprise with over 100 independent operating companies, along with Tata Consultancy Services, took on the mantle of the title sponsor of Asia's prestigious – TATA MUMBAI MARATHON.

The Tata Group has served as an instrumental force in propelling India towards sports and has shown immense dedication to helping grow and develop the sporting fabric of India.

"We are delighted to become the title sponsor of the Tata Mumbai Marathon from 2018. Events like the marathon promote values like grit, tenacity, excellence, perseverance, belief, commitment, and passion that have been a key part of the Tata Group's ethos since its inception, almost 150 years ago. Partnering with India's premier long-distance running event is a great way for the Tata Group to increase our engagement with the community, raise funds for charity as well as create societal awareness about the necessity of good health and fitness. As a marathoner, I'm personally proud to support this partnership."

~ N. Chandrasekaran, Chairman, Tata Sons.

EVENT'S NEW IDENTITY

TATA MUMBAI MARATHON LOGO STORY

The inspiration for the Tata Mumbai Marathon logo is the city of Mumbai and its Seven Islands. From the space, around "seven islands of Mumbai" emerges the shape of a runner, energetically moving forward like the bustling city itself. The logo's vibrant colours represent a celebration of the diversity the true spirit of a cosmopolitan Mumbai.



निकल पड़ो तो मुमकिन है

ख़ामोश झील के अंदर
एक जिंदा लहर उठाना
हर दिल की खुली सड़क पे
उम्मीदें लिखते जाना
सोए सोए सपनों को
एक हलचल ख़्वाब दिखाना
बेबाक़ इरादे ले कर
बिन बंदिश बहते जाना

सोच लिया तो मुमकिन हैं
निकल पड़ो तो मुमकिन हैं

जब सच्ची दौड़ हो अंदर
सब बंधन खुल जाते हैं
छप छप छपाक से चेहरे
रातों के धुल जाते हैं
आज़ाद पंख हैं यारों
चलो आसमान से खेलें
ना सरहद ना सीमाएँ
आओ उड़ान से खेलें

सोच लिया तो मुमकिन हैं
निकल पड़ो तो मुमकिन हैं

जिद्दी सी कोशिश ले कर
नस नस का धनुष बनाना
तलवों से तपी ज़मी को
जुनूनी राग सुनना

सोच लिया तो मुमकिन हैं
निकल पड़ो तो मुमकिन हैं

कस ले मुट्ठी, खोल दे बाँहें
ओढ़ आसमां, बना दे राहें
पीछे क्या है झटक दे कल को
पुरा पी जा अब इस पल को
चीर के बड़ जा सारा जंगल
होना ही है आज मुकम्मल

सोच लिया तो मुमकिन हैं
निकल पड़ो तो मुमकिन हैं

- प्रसून जोशी

EVENT ANTHEM

To achieve anything in life, one needs a strong resolve, and even more importantly, one needs to take that first step forward. "The miracle isn't that I finished, but that I had the courage to start."

Capturing this ethos, the exclusive Event Anthem 'Nikal Pado tho Mumkin Hai' was launched. Composed by the dynamic duo Salim-Sulaiman and sung by the energetic Sukhwinder Singh, the lyrics of the anthem have been penned by noted lyricist and Padma Shri awardee, Prasoon Joshi.

Nikal pado toh mumkin hai

*Khamosh jheel ke andar
Ek zinda leher uthaana
Har dil ki khuli sadak pe
Ummeedein likhte jana
Soye soye sapno ko
Ek halchal khwab dikhana
Bebaak iraade lekar
Bin bandish behtey jana*

*Soch liya toh mumkin hai
Nikal pado toh mumkin hai*

*Jub sachchi daud ho andar
Sub bandhan khul jate hai
Chap chap chapaak se chehre
Raton ke dhul jate hain
Aazad pankh hai yaaron
Chalo aasman se khelein
Na sarhad na seemayein
Aao udaan se khelein*

*Soch liya toh mumkin hai
Nikal pado toh mumkin hai*

*Ziddi si kashish le kar
Nas nas ka dhanush banaana
Talwon se tapi zami ko
Junooni raag Sunana*

*Soch liya toh mumkin hai
Nikal pado toh mumkin hai*

*Kas le muththi, khol de banhein
Odh aasma, bana de rahein
Peechey kya hai jhatak de kal ko
Poora pee ja ab iss pal ko
Cheer ke badh ja sara jungle
Hona hi hai aaj mukkamal*

*Soch liya toh mumkin hai
Nikal pado toh mumkin hai*

- Prasoon Joshi

LAUNCH CONFERENCE

The launch of the most awaited sporting extravaganza in the country the – Tata Mumbai Marathon unfolded amidst glitz and glamour in the presence of some of the most distinguished personalities representing the corporate world, politics, sports, and Bollywood. The glorious evening was hosted by a die-hard Mumbai Marathoner Gul Panag, at the event's founding hospitality partner, the Trident Nariman Point. The event's new identity – the Event Logo – was unveiled at the conference, which was an audio-visual treat. The event got its halo from the presence of the distance running legend King' Haile Gebrselassie.



A scintillating performance by Bollywood's celebrated sibling musical duo, Salim-Sulaiman's rendition of the event anthem – Nikal Pado toh Mumkin Hai marked a fitting closure to the launch event evening.



INSPIRATION MEDAL



BECAUSE YOU NEVER WIN ALONE!

You can never run and finish the marathon alone, there is at least one more person to be credited for that win.

- It may be your pacer who encouraged you not to give up,
- It may be your mom or dad who woke up early with you every single day of your training period,
- It may be your life partner who encouraged you to start the journey from a couch to being a marathoner,
- It may be the kids for who you raised funds.

At the 2018 edition, TMM rewarded all the 42K finishers with an Inspiration Medal. At first glance, it looks like one medal. But force it apart and you see two different medals, one that says 'Finisher' and the other that says 'Inspiration.'

- The Finisher Medal – for runner as a symbol of what he/has achieved
- The Inspiration Medal – for the one who has inspired him/her to thank for not only inspiring to achieve the impossible, but also for inspiring the runner to #BeBetter.

The Tata Mumbai Marathon introduced the world's first 'Share to Inspire' Medal.

The medal is a creative outcome of the collaboration between Procam International and Chlorophyll Innovation Lab, the Innovations Partner of the event. A key finding of a large-scale research conducted with runners in 2017, was the important role played by the families, friends, and supporters of runners that kept them going. The Inspiration Medal is a symbol of victory to recognize and honor the role played by these heroes behind the scenes.

