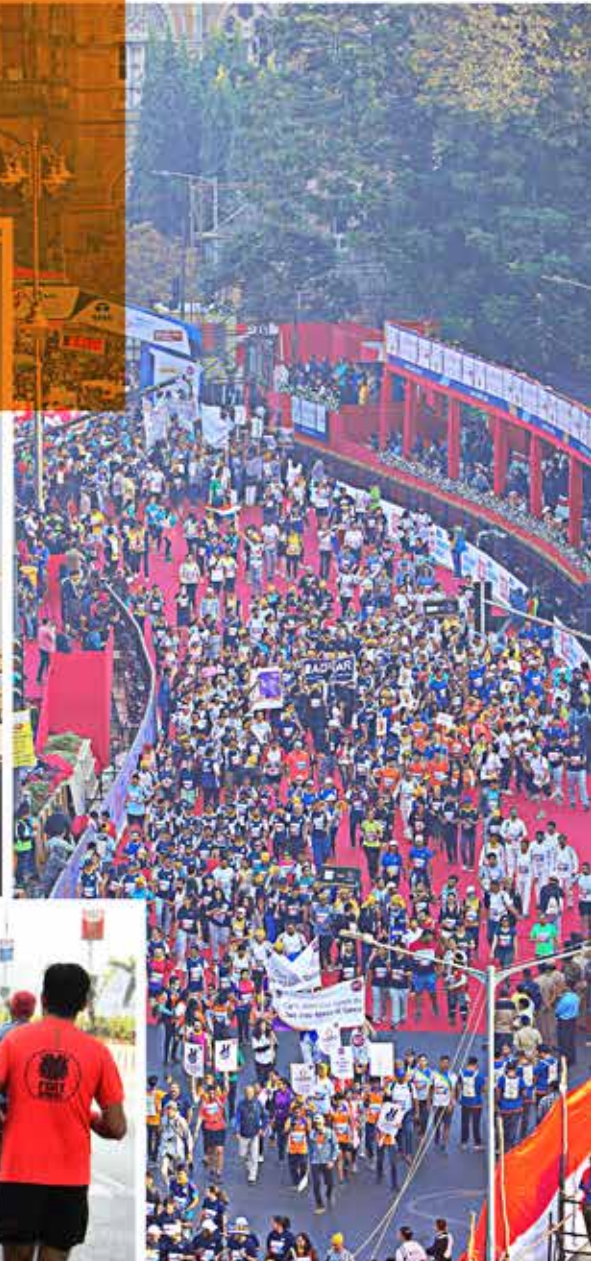


# THE SOCIO-ECONOMIC & HEALTH IMPACT REPORT 2023







# IMPACT REPORT

Prepared by







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## FOREWORD

Sport is at its best when it helps transform the lives of all it touches; that is the continuing legacy of the Tata Mumbai Marathon.

When we took the bold step to host a marathon in our country – we had clear goals in mind. The Mumbai Marathon must make a global statement from Mumbai to the world; encourage the citizenry to adopt a healthy & active lifestyle; empower NGOs and reinforce the bond with civil society; elevate the profile of our Indian athletes at the international level and offer an opportunity for all to come together on a common platform. Each of these targets have found their feet deep with positive results. The marathon has become a panacea for civil society.

Today, the Tata Mumbai Marathon has played an integral role, not only in the development of our Nation's sporting canvas, but also in creating a lasting positive impact on the city and the country.

Our sincere gratitude to International Institute of Sports Management (IISM) for curating a special report that measures this economic, social, and health impact of the iconic race.

The Tata Mumbai Marathon has been diverse and inclusive in its participation and its spectators. Engendering

community pride, utilising the power of participative sport as a tool for social transformation and providing economic opportunities for local and global businesses to flourish.

This report highlights how the race has been a pioneer in changing India from a spectator sports nation into a participative sports nation, the efforts that led to a cascading effect for the sport of running in India; the positive domino effect on the sporting ecosystem, its impact on the social outlook towards running and its dedication to social causes and philanthropy.

The strength of the Tata Mumbai Marathon lies in the sense of ownership it evokes from all stakeholders – be it the Government, the civic authorities, our sponsors & partners, the runners and the citizens of India.

The 2023 edition was bigger and better and heralded the resurgence of participative sport in India, after a two-year hiatus induced by the pandemic. Over 60,000 participants took to the streets on January 15 as the city and India united in the spirit of #HarDiMumbai.

Thank you for your continued faith and blessings, as we journey onwards and upwards.

**Wishing you our sporting best,**

**ANIL AND VIVEK SINGH**

At the Tata Group, we are proud of our association with the Tata Mumbai Marathon. This is not merely the largest participative sports event in India, it has catalysed the running revolution in the country. It brings the great city of Mumbai together in so many ways, and it attracts avid runners from many other cities from within India and across the world too. In addition, TMM, as it is fondly called, has generated significant positive impact on health, economy and the society at large.

I am therefore delighted that the International Institute of Sports Management, in collaboration with Procam International, the organisers of TMM, has undertaken and published this detailed report on the socio-economic, health, and sustainability impact of the Tata Mumbai Marathon. This report brings to life the true power of this event – which lies not merely in unlocking the passion of tens of thousands of participants, but in adding back to their health, and contributing to causes which are dear to our community. Additionally, it sends a powerful message to even the non-participants about the importance of health.

The Tata group was established over 150 years ago based on our Founder Jamsetji Tata's philosophy that "in a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence." The Tata Mumbai Marathon is yet another manifestation of this philosophy. It gives so much to so many diverse members of the community, as this report vividly demonstrates through data and analysis.

The growing focus on health and wellness across the world, as well as the increasing emphasis on inclusion and enablement, will add even further to the impacts of the Tata Mumbai Marathon in the years ahead, while also inspiring other similar events to emulate it.

Reading this document will provide you deep insight into what running and participative sports can do for our society. The pages that follow are not just informative, they are inspiring. My sincere thanks to the faculty and students of IISM, who have conducted the research and analysis that has gone into this report. I would also like to convey my commendations to Procam International for having conceptualized this study. Happy reading!

## FOREWORD BY HARISH BHATT (BRAND CUSTODIAN TATA SONS)





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

With astute planning and exemplary execution, Procam has a track record of conceptualising and promoting over 100 international events, across the disciplines of Powerboat Racing, Cricket, Football, Tennis, Distance Running, Squash,

WWE, Horse Racing, Volleyball, among others. These events have elicited the participation of the highest calibre of athletes and huge public interest and attendance.

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





## **ABOUT TATA MUMBAI MARATHON 2023**

Today, running is the fastest growing participative sport in India. Approximately 700 new amateur runners lace up each day to begin their tryst with running.

And the Tata Mumbai Marathon has played a pivotal role in this transformation.

From starting a health & fitness revolution that spawned over 1700 races in the country to create a springboard for Indian long- and middle-distance runners with representation at the Olympics. The Tata Mumbai Marathon is Asia's most prestigious event and one of the top 10 marathons in the world. The event has opened a new paradigm for sports sponsorships and created an ecosystem around the sport estimated at USD 400 million.

Moreover, the event has been a silver lining for the social sector. With the support of 100,000 donors and over 1,000 corporate houses benefitting more than 700 NGOs, the Tata Mumbai Marathon has raised INR 357.21 crores for a multitude of causes, making it India's single largest sporting platform for Philanthropy.

