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National Capital gears up for Vedanta Delhi Half Marathon

The world's prestigious half marathon is scheduled for Sunday, 16th Oct 2022; Registrations open on 2nd Sept 2022

IDFC FIRST BANK is Associate Sponsor; United Way Delhi is Philanthropy Partner & Metro Group of Hospitals is Medical Partner

New Delhi, 1st September 2022: For sixteen years the Delhi Half Marathon has been the pride of the nation, personifying the sporting spirit of Delhi and India. It has inspired the community to push boundaries and emerge stronger together.

The 17th edition of the world's prestigious half marathon dons a new identity, reinforced by a new title partnership with India's leading conglomerate **Vedanta Limited**. The World Athletics Elite Label Race will now be known as the **Vedanta Delhi Half Marathon**. Staged on one of the fastest courses in the world, the race will be held on Sunday, 16th October 2022.

Vedanta, the globally diversified natural resources company, joins hands with Indian distance running pioneers **Procam International** to stamp its presence in mass-participation sports, as title sponsor over the next five years.

With transformation for a sustainable future at the heart of its business operations, Vedanta's commitment to giving back to society has been a part of its core ethos. Vedanta's flagship social impact initiative Nand Ghar, a modernized anganwadi program, is fast transforming the lives of women and children across the country. Aimed at eradicating malnutrition from the country, Vedanta's **#RunForZeroHunger** is a mass movement to create awareness to make sure that no child goes to bed hungry.

The union of Vedanta and the Delhi Half Marathon mirrors the ability of both to be a catalyst for change and positive impact. This year, more than ever, we celebrate the different hues of Dilli -- strength, responsibility, pride, unity, passion, and joy -- empowering us to transform our lives at every moment, under all circumstances **#RangDeDilli**.

Priya Agarwal Hebbbar, Non Executive Director of Vedanta Ltd, said, "It's a matter of great pride for us to be a partner for Vedanta Delhi Half Marathon. We strongly believe that India's rise will be fueled by our strong and healthy countrymen. The prestigious half marathon celebrates the spirit of communities coming together for catalyzing social impact. As part of our commitment to creating a malnutrition-free India, our Nand Ghars are working towards impacting the lives of 7 crore children and 2 crore women across the country. To further this mission, we are calling each one to **#RunForZeroHunger - Together we can make it happen.**"

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Registrations for the physical and virtual races will commence on **Friday, 2nd September 2022**, IST 7:00 a.m. onwards at vedantadelhihalfmarathon.procam.in

Vedanta Delhi Half Marathon, a **USD 268,000** prize money event, will be flagged off from the iconic **Jawaharlal Nehru Stadium**, with the best athletes from across the world competing alongside India's elite and amateurs in the heart of the capital after the pandemic forced the event's cancellation in 2021.

2022 IN THE SPOTLIGHT

The launch conference was graced by several sporting icons including Khel Ratna awardee and AFI's first woman vice-president **Anju Bobby George**, 2022 Commonwealth Games 3000m steeplechase silver medallist & half marathon National Record Holder **Avinash Sable**, World champion boxer **Nikhat Zareen**, Olympian & former India hockey captain **Sardara Singh**, 2022 Commonwealth Games triple jump winner **Eldhose Paul** and para high jumper and Tokyo Paralympics Bronze Medallist **Sharad Kumar**, former India International cricket player **Suresh Raina** and Indian professional boxer **Vijender Singh**, who echoed the spirit of the Vedanta Delhi Half Marathon.

Supportive partners form the bedrock for the success of any sporting event. Over the years Procam International has been fortunate to work alongside some of the best brands in the world and this year the event has new partners aboard.

The technology-led **IDFC FIRST Bank** will cement its involvement in India's fastest-growing mass-participation sport, after signing on as an exclusive Associate Sponsor, across Procam's four distance running properties.