COUNTDOWN PRESS CONFERENCE



The first Tata Mumbai Marathon heralded a new high with 44,407 participants across six race categories from over 30 nationalities. The platform was used to announce various new additions to the event.

- Two new global brands extended their association with the event, India's leading mineral water brand Bisleri as the Hydration Partner, and Tata Nexon as a Driven-by Partner.
- Running is inclusive in nature and reinforcing this is the event's Champions with Disability category. With the help of Adapt, an NGO that engages with the disabled community, the category was energized and saw a remarkable increase in participation numbers with 1200 participants this year.
- Unveiled the unique – TMM Inspiration Medal.
- Asics Race Day Tee - As an added motivation for all Full Marathoners, Sports Goods Partner ASICS launched the exclusive Race Day Tee for all the Full Marathon participants.

INTERNATIONAL ELITE MEN



SOLOMON DEKSISA (ETHIOPIA)

Solomon Deksisa was the fastest man on the start-line with his personal best timing 2:06:22, achieved at Rotterdam Marathon in 2016. In 2017, he finished runner-up at the Tokyo Marathon with a timing of 2:09:31 and second

runner-up at the Toronto Marathon with a timing of 2:11:27.



JOSHUA KIPKORIR (KENYA)

Joshua Kipkorir was the runner-up at the 2017 Mumbai Marathon with his personal best timing 2:09:50. He was a winner at the Xiamen Half Marathon in 2016 with a timing of 60:26.



SAMUEL MWANIKI (KENYA)

Samuel Mwaniki was runner-up at the Hangzhou Marathon in 2017 with a timing of 2:10:36. He was placed 4th at the Mumbai Marathon in 2017 and clocked 2:12:26.

TOP CONTENDING MARATHON ELITES

INTERNATIONAL ELITE WOMEN



BORNES KITUR (KENYA)

Borna Kitor was the Mumbai Marathon 2017 winner with a timing of 2:29:02. She was also runner-up at the Sydney Marathon in 2017 with her personal best timing of 2:29:01.



AMANE GOBENA (ETHIOPIA)

Amane Gobena was the fastest woman in the field given her form over the last two years. She ran her personal best of 2:21:51, when finishing second in the 2016 Tokyo Marathon and returned to the famous race in the

Japanese capital in February 2017 where she finished third in 2:23:09. In 2018 she won the Tata Mumbai Marathon title by crossing the finishing line in 02.25.49.



SHUKO GENEMO (ETHIOPIA)

Shuko Genemo, who was the winner of the Ljubljana Marathon in 2017 with a timing of 2:27:02. She was fourth place at the Vienna City Marathon in the same year finishing it in 2:26:06. In 2016, she was a winner of the Vienna

City Marathon with her personal best timing 2:24:31 and in the same year was a winner of the Mumbai Marathon with a timing of 2:27:50.

INDIAN ELITE MEN



GOPI THONAKAL

Gopi Thonakal is the first Indian to win the 2017 Asian Marathon Championship in China with a timing of 2:15:48. He is also the fastest Indian marathoner with a timing of 2:15:25 clocked on foreign soil, achieved at Rio Olympics 2016.

Gopi continued his top form at the IAAF World Championship at London and finished with a timing of 2:17:13. He participated in his first Mumbai Marathon in 2016 as a pacer and finished with top honors, completing the race with a timing of 2:16:15.



NITENDRA SINGH RAWAT

Nitendra Singh Rawat is the winner and course record holder at Mumbai Marathon 2016 with a timing of 2:15:48. An Olympian, he is also a winner of the Airtel Delhi Half Marathon 2017 with a timing of 1:03:53.



KALIDAS HIRAVE

Kalidas Hirave is the winner of the BSF Half Marathon in 2017. He was Bronze Medalist at the 2017 Asian Championship in 10000m & 5000 m and also runner-up at the Tata Steel Kolkata 25K 2017.

TOP CONTENDING MARATHON ELITES

INDIAN ELITE WOMEN



SUDHA SINGH

Sudha Singh is a Gold Medalist at the 2017 Asian Championship in 3000 m and a runner-up at the Airtel Delhi Half Marathon 2017 with a timing of 1:11:30.



L SURIYA

L Suriya is the latest sensation on the Indian distance running scene. She is the winner and course record-holder of the Airtel Delhi Half Marathon 2017 with a timing of 1:10:29 and also a winner of the Tata Steel Kolkata 25K

2017 with a timing of 1:26:53.



JYOTI GAWTE

Jyoti Gawte is a winner of the 2017 Mumbai Marathon with a timing of 2:50:53. She finished runner-up at the 56th National Inter-state Athletic Meet in 2016. Jyoti finished as the second runner-up at the 2014 Mumbai Marathon with a timing of 03:02:59.

EVENT MEDIA CENTER

The nerve centre of the Tata Mumbai Marathon, a world class media center was created at the Marathi Patrakar Sangh, catering to the global media in the race week. A number of curated press meets are conducted, revealing the various facets of the Event.

CHARITY PRESS MEET

One of the defining factors of the Tata Mumbai Marathon is the Philanthropy Pillar and its power of being a catalyst of change. The race week kicked off with a press meet highlighting the Philanthropy Pillar and updating all on the fundraising program for 2018 edition.

This year's charity press meet showcased young philanthropists of TMM - the Young Leaders. The session was moderated by Jayanti Shukla, CEO, United Way Mumbai and saw young fundraisers passionately share their stories, encouraging everyone to take up this noble act of giving.



TECHNICAL PRESS MEET

The technical press conference announced the planning and preparation undertaken to ensure a smooth flow of the 2018 edition of the event and was moderated by Vivek Singh, Jt. MD, Procam International. The media was taken through the route map, to prep them for race day by Hugh Jones, Race Director. Satish Uchil, Technical Representative – BCDAA focused on AFI's support to the event and had put in place a 50-member contingent to ensure technical support. Dr. Nilesh Gautam, Medical Director elaborated on all the medical facilities available along the route to guarantee the safety of the runners and to attend to any medical emergencies.