The third Sunday of January is time to unite with the 'Mumbai Spirit' that always brings us together, no matter what the circumstances. The pulse of Mumbai - millions of hearts beating, in sync, for something greater than itself. Each heartbeat, a celebration of its resilience, r can-do, will-do spirit, quest for better, desire to inspire, an unshakeable faith in oneself - embodying the spirit of Har Dil Mumbai.

With 55,000 runners, 15,000 strong event workforce, 200,000 Mumbaikars cheering on, the Tata Mumbai Marathon brings the community together. Beyond politics, religion, race, and color, – a beacon of hope and compassion for the nation and the world.

The Tata Mumbai Marathon is supported by the Government of Maharashtra, MCGM, Mumbai Police, Ministry of Youth Affairs & Sports, Ministry of External Affairs, Ministry of Home Affairs, Sports Authority of India, Athletics Federation of India, World Athletics (WA), and Association of International Marathons & Distance Races (AIMS).



It is with immense gratitude that I extend my heartfelt thanks to Procam International for providing us with the incredible opportunity to work on the Impact Report of the Tata Mumbai Marathon. This second collaboration has allowed the International Institute of Sports & Management (IISM) to showcase its expertise in the sports industry and contribute to a document that holds significant value for the future of sports.

The Impact Report holds great importance in the sports industry as it not only captures the achievements and impact of the Tata Mumbai Marathon but also serves as a vital tool for analysing trends, identifying areas of improvement, and shaping the future of marathons and similar events. This documentation plays a critical role in highlighting the holistic benefits of sporting events, including the economic, social, health, and sustainability aspects.

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

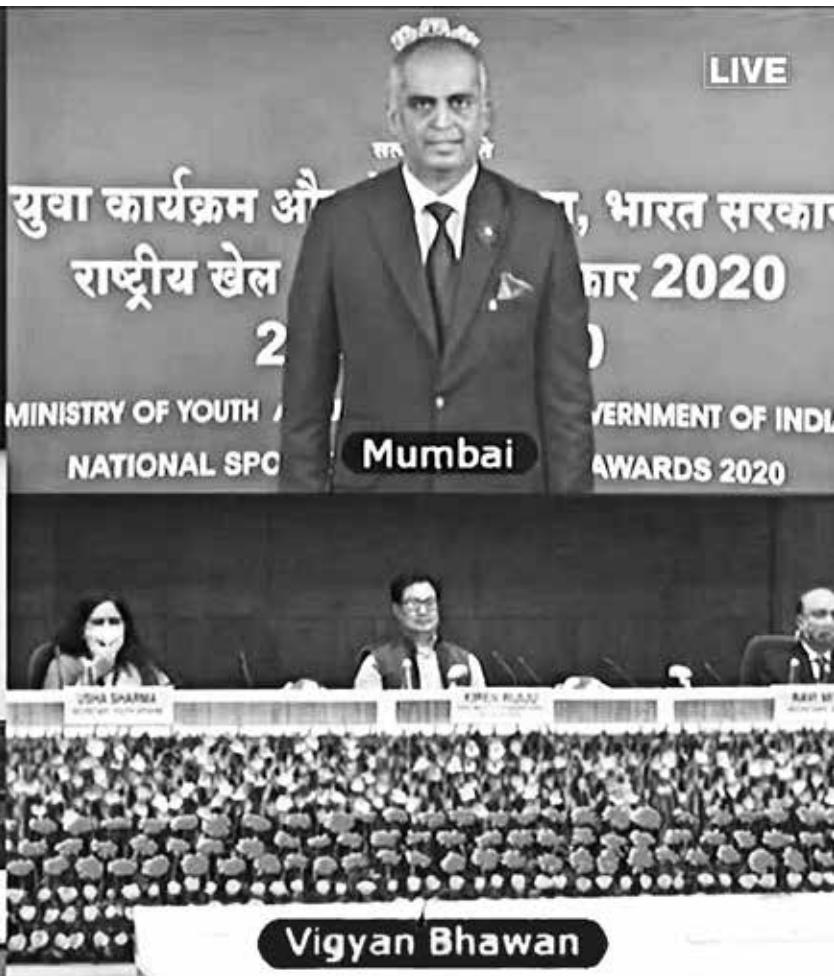
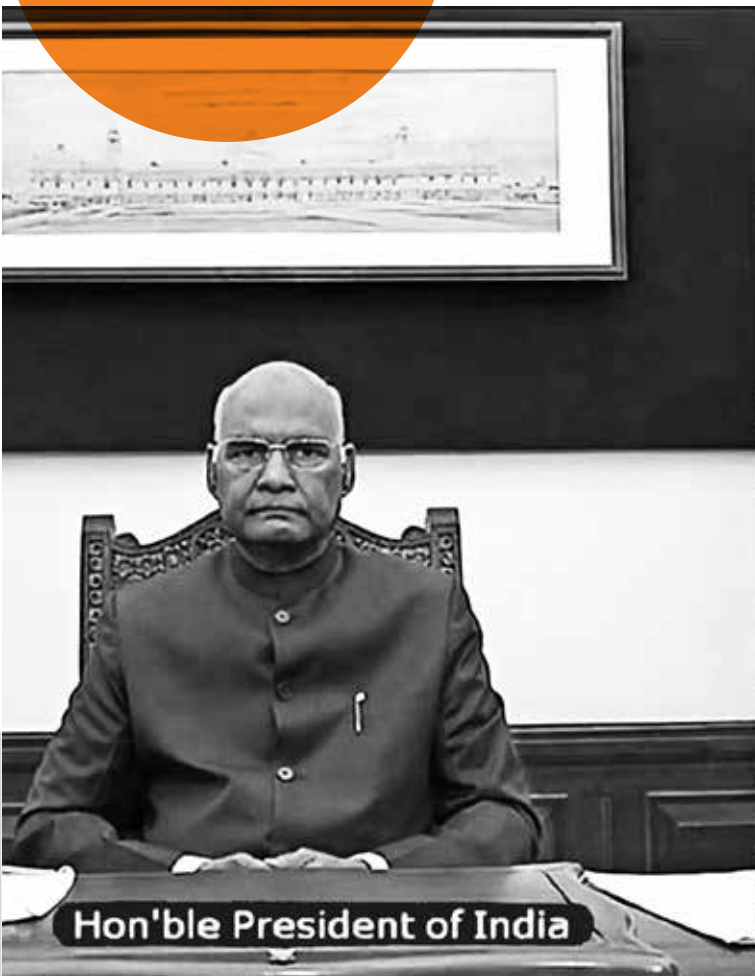
preparing this comprehensive report. Their dedication and expertise have been instrumental in bringing forth meaningful insights and observations that will shape the future of marathons and contribute to the growth of the sports industry as a whole.

It is a matter of pride for us at IISM to be able to contribute to such a significant report, and we are grateful for the opportunity to showcase our research capabilities. We firmly believe that this Impact Report will serve as a guiding light for event organizers, sports professionals, policymakers, and enthusiasts, providing them with invaluable insights and paving the way for continuous improvement and innovation in the sports industry.

Once again, I express my deepest appreciation to Procam International for entrusting us with this task and to the dedicated team at IISM for their exceptional contributions. Together, we have created a document that encapsulates the feel-good factor of collaboration and the power of research in driving positive change in the sports industry.