Naarayan TV, Chief Marketing Officer, IDFC FIRST Bank, said, "We are delighted to be the exclusive Associate Sponsor of the Vedanta Delhi Half Marathon, an event which celebrates the remarkable city of Delhi and its confluence of people from different walks of life. As a Bank, we work to support communities through our social responsibility programs, just as we enable healthy financial lives for millions of our customers. While this year's marathon will mark a come-back for seasoned runners, for many, it will be their first run. We look forward to an event that radiates energy, inspires a spirit of camaraderie and encourages people's #Journeytothestart."

Philanthropy is an integral pillar of the Vedanta Delhi Half Marathon and has been a silver lining for the social sector. Today, the event is one of India's largest sporting philanthropy platforms, impacting lives for the better.

Strengthening this legacy will be **United Way Delhi (UWD)**, which, since 2008, has been working actively to advance the common good for the local community through innovative social impact interventions and partnerships.

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Rina Kaushal, Chairperson, United Way Delhi, said, “United Way Delhi is delighted to join hands as the Official Philanthropy Partner for the Vedanta Delhi Half Marathon 2022. This partnership shall go a long way in advancing the common good through social impact projects in the country via the vast network of NGOs, individual fundraisers and corporates. In the post-pandemic scenario, there is a collective realisation to have renewed compassion toward the community. Fundraising through Vedanta Delhi Half Marathon is one big innovative step in this direction. While it shall help mobilise resources on the one hand for the partner NGOs and their respective causes, it will also help build a strong network of volunteers and supporters that believe in contributing to society.”

Metro Group of Hospitals, pioneers in affordable quality healthcare, has come on board as Medical Partner.

Dr. Sameer Gupta, Director & Co-Promoter-Metro Group of Hospitals, said, "Metro Group of Hospitals has been providing the best-in-class medical services for last 25 years, having pioneered over 20 heart procedures in India & is known for practicing cutting-edge medicine. We are proud as well as excited to be part of the most celebrated & internationally acclaimed Vedanta Delhi Half Marathon. We at Metro Group of Hospitals always strive to give the best of the care and treatment. Our team of doctors, nurses and paramedical staff will work to provide the best care for the participants of the half marathon."

“The pride of Delhi is back, bigger and better, as the Vedanta Delhi Half Marathon. It is our privilege to welcome Vedanta as the title sponsor, a global brand that has been at the forefront of social initiatives and paved the way for the development of our nation. Together we will continue to strengthen the legacy of this event as a harbinger of change,” **Anil & Vivek Singh of Procam International** said.

They further added: “The Vedanta Delhi Half Marathon is a strong statement of a successful public-private partnership. We are truly blessed to have the support of the Ministry of Youth Affairs & Sports, Govt of India, Government of Delhi, civic authorities, World Athletics, Athletics Federation of India, and AIMS who have ensured the comeback of this event in all its glory. We thank our long-standing partners and new sponsors IDFC FIRST Bank, United Way Delhi and Metro Group of Hospitals for their faith and belief in our vision. And most importantly our runners who have been our biggest cheerleaders. We look forward to one and all joining us as we embrace and celebrate the different hues that make this event and our capital city unique - **#RangDeDilli.**”

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REGISTRATION DETAILS

Registration for all physical race categories — Half marathon, Open 10K, Great Delhi Run (5km), Senior Citizens' Run (3km) and the Champions with Disability Run (3km) — will commence on Friday, 2nd September 2022, at 7:00 AM and stay open until 11:59 PM on Tuesday, 4th October 2022 or until spots are filled, whichever is earlier.

To encourage **women's participation**, there are a limited number of running places reserved for those applicants who are unable to submit a timing certificate or do not fall within the timings mentioned on the event website.

In a bid to acknowledge the hard work and efforts of the runners, all half marathoners will receive a **PUMA race day tee shirt**.