INTRODUCING TOP ELITE CONTENDERS TO THE PRESS



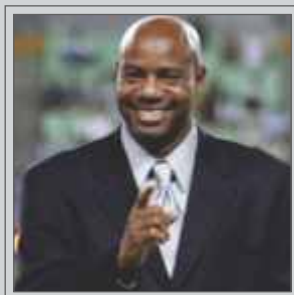
INTERNATIONAL EVENT AMBASSADORS



2004 EDITION

MICHAEL DUANE JOHNSON (USA)

Olympics and World Championship gold medallist in 200m and 400m sprints



2004 EDITION

MIKE ANTHONY POWELL (USA)

Two-time Olympic silver medallist and long jump world record holder



2005 EDITION

LINFORD CICERO CHRISTIE (UK)

The only British man to have won gold medals in the 100 m at the Olympic Games, the World Championships, the European Championships and the Commonwealth Games



2005 EDITION

STEVE OVETT (UK)

Olympic gold medallist in 800m. Former world record holder in 1500m distance and in the mile run



2006 EDITION

PAUL KIBII TERGAT (KEN)

Regarded as one of the most accomplished long-distance runners of all time, Tergat held the marathon world record from 2003 to 2007 with a time of 2:04:55



2007 EDITION

DAME KELLY HOLMES (UK)

Olympic Gold medallist in 800m and 1500m



2007 EDITION

ARAVINDA DE SILVA (LKA)

Former Sri Lankan cricketer and captain. De Silva helped Sri Lanka to win the 1996 Cricket World Cup



2008 EDITION

GABRIELA SZABO (ROU)

Three-time world champion and Olympics Gold, Silver and Bronze medallist in 1500m and 5000m running



2009 EDITION

GAIL DEVERS (USA)

Two-time Olympic champion in the 100m, her 1996 win made her only the second woman (after Wyomia Tyus) to successfully defend an Olympic 100m title.



2010 EDITION

DANIEL DION "DAN" O'BRIEN (USA)

A decathlete, O'Brien won 3 consecutive world champions (1991, 1993, 1995), Olympic gold medal and set the world record in this discipline in 1992.



2011 EDITION

CATHERINE "CATHY" FREEMAN (AUS)

Olympic champion in women's 400m at 2000 Summer Olympics, her personal best of 48.63 currently ranks her as the sixth fastest woman of all time



2012 EDITION

VIJAY AMRITRAJ (IND)

Former tennis player from India, sports commentator and actor, Amritraj was awarded the Padma Shri, India's fourth highest civilian honor in 1983



2013 EDITION

HAILE GEBRSELASSIE (ETH)

Winner of four world championship titles in 10,000m and two Olympic gold medallist. This former marathon world record holder is referred to as 'King Haile'



2014 EDITION

DAMON GRAHAM DEVEREUX HILL (UK)

Former racing driver



2015 EDITION

MARION BARTOLI (FRA)

Winner of the 2013 Wimbledon Championships and won eight Women's Tennis Association single titles and three doubles titles



2016 EDITION

EDWIN CORLEY MOSES (USA)

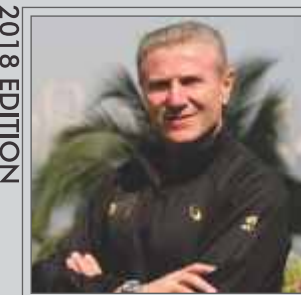
Olympics gold medallist in 400m hurdles



2017 EDITION

DAVID LEKUTA RUDISHA (KEN)

The 2012 and 2016 Olympic champion, –World champion and world record holder in the 800 metres



2018 EDITION

SERGEY BUBKA (UKR)

Olympic gold medallist and winner of six consecutive IAAF world championships in pole vault

SERGEY BUBKA TMM 2018 EVENT AMBASSADOR

Six-time world champion, 1988 Olympic Gold medalist and former world record holder for men's pole vault, the legendary Sergey Bubka was the International Event Ambassador for TMM 2018. He was the first pole vaulter to clear 6.0 meters and 6.10 meters, and broke the world record for men's pole vault 35 times!

Deeply entrenched in the world of sports, Sergey is the Senior Vice President of International Association of Athletics Federations (IAAF) since 2007, and President of the National Olympic Committee of Ukraine. As part of his Mumbai visit, Sergey engaged in numerous activities:



Sergey Bubka interacted with the press fraternity at the Event Media Center. This interaction was moderated by noted television commentator and Olympian, Tim Hutchings.



Tête-à-tête with the senior management and employees of the Tata Group @ TCS House. Moderated by the Chief Marketing Officer of Tata Power, Mr. Prashant Bhushan, a full marathoner himself, this session gave the audience a glimpse of the sportsman and individual called Sergey Bubka.



Chief Minister of Maharashtra, Shri Devendra Fadnavis welcomed Sergey Bubka at his official residence, Varsha, along with Anil Singh and Vivek Singh of Procam International.



The lead car for the Tata Mumbai Marathon, the TATA Nexon was displayed at the historical Chhatrapati Shivaji Maharaj Terminal (CSMT). Tata Nexon has come on board as the Driven By Partner from the 2018 edition onwards.

Ranganathan Sundaram, Global Head - Marketing Transformation and Operations, TCS; Suprakash Mukhopadhyay Chairman, Tata Sports Club; Vishal Agarwal, Additional GM, Central Railway; Sergey Bubka, International Event Ambassador; Michelle Taylor, Head Global Sponsorship, TCS; Vivek Singh, Jt MD, Procurement International.



A captivating interaction with the runners at the Mirchi Get Active Expo. This light hearted chat was moderated by Gautam Bhimani. Motivation unlimited!



MIRCHI GET ACTIVE EXPO

The Mirchi Get Active Expo is a one-stop destination for all Tata Mumbai Marathon runners and fitness enthusiasts. The expo hosts some of the biggest brands along with the latest in the health and fitness industry. The expo also serves as a great platform for event partners and brands to come together, connect and interact with their biggest stake-holders – the RUNNERS.



Unveiling of TMM's lead car [Nexon] and lead clock [Seiko] at the Expo.

(l to r) Vivek Srivatsa, Marketing Head, Passenger Vehicles, Tata Nexon; Jaykumar Rawal, Hon'ble Minister of Tourism, Govt. of Maharashtra; Ranganathan Sundaram - Global Head - Marketing Transformation and Operations, TCS and Nawaz Modi Singhania, India's leading fitness expert and fashion icon.

EXPERT SESSIONS



Nawaz Modi Singhania on 'Stretching and Posture for injury-free running'



Pratik Saraogi, Co-Founder & CEO at Actofit Wearables spoke on the 'Impact of Wearable Technology on Sports Performance'.



Ultramarathoner and Volini recover expert Kieren D'Souza highlighted the 'Importance of recovery post running'.



Half Marathoner Nihad Panju on 'The Running Champion in ME'.



Nutrition Expert at Nestlé India Limited, Rochelle Lima spoke about 'Right Nutrition Powers Good Run'.