## MESSAGE FROM IISM DIRECTORS





## INTERNATIONAL INSTITUTE OF SPORTS AND MANAGEMENT

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

IISM provides a range of undergraduate and postgraduate degree courses in Sports Management and Sports Science, covering various aspects of the field, such as marketing, sponsorship, event management, athlete management,

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

Through its commitment to excellence and industry relevance, IISM continues to make significant strides in sports education and contribute to the growth and professionalism of the sports management industry in India.

# TATA MUMBAI MARATHON **IMPACT REPORT 2023**

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The Impact Report of the Tata Mumbai Marathon 2023 presents a comprehensive analysis of the event, highlighting its profound influence across the domains of health, social impact, economic growth, and sustainability. Building upon the previous report conducted in 2020, this edition of 2023 emphasizes the added focus on sustainability, reflecting the marathon's commitment to environmental stewardship and its evolution as a holistic platform for positive change.

## **HEALTH IMPACT:**

The Tata Mumbai Marathon continues to champion health and fitness, inspiring individuals to embrace an active lifestyle. In 2023, the event witnessed a surge in participant registrations, signifying the growing popularity of distance running as a means to improve overall well-being. The report analyses the impact of the marathon on participants' physical and mental health. It delves into the training regimens, dietary patterns, and motivations that drive participants to train rigorously and overcome personal limitations. Through this lens, the report provides a holistic view of the marathon's positive influence on the health and fitness landscape.

## **SOCIAL IMPACT:**

Central to the Tata Mumbai Marathon is its profound social impact, fostering unity, inclusivity, and philanthropy. The report explores the marathon's role in bringing together diverse communities and celebrating the spirit of Mumbai. It showcases stories of individuals overcoming challenges, representing the resilience and determination embedded in the fabric of the city. Furthermore, the report highlights the charitable initiatives associated with the marathon, including fundraising for various social causes and supporting NGOs. By shedding light on these endeavours, the report demonstrates how the marathon acts as a catalyst for positive social change, raising awareness and empowering individuals to make a difference.

## **ECONOMIC IMPACT:**

The Tata Mumbai Marathon serves as an economic powerhouse, stimulating growth in various sectors. The report evaluates the event's economic impact on Mumbai and the state of Maharashtra, shedding light on the industries that directly benefit from the event. It analyses the rise in tourism, hotel bookings, and increased spending on local businesses during the marathon period. The report also explores the employment opportunities created, including event organization, hospitality, retail, and transportation sectors. By quantifying the economic contributions, the report underscores the marathon's role as a catalyst for local economic development.

## **SUSTAINABILITY FOCUS:**

A notable addition to the 2023 Impact Report is the inclusion of sustainability as a core aspect of the Tata Mumbai Marathon. The report outlines the various sustainability initiatives introduced, showcasing the marathon's continuous commitment to minimizing its environmental footprint. It highlights initiatives such as waste management practices, recycling programs, and so on. By integrating sustainability into the event, the report emphasizes the marathon's dedication to responsible environmental practices and its contribution to a greener future.

The Impact Report of the Tata Mumbai Marathon 2023 presents a comprehensive and progressive view of the event's influence across health, social impact, economic growth, and sustainability. It showcases the marathon's commitment to promoting fitness, fostering social cohesion, driving economic prosperity, and embracing sustainability. By evaluating these dimensions, the report provides a

holistic understanding of the marathon's transformative power, inspiring individuals, and empowering communities. The report not only celebrates the achievements of the 2023 edition but also serves as a roadmap for future advancements, guiding the Tata Mumbai Marathon towards continued holistic progress and positive impact.

## EXECUTIVE SUMMARY

The impact report of the Tata Mumbai Marathon shines a radiant light on its transformative power across social, economic, health, and sustainability dimensions. This colossal event unites individuals from diverse backgrounds, binding them together with a shared passion for running and fostering a true sense of community. It transcends boundaries of age, ability, and nationality, igniting an inclusive spirit that erases social barriers. Not only does the marathon inspire inclusivity, but its charitable endeavours create ripples of positive change by raising funds for crucial causes such as education, healthcare, and environmental conservation. Together, we embrace unity, compassion, and a collective commitment to make the world a better place.

When it comes to health, the Tata Mumbai Marathon emerges as a beacon of vitality and well-being. It propels individuals towards a path of physical fitness and a healthier lifestyle. The marathon's magnetic pull motivates participants and the wider community to prioritize regular exercise and embrace wholesome habits. It becomes a catalyst for personal growth and resilience, empowering individuals to surpass their limits and embrace a life of perpetual motion. Through this magnificent journey, participants become champions of their own health, inspiring others to embark on their own quest towards a fitter future.

Economically, the Tata Mumbai Marathon surges as an unstoppable force, propelling growth and prosperity across the region. It beckons participants, local residents and spectators in droves, infusing the city with an exhilarating energy that fuels tourism, hotel bookings, and stimulates local businesses. This Tata Mumbai Marathon not only strengthens the local economy but also creates

abundant employment opportunities, ensuring that the spirit of progress and prosperity reaches every corner of the community.

As we take each stride, the Tata Mumbai Marathon casts a resplendent green hue upon sustainability. It sets a shining example by integrating eco-friendly practices that reverberate throughout the event. Thoughtful waste management, innovative recycling programs and other initiatives become the hallmark of this extraordinary event. By embracing environmentally responsible measures, the event imparts a powerful message of conservation to all who partake. It becomes a rallying cry for a greener future, inspiring participants and spectators alike to adopt sustainable practices that will preserve our planet for generations to come.

In the resounding symphony of accomplishments, the Tata Mumbai Marathon emerges as a true champion of progress. It stands tall as a testament to the remarkable impact that a single event can have on society. As we celebrate the magnificence of this extraordinary event, we acknowledge its ability to unite communities, cultivate well-being, ignite economic growth, and champion the cause of sustainability. The Tata Mumbai Marathon is not just a race; it is a transformative journey that propels us towards a brighter, bolder, and more boundless future. Together, we race towards greatness, leaving behind a trail of inspiration and redefining the very essence of human achievement.

The Tata Mumbai Marathon stands as a model that demonstrates how sports can create positive change in society across various domains.