Vedanta Delhi Half Marathon Virtual Run: Participants from anywhere in the world will be able to experience the magic of the Vedanta Delhi Half Marathon and run as one with the event via the exclusive Vedanta Delhi Half Marathon app. The virtual race categories are Half Marathon, Open 10K and the Great Delhi Run (5 km). Registration for the same commences on 2nd September 2022, 7:00 AM and shall stay open until 11:59 PM on Friday, 11th October 2022.

Health Mandatories to Participate in Vedanta Delhi Half Marathon 2022

Individuals who are fully vaccinated (at least two doses) with COVID-19 vaccines approved by WHO can apply for the Vedanta Delhi Half Marathon 2022. A vaccination certificate must be uploaded while applying for the race.

The Vedanta Delhi Half Marathon is proud and grateful for the support of its esteemed partners:

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ABOUT VEDANTA

Vedanta Limited is one of the world's leading natural resources company with significant operations in Oil & Gas, Zinc, Lead, Silver, Copper, Iron Ore, Steel, and Aluminium & Power across India, South Africa and Namibia. For two decades, Vedanta has been contributing significantly to nation building. Governance and sustainable development are at the core of Vedanta's strategy, with a strong focus on health, safety, and environment. Vedanta has put in place a comprehensive framework to be the ESG leader in the natural resources sector. Vedanta is committed to reducing carbon emissions to zero by 2050 or sooner and has pledged \$5 billion over the next 10 years to accelerate the transition to net zero operations. Giving back is in the DNA of Vedanta, which is focused on enhancing the lives of local communities. The company's flagship social impact program, Nand Ghars, have been set up as model anganwadis focused on eradicating child malnutrition, providing education, healthcare, and empowering women with skill development. Under the aegis of the Anil Agarwal Foundation, the umbrella entity for Vedanta's social initiatives, the Vedanta group has pledged Rs 5000 crore over the next five years on social impact programmes with a thrust on nutrition, women & child development, healthcare, animal welfare, and grass-root level sports.

For more information, please visit www.vedantalimited.com

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About IDFC FIRST Bank

IDFC FIRST Bank was formed by the merger of erstwhile IDFC Bank, promoted by renowned infrastructure financing institution IDFC Ltd. and leading technology NBFC, Capital First. IDFC FIRST Bank, has a balance sheet of Rs. 2,00,565 crore, and has provided over 30 million loans in its combined history and serves customers in over 60,000 villages, cities and towns across the length and breadth of the country. The Bank believes in making customer-first products, and was the first universal bank to offer monthly interest credit on savings accounts, life time free credit cards with dynamic and low APR rates, and many other such interesting products.

The Bank's vision is to build a world class bank in India, guided by ethics, powered by technology, and to be a force for social good. Our mission is to touch the lives of millions of Indians in a positive way by providing them high-quality banking services.

In a short time, the Bank has expanded to 651 branches, 235 asset service centres, 807 ATMs and 602 rural business correspondent centres across the country, a next-generation net and mobile banking platform and 24/7 Customer Care services, and is incrementally growing digitally. IDFC FIRST Bank is committed to bring high-quality banking at affordable rates to India. The Bank also offers high quality technology-enabled corporate banking solutions, contemporary cash management solutions, fleet card and FASTag solutions and wealth management solutions.

About Procam International

Since its inception in 1988, Procam International has been the driving force behind the growth and development of sports management in India. Founded by Anil and Vivek Singh, Procam is India's premier sports management company and is involved in live events, sports consultancy, and live television production.

Pioneers of the distance running revolution in India, Procam International's Big 4 – Tata Mumbai Marathon, Vedanta Delhi Half Marathon, Tata Consultancy Services World 10K Bengaluru, and Tata Steel Kolkata 25K are global leaders in their respective distances. They have ushered in a running revolution, that has helped to redefine, the health, fitness, and charity paradigm of India.

Procam also promotes India's largest virtual run, Sunfeast India Move As One. Launched in 2020, the event has community and fitness as its main pillars.