Sharing their success mantra – Chairman, Tata Sons, N. Chandrasekaran and International Event Ambassador, Sergey Bubka



Pasta Cook-out –Celebrating the age-old tradition of carb-loading, Event partners and key dignitaries engaged themselves in a fun, interactive pasta cookout hosted and curated by VJ Maria Goretti along with ace chef and runner, Saransh Goel. First time held at the Expo, the cook-out was divided into teams, a team a combination of an Event sponsor head and an inspirational runner.

THE TEAMS

- The barefoot legendary runner, Thomas Bobby Philip and Anil Singh (MD, Procam International)
- Michelle Taylor (Head Global Sponsorships, TCS) and Belson Coutinho (Sr. VP Marketing, e-Commerce and Innovations, Jet Airways)
- Inspirational women marathoners Parul Sheth and Roshni Rai
- Ranjith Vijayan (attempting a Guinness World Record at TMM) and the runner Nihad Panju
- Marathoner and Iron Man Krishna Prakash IPS and Ranganathan Sundaram (Global Head – Marketing Transformation and Operations, TCS)
- Runner & Coach, Savio D'Souza and Ajit Kulkarni (Regional Business Manager, ORSL)
- Runners Col. Sandeep Madan and Rahul Bose

CHAMPIONS WITH DISABILITY RE-ENERGISED @TMM 2018

'Determination has no Disability', truly this was the spirit witnessed at the Champions with Disability run category at the Tata Mumbai Marathon 2018.

This edition, to create the necessary stir for CWD and to further engage with the community, the category was supported by Adapt. Formerly known as Spastics Society of India, Adapt is an NGO working to create an inclusive disability friendly nation!

The category saw a remarkable 54% increase in participation from the earlier editions. Procam along with Adapt added a few special touches to the category this time around. The participants had an opportunity to view the live coverage of the event at their holding area, a fun face painting activity was also organized for them before their run. To further motivate participants a special school band was arranged for, which escorted them to their start point. The meticulously dressed troop was an absolute delight to watch!

Post their run all the participants were garlanded with medals and each one carried memories of race day as a photo-booth with instant photographs was available for everyone's benefit at their holding area.

The category was a showcase of the determination and spirit of the specially-abled persons, to cross the finish line together. Above all the enthusiasm and energy of the participants was what made race day a truly memorable one!



THE MAGIC OF LIVE TELEVISION

Bringing the magic LIVE to the homes of billions in India and across the world, are teams of Star Sports (Event's Channel Partner) and Initium Productions Pvt. Ltd.

The Tata Mumbai Marathon 2018 was telecast LIVE from 6:30 a.m. to 11 a.m., on Star Sports 4, Star Sports HD4 and Hotstar. Not only did the telecast showcase world class sporting action, but also the human side of the marathon through its Star Believe Stories. To guide the show, were three expert studio commentators.



TIMOTHY "TIM" HUTCHINGS

Tim Hutchings has been involved with the Mumbai Marathon as the expert television commentator since its inaugural edition in February 2004. Never to have missed a single year, Hutchings has lent his expertise in assessing the run, and bringing out insights which only a true sportsperson can.

Tim Hutchings is a former middle- and long-distance runner who represented England and Great Britain internationally. His main championship performances in track and field were a 5000 m bronze medal in the 1986 European Championship and a bronze medal in the 5000 m at the 1986 Commonwealth Games. He also finished fourth in the 1984 Olympic Games.

He is currently the expert commentator at some of the biggest running events across the world including the IAAF World Championships, the Diamond League and the Olympics.

RICHARD NERURKAR

Richard Nerurkar who was part of the expert commentary panel in the inaugural 2004 edition, came back to once again face the camera in its 15th edition, and the first under the title sponsorship of Tata Sons and TCS.

Richard Nerurkar is a three-time English national cross-country champion having twice finished in the top 20 in the World Cross-Country Championships. He won his debut marathon in Hamburg in a time of 2:12:57 and went on to win his second marathon, the World Cup Marathon in San Sebastián, in October 1993. His other marathons included a fifth place in the 1996 Olympics and a personal best time of 2:08:36 in the 1997 London Marathon where he also finished in fifth place.

He also holds the British record for 10 miles of 46:02 set in October 1993.

GAUTAM BHIMANI

Born on 25th June, the same day India played its first ever Test, known commentator Gautam Bhimani considers cricket a passion, a passion that remains as strong even today.

As a television presenter, copywriter, radio jockey, DJ and author (of a book on his travel anecdotes titled 'Reverse Sweep'), he's a man of many tastes, experiences... and travels. Gautam Bhimani is a commentator with ESPN-STAR Sports and adds that much needed dash of humour to serious cricket discussions.

THE OFFICIAL TMM 2018 PACERS

Pacers are experienced runners who volunteer to lead other participants across the finish line within a pre-determined time. These individuals sacrifice their own personal bests so that others achieve theirs.

Amateur runners train 10 to 11 months of the year to qualify and participate in the big 4 Running Events of India. Tata Mumbai Marathon being one of the leading running events of India, every runner wishes to be a part of the run, but the marathon calls for a challenging route of 2 steep inclines and a run on the sea link in high humidity with no shades, and this calls for guidance to runners. Pacers play a critical role of guiding & motivating runners to finish their race in a pre-determined time.

Pacing an amateur runner is a part art and part science. Pacers are those having the ability to comfortably finish the race in a given time and an altruistic attitude of giving up an opportunity for a personal best to guide lesser experienced runners. Each pacer ensures runners have the best running experience, while on route.

This edition we had 43 Pacers on the Full Marathon (18 pacers), Half Marathon (21 pacers) & 10Km (4 pacers). Each Pacer carried a flag showcasing the estimated finish time, with the runners following the desired Pacer (called the Bus). The Tata Mumbai Marathon thanks the pacers for their contribution to sport.

"Tata Mumbai Marathon is special to me and to most marathoners, it's The Race! Infected by the 'Fitness Virus' I ran my first Mumbai Marathon in 2010. To be selected as a Pacer and to pace at one of the country's best marathon is a feather in one's hat. To me, it is more challenging to pace a race than run your own race. Pacing requires a strategy, good training, experience and most important passion. Pacing is a realization That you are not only responsible for yourself but for those many others who have trusted in you their efforts, hard work and 'Time'. Pacing is a satisfying and rejuvenating when numerous unknowns come thank, compliment and hug you saying 'It's you !!', with those sparkling eyes. I feel so happy, humbled and satisfied with my own self at the finish line. Thanks Tata Mumbai Marathon, for giving this feeling and experience!!"