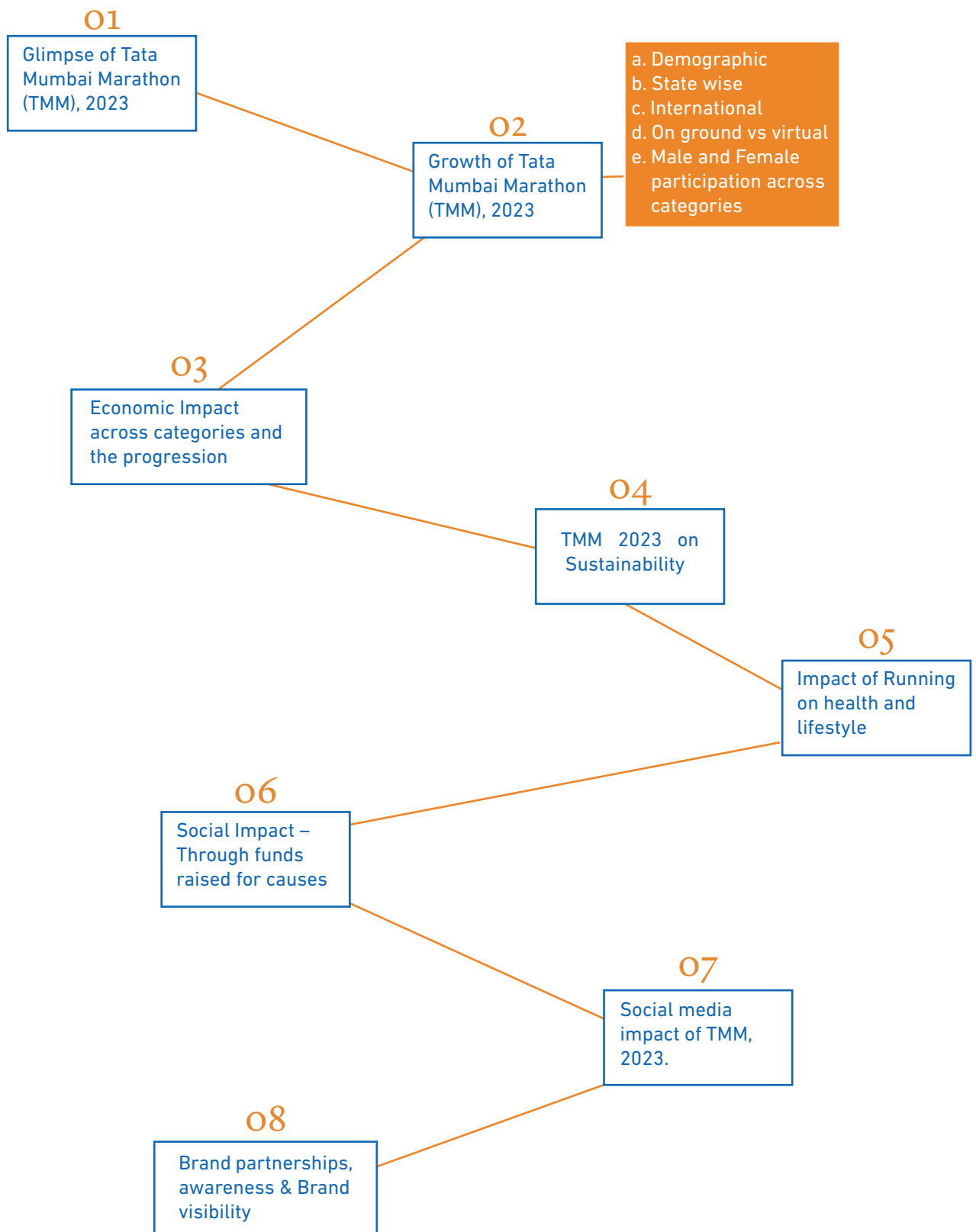
## BENEFITS FOR THE READERS

- Gain a comprehensive understanding of the Tata Mumbai Marathon's impact across various dimensions: health, social impact, economic growth.
- Learn about the positive influence of the marathon on participants' physical and mental health, inspiring them to adopt an active lifestyle.
- Discover how the marathon serves as a platform for social change, fostering unity, inclusivity, and philanthropy.
- Understand the economic benefits generated by the marathon, including increased tourism, hotel bookings, and support for local businesses.
- Explore the newly introduced sustainability initiatives and their contribution to environmental stewardship.
- Obtain insights into the marathon's evolving role as a catalyst for positive change in Mumbai and Maharashtra.
- Bring to the fore inspiring stories of personal transformation, resilience, and determination of participants.
- Learn about the philanthropic initiatives associated with the marathon and how they support various social causes.
- Use the report as a valuable resource for research, analysis, or decision-making related to sports, health promotion, social impact, economic development, or sustainability.





# TAKEAWAYS OF THE REPORT



# NOTABLE HIGHLIGHTS

## Participation

- Mumbai, Bangalore, Chennai, Kolkata and Delhi together contribute 81% of the participants.
- Maharashtra, Karnataka and Delhi are the top 3 states in terms of participants both for the On Ground and Virtual categories.
- The top 5 participating countries were USA, UAE, South Africa, Ethiopia and Bangladesh who contributed 63% of international participants.
- In 2023, male participants experienced a 42% increase compared to 2016.
- In 2023, female participants experienced a significant increase of 64% compared to their participation levels in 2016.

## Impact Figures

Total Impact of 2023 =

**290.08 Cr** (Economic Impact + Social Impact)

|   |   |
|---|---|
| <h3>Economic Impact</h3> <p>Economic Impact of TMM 23: 249.40 Cr</p> <p>There has been a significant increase in the economic impact, with a jump of almost 60% since 2020.</p>   | <h3>Health Impact</h3> <p>34% of participants have been running for more than 10 years.</p> <p>The trend indicates that the average net finish time has been reduced across all age groups and genders. This suggests that participants have consistently trained and improved their endurance</p>  |
| <h3>Social Impact</h3> <p>Social Impact: 40.68 Cr</p> <p>No. of NGOs raised funds: 252.</p> <p>Amount raised in 2023: 40.68 Cr.</p> <p>It has been observed that the number of fundraisers has increased, with 73% of them raising funds for the first time using TMM 2023.</p> | <h3>Sustainability</h3> <p>During TMM 2023, a total of 13 tonnes of waste was produced. However, 12.79 tonnes of this waste has been successfully recycled.</p> <p>52.1% of participants of TMM are eco-friendly and support sustainability.</p> <p>88.8% of TMM participants recycle at home. Most people care about the environment and responsibly dispose off their waste.</p> <p>56.1% of runners have carried bottles from home, refuelled and supported the sustainability cause</p> |
| <h3>Education Impact</h3> <p>The cause of Education received maximum donations i.e. 40% of all funds raised</p>   |   |

## Running Experience

- A majority of the participants, 62%, agreed that engaging in running is crucial for maintaining a healthy lifestyle.
- In 2022, 45% of the runners participated in up to five Road Running events, showing that India has a significant interest in running events.
- Friends, family and colleagues have motivated the participants to take an active part in the event.
- 36% of the runners in Greater Mumbai have been running for ten years and more.
- There was a significant rise in the number of female participants across all categories as compared to the previous editions of the event.
- Massive increase in participation over the years for “Timed Categories”



Timed Categories : “Marathon, Half Marathon and Open10K”

- The iconic Air India building in Nariman Point was lit up with a spectacular projection of “Har Dil Mumbai; Har Dil TMM” to commemorate the 18th edition of the Tata Mumbai Marathon in 2023.



- An impressive total of 9480 individuals from outside the MMR region and around the world have joined in to take part in the Marathon, both on-ground and through virtual run.
- Over 11,000 runners took part in the half marathon on ground.
- There is a 21% increase in Dream Run participation as compared to 2020 when both the ground and virtual modes are considered.
- International runners from the United States, Ethiopia, and Bangladesh make up 48% of the on-ground category.
- The United States accounts for a significant 43% of participants in the TMM virtual run.
- The demographic of participants under 39 years old is especially enthusiastic and energetic, displaying their love for running and fully embracing the event's spirit.
- Out of all the domestic participants, 84% are from Maharashtra, with Mumbai alone accounting for 73% of them.
- Compared to 2016, Mumbai has experienced a 44% increase in participation.
- Over 71% of the participants fall under the annual income bracket of 10 Lacs or higher.
- Out of all the participants, 62% spend an amount between Rs. 10,000 to Rs. 50,000 on food and travel expenses to participate in the on-ground edition.
- 56% of participants spend between Rs. 10,000 to Rs. 40,000 every year on nutritional supplements and fruit juices.
- 81% of runners stated a preference for purchasing their shoes from a physical store rather than through an online retailer.
- The event directly generated INR 3 crore worth of additional employment opportunities.
- 34.5% of the NGOs (87 NGOs) received support from corporate teams, while 49% (123 NGOs) were supported by individual fundraisers.
- Through TMM 2023, 73% of runners have successfully raised funds for the first time.
- 51.9% of participants at TMM have expressed interest in strengthening the social sector through TMM by fundraising for a chosen NGO.
- 355 Cr+ raised for charity since 2004
- More than 39% of out-station runners have been running for 10 years.
- 38.5% of participants have positively influenced up to three individuals to take up active living.
- Out of the participants, 62% included running as a part of their daily routine for a healthy lifestyle. Additionally, 18% and 13% of participants continued running for their passion and as a hobby.
- 80% of runners experienced that their medications have been reduced due to their running habit.
- The Senior Citizen category has seen consistent participation, with over 1000 seniors taking part each year.
- 64.1% of participants are part of running groups/ clubs