-Arti Daga , Mother, Professor, Pacer at Tata Mumbai Marathon

FULL MARATHON PACERS

								
YASH MUTHIYAR 4.00 HOURS BUS	SHAILJA SRIDHAR 4.15 HOURS BUS	ANKIT GUPTA 4.30 HOURS BUS	PARUL SHETH 4.30 HOURS BUS	DINESH HEDA 4.45 HOURS BUS	SITA RAM MEENA 4.45 HOURS BUS	MANISH DHIMAN 5.00 HOURS BUS	SAURAV BHARTIA 5.00 HOURS BUS	DINESH LAUNGANI 5.15 HOURS BUS
								
NAYNATH DIGE 5.15 HOURS BUS	CHINMAY SENGUPTA 5.30 HOURS BUS	MITESH RAMBHIA 5.30 HOURS BUS	VICKRAM SWAMY 5.30 HOURS BUS	JAYDEV RAJA 5.45 HOURS BUS	RAHUL GUPTA 5.45 HOURS BUS	GOVINDARAJAN KRISHNAN 6.00 HOURS BUS	HIMANSHU VINCHHI 6.00 HOURS BUS	TUSHAR TRIPATHI 6.00 HOURS BUS

HALF MARATHON PACERS

								
DIPANKAR RAY 1.50 HOUR BUS	SHIV KOSGI 1.50 HOUR BUS	SUKHJEEVAN BHIMBER 1.55 HOUR BUS	AMIT GANERIWALLA 2.00 HOUR BUS	SHRENIK AVLANI 2.00 HOUR BUS	PREET SINGH 2.05 HOUR BUS	URMILA PESHOTON 2.05 HOUR BUS	DEVENDRA MANE 2.10 HOUR BUS	KARANDEEP SINGH 2.10 HOUR BUS
								
ARTI MEHRA 2.20 HOUR BUS	UDIT ARORA 2.20 HOUR BUS	SUNDREYSH SARUP 2.25 HOUR BUS	KARTIK IYER 2.30 HOUR BUS	MAHESH AHUJA 2.30 HOUR BUS	RACHANNA PURI 2.30 HOUR BUS	ARTI DAGA 2.40 HOUR BUS	BIJENDER VATS 2.40 HOUR BUS	NEELAM TALWAR 2.50 HOUR BUS
								
			PRATIK SHETTY 2.50 HOUR BUS	GAURAV BHARDWAJ 3.00 HOUR BUS	SAURABH PANDIT 3.00 HOUR BUS			

10K PACERS

			
SUKHRAM ROHIDAS 60 MINS BUS	GAUTAM CHANCHLANI 70 MINS BUS	VINAY RAOKHANDE 80 MINS BUS	POORNIMA SHETTY 90 MINS BUS

RACE DAY SUNDAY, 21ST JANUARY 2018

MARATHON ELITE WINNERS



SOLOMON DEKSISA (ETH)
Marathon Overall Men Winner
Finish time – 02:09:33

SHUMET AKALNAW (ETH)
Marathon Overall Men 2nd Place
Finish time – 02:10:00

JOSHUA KIPKORIR (KEN)
Marathon Overall Men 3rd Place
Finish time – 02:10:02



GOPI THONAKAL (IND)
Marathon Indian Men Winner
Finish time – 02:16.51

NITENDRA SINGH RAWAT (IND)
Marathon Indian Men 2nd Place
Finish time – 02:16.54

SRINU BUGATHA (IND)
Marathon Indian Men 3rd Place
Finish time – 02:23.56

AMANE GOBANA (ETH)
Marathon Overall Women Winner
Finish time – 02:25:49

BORNE KITUR (KEN)
Marathon Overall Women 2nd Place
Finish time – 02:28:48

SHUKO GENEMO (ETH)
Marathon Overall Women 3rd Place
Finish time – 02:29:41



SUDHA SINGH (IND)
Marathon Indian Women Winner
(overall 7th position)
Finish time – 02:48:32

JYOTI GAWATE (IND)
Marathon Indian Women
2nd Place
Finish time – 02:50:47

PARUL CHAUDHARY (IND)
Marathon Indian Women
3rd Place
Finish time – 02:53:26



JABONG RUN IN COSTUME

On race day, the Dream Run is a street carnival where thousands of participants run in support of a cause they believe in. Many literally wear their hearts on the sleeves. To recognize and reward their hard work, Jabong.com, the event's Fashion Partner, conducted a contest for the best-dressed group and individual, participants.

The contest was judged by Shaina N C, eminent fashion designer, philanthropist, politician and social activist, Anjali Shahani, a volunteer, social worker and teacher and Harish Iyer an equal rights activist and teacher.

"The palpable energy that the TATA Mumbai Marathon brings to the city is wonderful. Jabong Run in Costume is a kaleidoscope of colour, a carnival, where participants turn up, in innovative costumes and designs, showcasing their mood and the cause they are supporting. The experience is truly inspiring. Fitness has become a growing rage among people, and Mumbai Marathoners showcase this very passion and enthusiasm in exemplary fashion." ~ Shaina N C



AMEETA GUPTA
Going Solo - Winner
Stop Women Atrocities

PEEYUSH JAIN
Going Solo - 1st Runner Up
Polyman - Stop Use of Plastic

YOGA PRABHA BHARATI TRUST
Being Us - Winner
Achieve Inner Peace through
Meditation



VOLINI RECOVERY ZONE

Over 15000 runners across the full, half marathons and 10K run were recovered at the Volini Recovery Zone. The recovery zone spread across 16000 sq. ft had more than 250 recovery experts including Sports Scientists, Injury Management specialists, and physiotherapists facilitating instant pain relief and tending to tired muscles. Kieren Dsouza, Ultra Marathon runner and the only Indian to have completed the grueling 246.6 km Spartathlon, was fundamental in offering training and post recovery tips to all runners on race day.



GUINNESS BOOK WORLD RECORD ATTEMPTS AT TMM 2018

The Tata Mumbai Marathon is a unique platform for runners to expand their horizons and push themselves to take up newer challenges. Two such runners attempted to break the Guinness Book World Record (GBWR) in their own unique and special ways.

RANJITH VIJAYAN took upon himself to solve maximum number of Rubik's Cubes while running in the marathon race category, thereby attempt to reclaim his record made in 2015, which was broken in New Zealand. Ranjith was keen to make another attempt to break it again, however was not successful this time.



A Microsoft India employee, **JAYANTHI SAMPATHKUMAR**, she broke her own record for the fastest run in a sari, by running the marathon in 4 hours, 45 minutes and 30 seconds. She had set the record earlier in Hyderabad Marathon 2017, with timing in 4 hours, 57 minutes and 44 seconds. She has been granted 'the Guinness World Record for the fastest marathon dressed in a sari'.

RUN CLUBS FOR RUNNERS

At the Tata Mumbai Marathon 2018, 13 running clubs manned 16 water stations towards the Full Marathon, Half Marathon and 10K Run routes. They ensured every participant's hydration needs pre & post-race were met. They also motivated the runners through the route.

This has by far been the biggest initiative in India of runners supporting runners to achieve their goals.

ActivNRG Athletic



BNP Green Runners



JointnMotions



Nagar Rising



RunBuddies



Aurangabad Black Bucks



Happy Feet Runners



Runners Academy



Mira Bhayandar Runners



Pune Running



RunBurn



Trailblazer



Striders



WASTE MANAGEMENT

Event Promoter, Procam International, has taken a conscious decision to make all its running events eco-friendly, with a focus on managing waste through methods of re-using and recycling. At TMM 2018, the waste management was managed by two professional and experienced agencies/authorities.

The clearing of waste on the race course was handled by the MCGM; the entire course was cleared by 5 p.m. on 21st January 2018. Managing waste at the venue (Azad Maidan and Worli Dairy) was assigned to Hasiru Dala Innovations, which is a social enterprise working with waste pickers to provide predictable livelihood and sustainable waste management in an environment friendly manner. For TMM 2018, Hasiru Dala Innovations partnered with Stree Mukti Sanghatana – an organisation working with waste pickers in Mumbai to provide sustainable solutions for the waste generated at the event venue.

The event created 2 levels of impact – one taking care of the environment where maximum waste was recycled, and the second being livelihood impact by giving jobs to waste-pickers (the informal sector).

It took 9 days before and 6 days after the event and a total of 700 man-days to execute the waste management strategy including segregation of waste.

Communication:

- The event has been sending only e-confirmation letters to runners via emails since 2011.
- Participants were encouraged to receive event related information (handbooks) in digital format. This received an overwhelming response and nearly 57% of the runners opted for e-handbooks.

Usage of alternate product/material:

- Plastic packaging was avoided. Running number bibs were distributed without any packaging. Finisher medals were handed out in fabric pouches.
- The runner bags handed out to each runner at the expo was made of a cloth-based material rather than polyester.
- Thick paper bags were used instead of plastic carry bags.



CHAMPIONS DINNER

Champions Dinner is a special evening hosted at The Trident Nariman Point, Event's Hospitality Partner, to celebrate the achievements and success stories of the event. The gathering is an occasion to felicitate the winners for their outstanding performances, thank all the sponsors, partners, city machinery for their support, and also acknowledge the pacers for their selfless efforts.



A marathon journey

The Tata Mumbai Marathon, promoted by Procam International, saw more than 44,000 participants this year, and helped raise ₹26 crore for charity

If there was ever a runner who ran the life of India, it is the one who runs the Tata Mumbai Marathon.

More than 44,000 runners took part in the 42-km marathon in Mumbai on January 14. It was a record for the city. The marathon is the largest of its kind in India. It is a testament to the spirit of the city and the people who run it.

The long haul
The Tata Mumbai Marathon is the largest of its kind in India. It is a testament to the spirit of the city and the people who run it.



Tata Group's association with the Mumbai Marathon will continue the sporting spirit of the city. The Mumbai Marathon is a testament to the spirit of the city and the people who run it.

For a decade
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'Want to motivate people to take the first step'

Ahead of the Mumbai marathon this weekend, lyricist Prasoon Joshi hopes to inspire city folk with new anthem

Prasoon Joshi
The lyricist Joshi is the one who has inspired the city folk to take the first step.



Prasoon Joshi
The lyricist Joshi is the one who has inspired the city folk to take the first step.

Prasoon Joshi
The lyricist Joshi is the one who has inspired the city folk to take the first step.

Desi girl's six yards over five hrs

The sari will get its time in the 'spotlight' with runner attempting 42-km record clad in the Indian drape



MUMBAI MARATHON

Desi girl's six yards over five hrs



Desi girl's six yards over five hrs

Desi girl's six yards over five hrs

Desi girl's six yards over five hrs

The gangster who went the distance

A decade ago, Rahul 'Bhikhu' Jadhav, a hitman with several cases against him, ran from cops. Then, he took to running and rebuilt his life

All I knew was how to run. I ran from the police. I ran after shooting people. I told my conscience that if I was not discharged from the rehab centre, I would run all the way to Mumbai.

Walking along the
The goal was 2015, and the runner was Rahul Jadhav, a hitman who had spent time in jail.

Walking along the
The goal was 2015, and the runner was Rahul Jadhav, a hitman who had spent time in jail.

Rahul Jadhav, along with comrade Madhav Kulkarni (left), during an interaction at the Institute of Psychological Health, in Thane

A black and white photograph of a large crowd of people, likely at a stadium or arena, with a large blue diagonal stripe running across the image. The text "PARTNER'S SPEAK" is written in white, bold, sans-serif capital letters, slanted to follow the angle of the stripe.

**PARTNER'S
SPEAK**



Group overview

a **global** business group with products and services in over **150** countries

over **695,000** employees and operations in over **100** countries

group revenue of around **\$100 bn** with over **60%** generated in geographies other than India

global leader in several sectors

Our mission

To improve the quality of life of the communities we serve globally through long-term stakeholder value creation based on Leadership with Trust.



In partnership with society

In a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence.

- Jamsetji Tata, Founder - Tata group

- **66% of the equity share** capital of Tata Sons is held by philanthropic trusts.
- **Over 1.24 million** volunteering hours by Tata Engage volunteers (FY '17)

Follow us on



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1,800+ TCS employees and their families participated in the Tata Mumbai Marathon 2018 in support of TCS's charity partner SRCC - Society for Rehabilitation of Crippled Children.



TATA
CONSULTANCY
SERVICES



Sports Goods Partner

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THE RUN IS IN ALL OF US

GEL-NIMBUS 20 PLATINUM

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Driven By



TATA NEXON #RUNTOLEVELNEX

TATA NEXON is proud to have been associated with TATA Mumbai Marathon as it's official Lead Car. This partnership was a first, but the energy and enthusiasm that filled the event made TATA NEXON fit right in. Mumbai Marathon has always been about challenging yourself to attain new heights. With our slogan "**#RUNTOLEVELNEX**", we too wanted to inspire the runners to put their abilities to the test and take their skills beyond the LEVEL NEX.