# INTERESTING FACTS



## **INTERNATIONAL BRAND** **AMBASSADOR YOHAN BLAKE**

The second fastest man of all time, Jamaican Yohan Blake won the 100m and 200m silver behind sprint legend Usain Bolt. Later both teamed up for the 4X100m relay and took the Gold in World record time at the 2012 London Olympics.

Yohan Blake, International Event Ambassador, Tata Mumbai Marathon 2023, said "The Tata Mumbai Marathon is a great example of mass-participation sports uniting people to make the world a better place. It has not only encouraged citizens to embrace a healthy lifestyle, but as India's largest sports philanthropy platform it has also transformed society positively in several ways. I work with organizations and develop programs that address the educational, social, physical, and mental health needs of underprivileged youth in Jamaica through my YB Afraid Foundation, which gives me an understanding of the enormous role the Tata Mumbai Marathon has played as a charity platform and how it has grown to become more than just a sporting event, influencing lives and society positively for almost two decades. So, praise the miracle work of the Tata Mumbai Marathon



**YOHAN BLAKE**





## UNLEASHING THE POWER OF THE TATA MUMBAI MARATHON: A HOLISTIC EXPLORATION OF FITNESS, SOCIAL CAUSES, AND ECONOMIC IMPACT.

The Tata Mumbai Marathon has emerged as a pioneering force in India's running revolution. As one of the top 10 marathons in the world and Asia's most prestigious event, it boasts an impressive prize pool of \$405,000. A World Athletics Gold Label Road Race, the event is known for its organizational and sporting excellence, elevating the sport of distance running to unprecedented heights. Beyond the realm of physical fitness, marathons encompass social causes, philanthropy, and the indomitable human spirit. Further the Tata Mumbai Marathon delves deep into the cultural fabric of Mumbai, a city in perpetual motion, harnessing the essence of the renowned "Mumbai Spirit." Participants, driven by diverse motivations ranging from personal fitness goals to championing social causes and

fundraising for numerous charitable endeavours, come together in a symphony of determination. Serving as a global benchmark for distance running, the Tata Mumbai Marathon provides an ideal platform for Indian athletes and amateur runners alike. Evolving into a colossal entity, it has nurtured a thriving ecosystem, with the market and associated industries estimated to be valued at approximately \$400 million. Placing India on the global map of distance running, this event warrants a comprehensive examination through multiple lenses, including its economic impact, social implications, healthcare contributions, and sustainability efforts.

### RACE CATEGORIES

MARATHON 42.195 KMs

HALF MARATHON 21.097 KMs

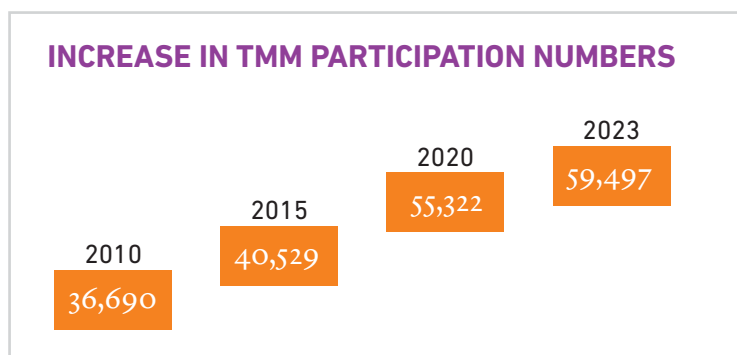
OPEN 10K 10 KMs

CHAMPIONS WITH DISABILITY 1.3 KMs

SENIOR CITIZENS' RUN 4.2 KMs

DREAM RUN 5.9 KMs

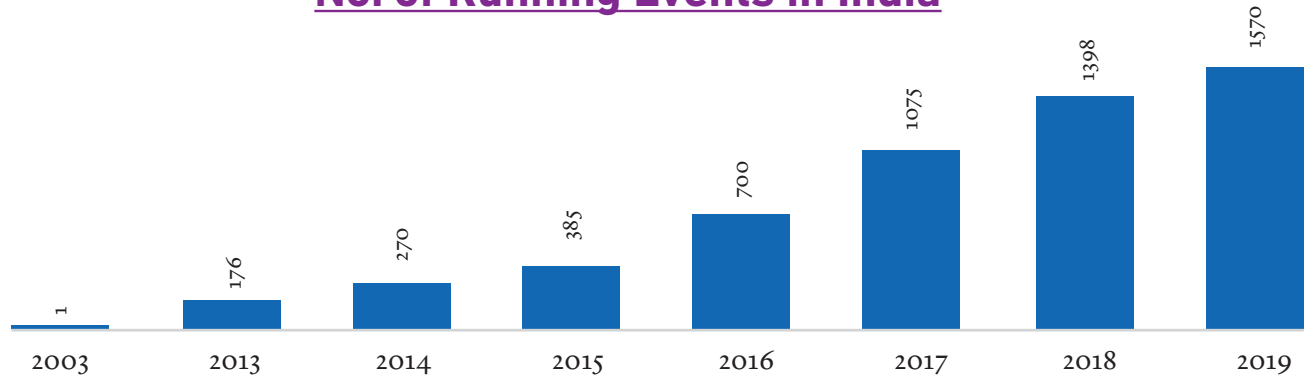
### INCREASE IN TMM PARTICIPATION NUMBERS



The 2023 edition of the Tata Mumbai Marathon held particular significance, as it marked one of the most notable events following the pandemic-induced disruptions. As a sport that thrives on participation and camaraderie, it becomes essential to analyse the number of registrations for this eagerly anticipated event.

**RUNNING IS THE FASTEST GROWING PARTICIPATIVE SPORT IN INDIA.**

### No. of Running Events in India



The number of running events in India is increasing, with the exception of 2020-2021, which was affected by the Covid-19 Pandemic. The epidemic put a stop to running events for most of 2020. As the pandemic started easing off, race promoters with support from the authorities started conducting events with minimal number of participants.



## TATA MUMBAI MARATHON:

# WEAVING A TAPESTRY OF SPORTS, ECONOMIC IMPACT, SOCIAL CAUSES, SUSTAINABILITY, AND GRASSROOTS TRANSFORMATION

Mumbai and the state of Maharashtra are among the primary economic beneficiaries of the Tata Mumbai Marathon (TMM). Numerous industries, including hospitality, restaurants, and transportation, directly benefit from the increase in participants. Tourism and tourism-related activities also benefit from the influx of visitors from other states and nations. In addition to this, a large number of ancillary industries and brands focus on media and marketing initiatives to appeal to participants and increase brand awareness and prominence. In the report, the economic impact is analysed in depth. After Covid-19, there is an increased emphasis on healthcare, which has a direct impact on the Healthcare and Fitness industry.

The event has been privileged with the unwavering support of its sponsors. Their contribution has accelerated the growth and popularity of the Tata Mumbai Marathon. Over the past 75 years, Tata and sports have been inextricably intertwined. The Tata group has been involved with sports with sports such as cricket, football, hockey, and badminton, among others. They have Tata has also contributed to the development of international athletes who have brought honour to the nation. Additionally, Tata intends to initiate a sports development initiative by establishing training academies. Joint Title Sponsor Tata Consultancy Services is one the largest investors in distance running events globally. Their association with New York Marathon, the Amsterdam Marathon, and the London Marathon are noteworthy. This is part of the company's initiative to lead a worldwide fitness revolution. Last year, IDFC FIRST

Bank stamped its presence in participative sport with the Tata Mumbai Marathon. 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. With a mission to touch the lives of millions of Indians in a positive way, the bank provides them high-quality banking services.

TMM has become an effective platform for highlighting social causes, creating awareness and fundraising for numerous causes. It enables NGOs and social workers to reach a larger audience by bringing attention to and addressing societal problems.

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

This event has initiated change at the grassroots level; distance running was once unpopular, but is now a discipline with a large number of participants. It is essential to comprehend what motivates an athlete or an amateur runner to compete in these events and to deconstruct the underlying motivations for doing so. In addition, factors such as Income Disparity, Frequency of Participation, and Training Routine and Regimen must be analysed in order to predict future trends.

**Funds raised at Tata  
Mumbai Marathon — INR 40.68 Cr.  
2023**

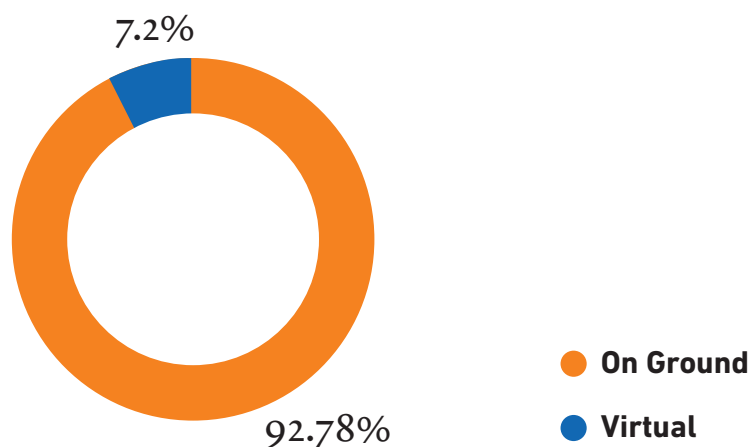
**No. of NGOs raised funds — 252**

## THE DYNAMIC PARTICIPATION STATISTICS

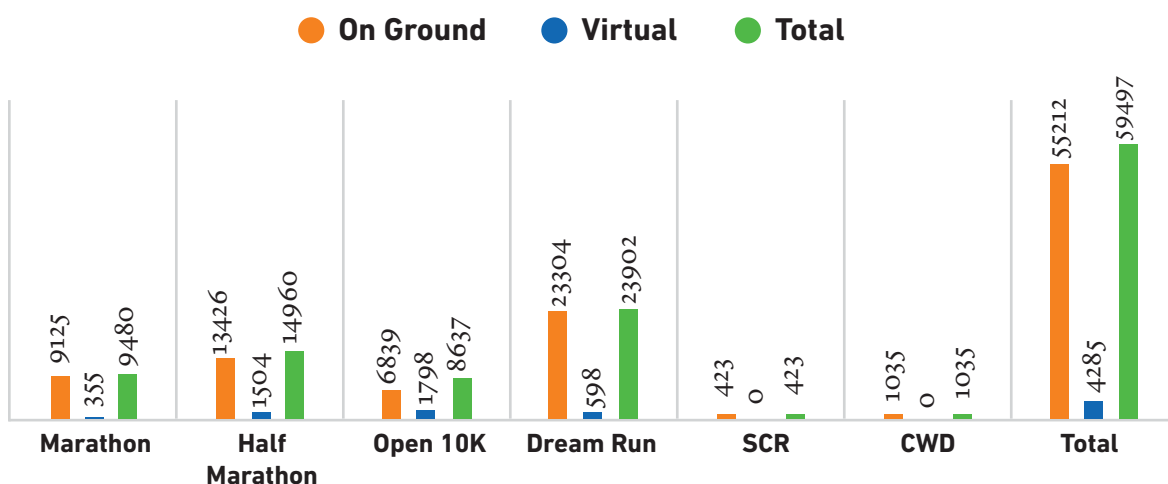
The Tata Mumbai Marathon has witnessed impressive growth in participation over the years. With each edition, the event attracts a diverse range of participants, including professional athletes, amateur runners, and enthusiasts from around the world. The event has seen a steady increase in the number of registered participants, reflecting

its popularity and appeal. The participation statistics of the Tata Mumbai Marathon exemplify its status as a premier international marathon, drawing a significant number of individuals eager to challenge themselves and be part of this iconic event.