As the revolutionary and super stylish Lead Car of the event, TATA NEXON ensured that the runners had something to look forward to. A clock timer on top of the car displayed the total time elapsed since the beginning of the race, helping runners motivate themselves to do even better.

TATA NEXON and Mumbai Marathon's shared ideology of always pushing forward and going beyond your limits has made this partnership a perfect fit. We hope to take our association beyond the next level to inspire more and more athletes to strive harder and achieve LEVEL NEX.



JABONG **COM**

Download the App Now



**DON'T JUST
RUN, CONQUER!**

— *Be You* —

" We at Jabong are extremely excited with our continued association with some of the grandest marathons in the country & the Tata Mumbai Marathon 2018 proved to be yet another impressive addition. Jabong celebrates every runner's belief in taking on challenges and emerging victorious in their own unique way. By partnering with TMM, Jabong extends its support to every individual who took on and conquered the challenge. "

- GUNJAN SONI, HEAD OF JABONG



Celebrate the #JoyOfRunning

Jet Airways is proud to be the Official Airline Partner of the Tata Mumbai Marathon, 2018.

“ Jet Airways is proud to associate with the 15th edition of the Mumbai Marathon for the second time as the official airline partner. This year assumes a greater significance as Jet Airways reaches a momentous milestone of 25 years of service in the Indian skies. The Mumbai Marathon truly symbolises Jet Airways’ pervading spirit of camaraderie and family bonding as well as the relentless efforts of its employees to constantly innovate and push the boundaries of service excellence. It is also a fitting tribute to the city of Mumbai’s spirit that espouses hope, inspiration and a can-do attitude.”

Belson Coutinho,

Sr. Vice President Marketing, e-Commerce and Innovations,
Jet Airways



Timing Partner

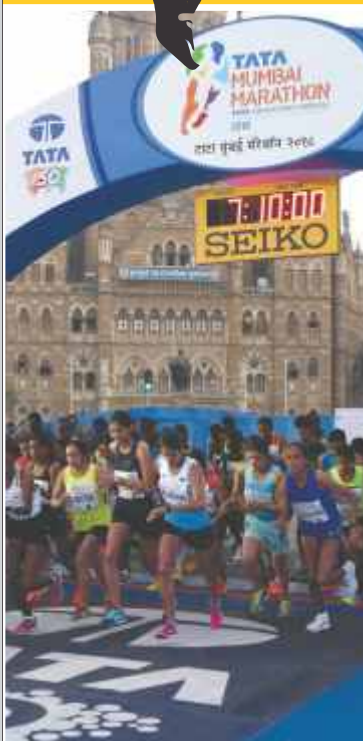
SEIKO

SEIKO GOES BEYOND THE FINISH LINE

“Seiko has been at the forefront of world sport for over 50 years, and has now extended its legacy in India as well. We are delighted to have been the Official Timing Partner at the Tata Mumbai Marathon 2018 this year, because we see every athlete as an inspiration to pursue perfection, just like we do with every timepiece we craft.”

Niladri Mazumder

Niladri Mazumder
PRESIDENT & COO,
SEIKO WATCH INDIA PVT. LTD.





VOLINI®

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RECOVERED
AT THE VOLINI
RECOVERY ZONE,
OUT OF A TOTAL OF
44,407 RUNNERS.**

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Recovery Partner

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NEVER RUN OUT

of partnerships



ORSL™



No. 1 doctor-prescribed[#]
electrolyte drink

Marathons have, over the years, transformed from being just a sport; they have evolved into a culture, a philosophy, and for many, a way of life.

ORSL™, India's No.1 doctor prescribed electrolyte drink, is proud to be associated with TMM 18 (Tata Mumbai Marathon), as their official "RESTORATION PARTNER".

ORSL™ had pioneered the concept of electrolyte Ready-To-Drink (RTD) tetrapack format with a tasty fruit juice over a decade ago. Keeping in line with the vision of anticipating consumer needs, creating solutions and experiences for people to lead healthy and vibrant lives, this association proves to be a giant leap indeed.



DINAR MHATRE

General Manager OTC
New Business, Professional Selling

“

It's a matter of great pride for ORSL™ brand to be associated as the Restoration Partner of TMM 18 (Tata Mumbai Marathon). It's a fantastic sports platform, which aims not only to shape the running community in India but also attempts to build the right awareness for the prevalent social challenges, something we at Johnson and Johnson feel deeply about.

”



NON-WHO FORMULATION. NOT TO BE RECOMMENDED DURING DIARRHEA.
NOT RECOMMENDED FOR SERIOUS MEDICAL CONDITIONS SUCH AS DENGUE,
MALARIA AND TYPHOID.
NOT TO BE RECOMMENDED AS A MEAL REPLACEMENT.

#M85 PRESCRIPTION DATA MAT SEPT. 2017 FOR ORAL ELECTROLYTES IN LIQUID FORMAT (RTD).

Hydration Partner



Bisleri

18,000 RUNNERS PLEDGED TO RECYCLE AND HELPED TO FEED CHILDREN

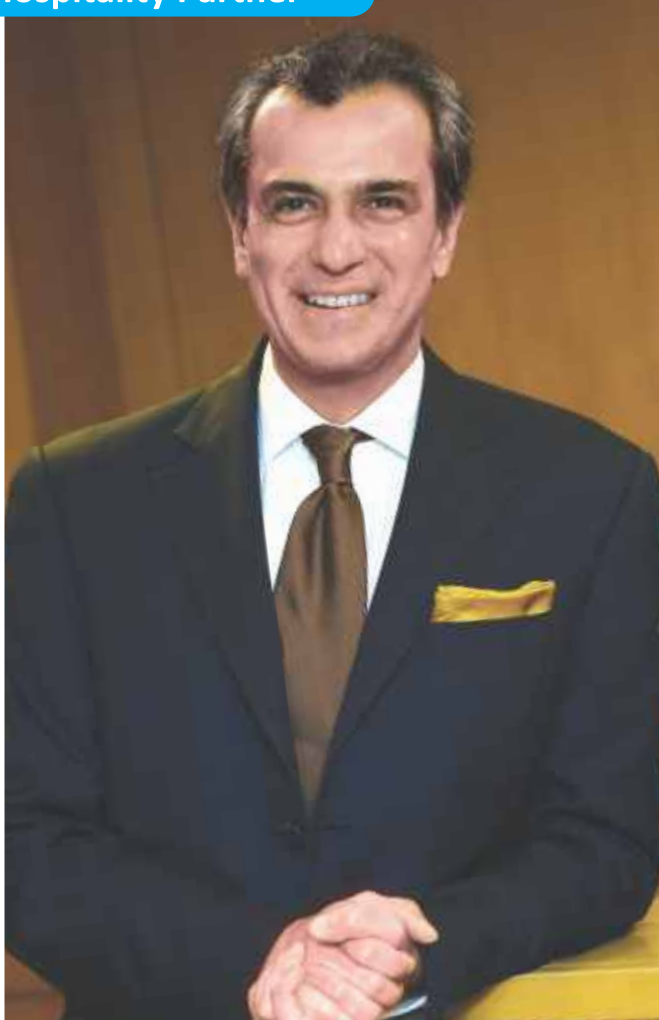
"This is the first time that Bisleri has associated with Tata Mumbai Marathon and this gave us an exclusive platform to talk about our CSR initiative, '**Bottles for Change**'."

Bisleri created a **20 feet long corridor** on the running track which was made out of 5000 used plastic bottles and encouraged participants to pledge their support for correct plastic disposal, reuse and recycling.

We received an extraordinary response, with over **18000 participants** taking the pledge to recycle plastic by running through the corridor. On behalf of the runners who ran through the corridor, Bisleri sponsors meals for an entire year to the waste picker's children who are currently being educated at the study centre in chembur which is run by our NGO partner, PBVS (Parisar Bhagini Vikas Sangh).

- Ms. Anjana Ghosh,
Director Marketing and Business Development,
Bisleri International Pvt Ltd.





Devendra Bharma
Executive Vice President
Oberoi Hotels and Resorts, Mumbai



TRIDENT

Nariman Point, Mumbai

Trident Nariman Point is delighted to be associated with the Tata Mumbai Marathon since its inception. It was at Trident Nariman Point, 15 years ago, when the first event was launched. As the host hotel, we are indeed very proud to be a part of this journey of success. The Tata Mumbai Marathon has grown in strength each year and is an event endeared by all Mumbaikars.

Our team at Trident Nariman Point puts in all their effort to look after the athletes and many other participants who come from various parts of the world to create a “home away from home”. This enables the participants to concentrate on the race and leave the rest to us.

It is heartening to be a part of the spirit, energy and joy of such a mega event.



"At Radio Mirchi our focus has always been on making people happy, and we see our partnership with the Tata Mumbai Marathon as a natural extension of this proposition. Not just fitness enthusiasts, we want all of Mumbai to be a part of the occasion with the Get Active Expo and Race Day activities. I think the overwhelming response from both, runners as well as spectators shows the growing popularity of the event. Now, it stands out as a day in January, every year, when Mumbaikars can look forward to having an exciting and enjoyable time. And we share their enthusiasm."

- Arindam Mondal, Station Head Mumbai, Radio Mirchi (ENIL)



Radio Partner



An epitome of Tata Mumbai Marathon 2018 partnered with Asian Heart Institute as preferred medical partner.

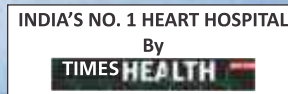
Mumbai is maturing as a marathon city, as less runners need medical assistance over years. Asian Heart Institute continues to support medical aid and help Mumbai run safe since last fourteen years. This year also Asian Heart Institute supported 2300 marathoners out of 44,407 who participated get back on their feet at Tata Mumbai marathon.

In order to achieve this, AHI had set up 11 medical aid stations all along the route for any first aid requirements; 2 base camps (of 40 & 20 beds each) at the start/finish equipped to handle all emergencies. The hospital deployed 11 cardiac ambulances and 8 'mobile medics'. Over 500 volunteers from AHI including doctors, nurses, paramedical and support staff was on duty.

There were 6 hospitalizations and 2 critical cases. All of these were overseen by the 2 medical camps. Both the critical patients survived hence having no mortality in the entire event.

Asian Heart Institute is proud to have 70 rehabilitated cardiac patients (13 half marathoners & 57 dream runners) who participated and none required any medical assistance.

“Conditioning and preparation under medical supervision can avoid any problems during long runs,” said Dr Ramakanta Panda, Vice Chairman and Cardiovascular Thoracic Surgeon, Asian Heart Institute.



Medical Partner

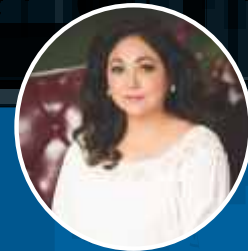
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"The Tata Mumbai Marathon 2018 was a great success—a wonderful new matrix for an event that brings Maximum City together in celebration and a common cause: to put your best foot forward and live your best life. We thank the Tata Group, Procam International and our ebullient silvers for making this a magical event—we can't wait for next year's edition!"

—Tina Ambani, Chairperson, Harmony for Silvers Foundation

TV Production Partner

IT AIN'T SPORTS IF IT AIN'T LIVE



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WORLD 10K
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ABOUT UNITED WAY MUMBAI



Thank You for Choosing to
RUN EXCEPTIONAL



United Way Mumbai is part of the 130 year old United Way movement spanning 41 countries across the world



400+ NGOS
PAN INDIA NETWORK



RS 286 CR. INVESTED
IN COMMUNITY
DEVELOPMENT PROJECTS



1,00,000+
INDIVIDUAL DONORS



300+ CORPORATE
PARTNERSHIPS

Our Mission

*To improve lives by
mobilising the caring power
of communities to advance
the common good.*

Focus Areas



EDUCATION



INCOME



HEALTH



ENVIRONMENT



PUBLIC
SAFETY



SOCIAL
INCLUSION

Community Investment with United Way Mumbai

Our communities need us - all of us - to work together to create lasting change. UWM partners with socially conscious companies and citizens with a heart to identify the most pressing social needs and deliver the most transformational solutions



CSR PARTNERSHIPS

Supporting companies in their philanthropy efforts designed to address social issues through directed corporate grants



WORKPLACE CAMPAIGNS

Engaging corporate employees through payroll giving programmes and volunteering activities



EVENT PARTNERSHIPS

Advancing community goals and promoting charities as philanthropy partners for social, cultural and sporting events



COMMUNITY IMPACT

High impact initiatives specifically designed and implemented by United Way Mumbai to solve community issues through collective action

OFFICIAL PHILANTHROPY PARTNER OF THE TATA MUMBAI MARATHON

In our 10 years' association as the charity partners to the Mumbai Marathon, we have helped raise the charity figures from Rs 7.75 Crores in 2009 to Rs 34.36 Crores in 2018.





Channel Partner



Sports Goods Partner



Nutrition Partner



Driven by



Fashion Partner



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Timing Partner



Recovery Partner



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