### On Ground vs Virtual Participation

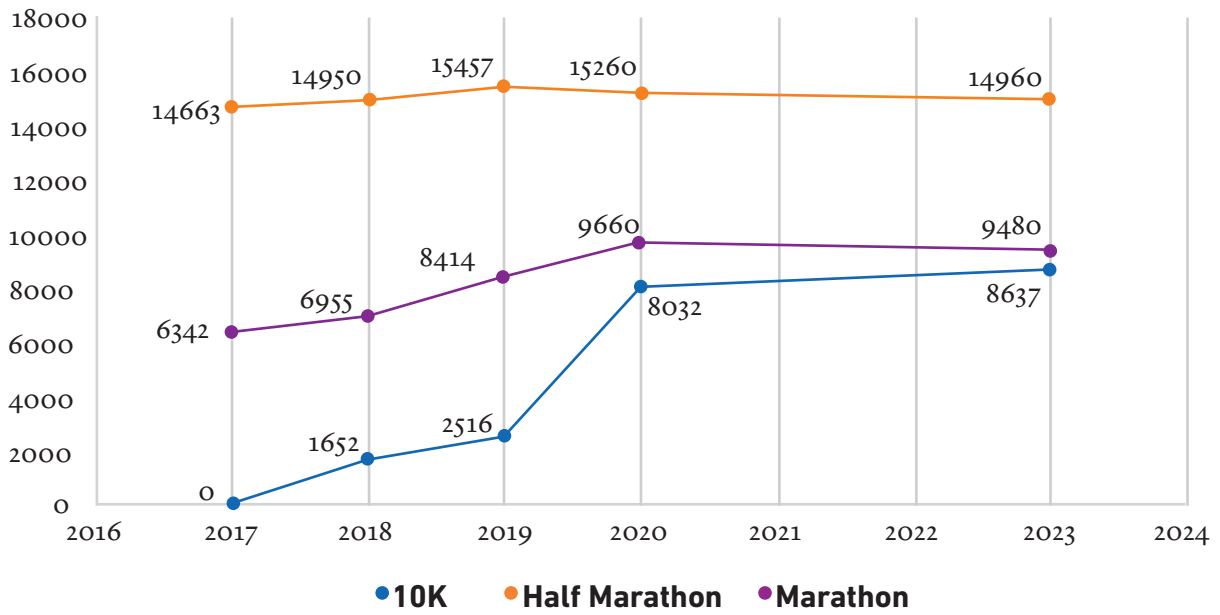


### Number of Participants

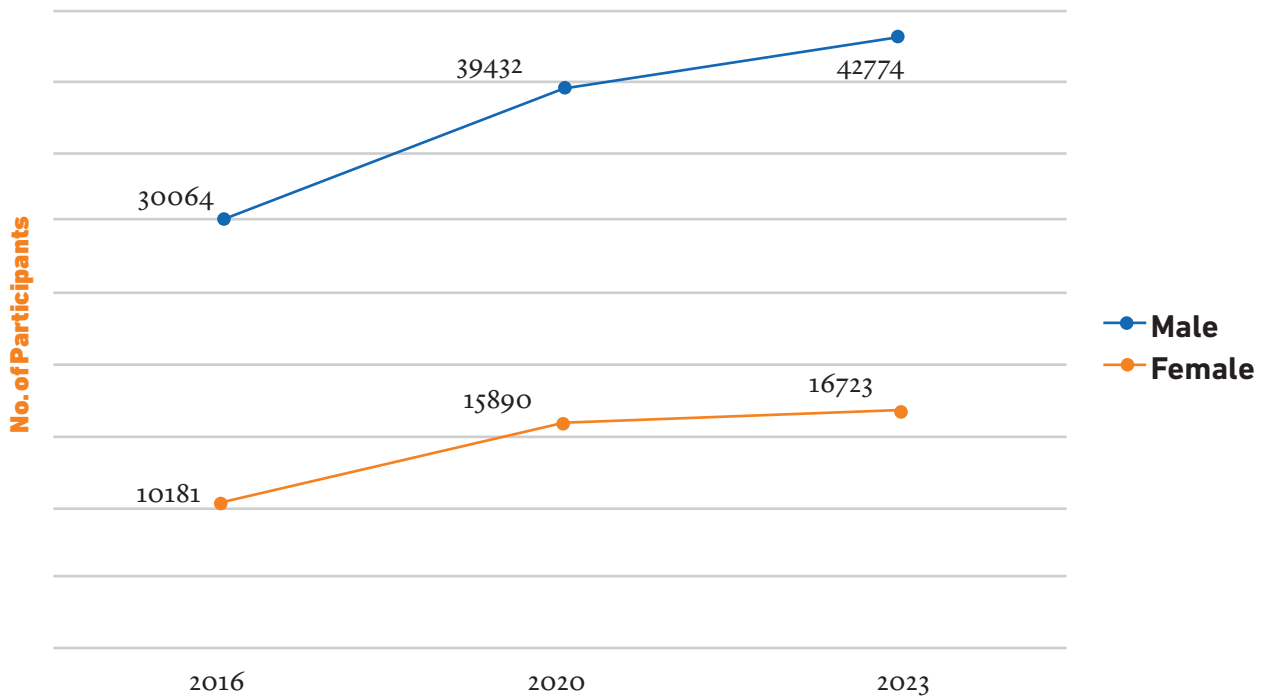


After the pandemic, many people around the world eagerly awaited the return of TMM. 59,497 runners participated in 2023.

## Number of Participants in Timed Categories



## Number of Participants Over the Years



In 2023, male participants experienced a 42% increase compared to 2016.

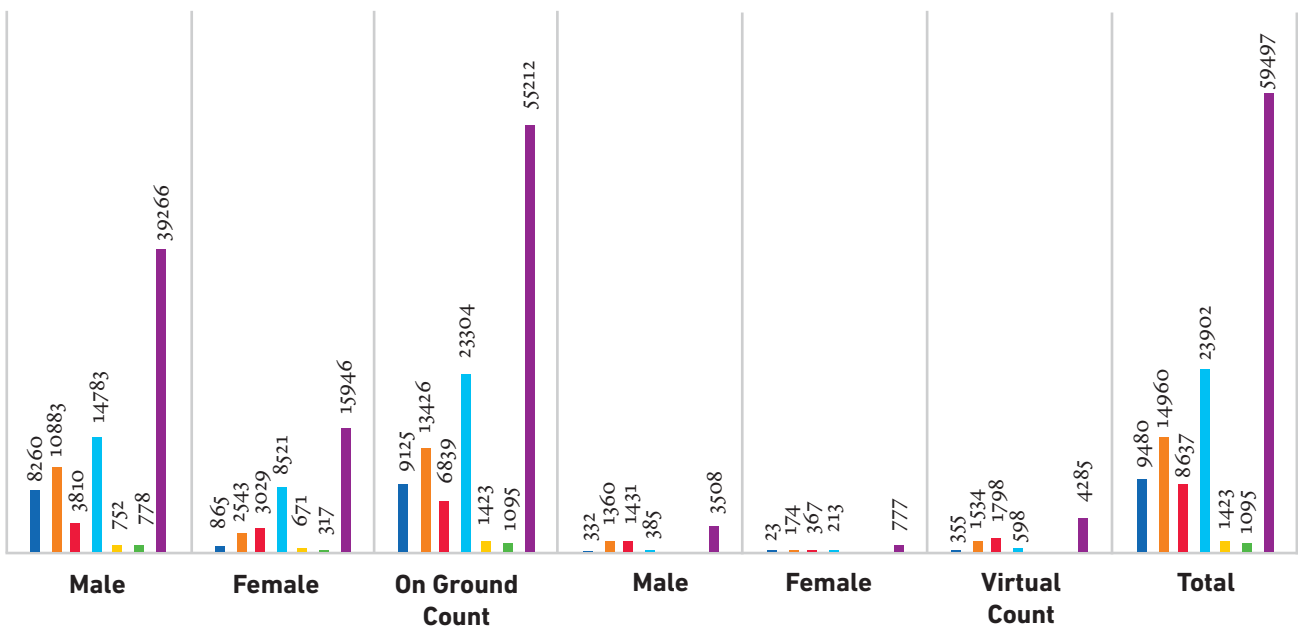
In 2023, female participants experienced a significant increase of 64% compared to their participation levels in 2016.





## Number of Participants - Gender Bifurcation

● Marathon 
 ● Half Marathon 
 ● Open 10K 
 ● Dream Run 
 ● SCR 
 ● CWD 
 ● Total

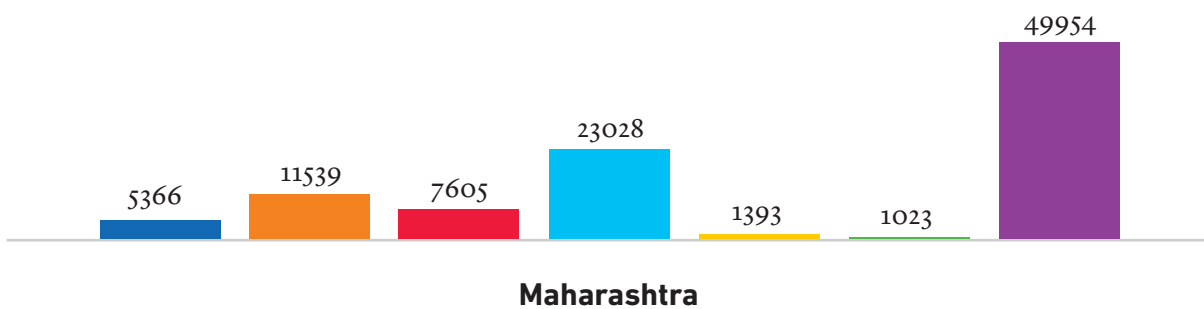


TMM 2023

# STATE-WISE SYMPHONY OF ON-GROUND & VIRTUAL PARTICIPATION

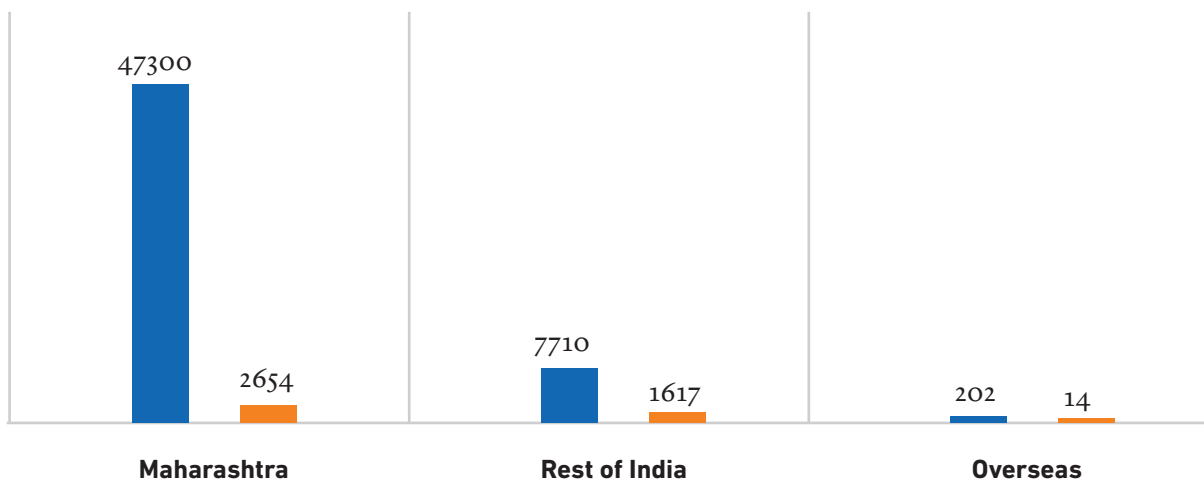
## Maharashtra Participants (On Ground and Virtual)

- Marathon
- Half Marathon
- Open 10K
- Dream Run
- Senior Citizens' Run
- Champions With Disability
- Total



## On Ground vs Virtual

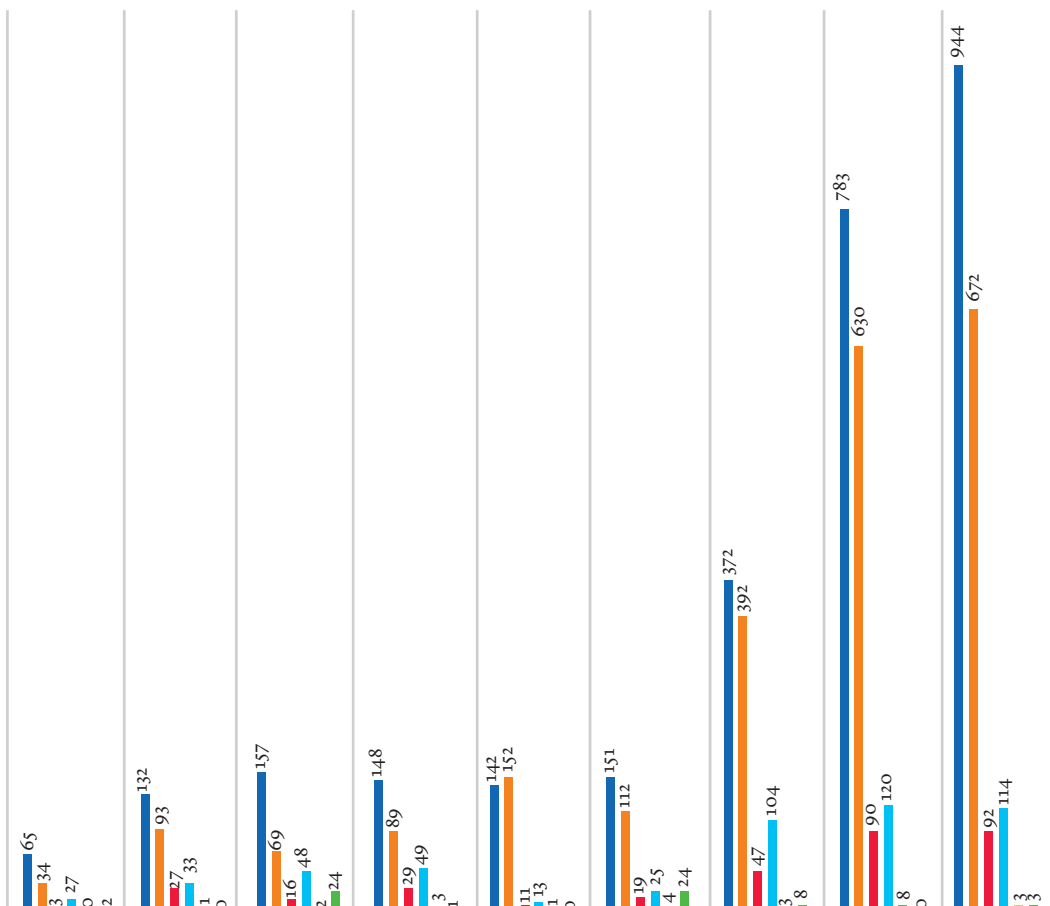
- On Ground
- Virtual



## State-Wise On Ground Participation (Except Maharashtra)

● Marathon   
 ● Half Marathon   
 ● Open 10K   
 ● Dream Run   
 ● SCR   
 ● CWD

No. of Participants



|                                  | Punjab | West Bengal | Madhya Pradesh | Rajasthan | Telangana | Tamil Nadu | Gujarat | Delhi-NCR | Karnataka |
|----------------------------------|--------|-------------|----------------|-----------|-----------|------------|---------|-----------|-----------|
| <b>Marathon</b>                  | 65     | 132         | 157            | 148       | 142       | 151        | 372     | 783       | 944       |
| <b>Half Marathon</b>             | 34     | 93          | 69             | 89        | 152       | 112        | 329     | 630       | 672       |
| <b>Open 10K</b>                  | 3      | 27          | 16             | 29        | 11        | 19         | 47      | 90        | 92        |
| <b>Dream Run</b>                 | 16     | 33          | 48             | 49        | 13        | 25         | 104     | 120       | 114       |
| <b>Senior Citizens' Run</b>      | 0      | 1           | 2              | 3         | 1         | 4          | 3       | 8         | 3         |
| <b>Champions with Disability</b> | 2      | 0           | 24             | 1         | 0         | 24         | 8       | 0         | 3         |



The 2023 Tata Mumbai Marathon attracted participants from across India, with Karnataka shining brightly as the state with the highest number of participants outside Maharashtra. Remarkably, 944 individuals from Karnataka embraced the challenge of the marathon, showcasing their determination and enthusiasm.

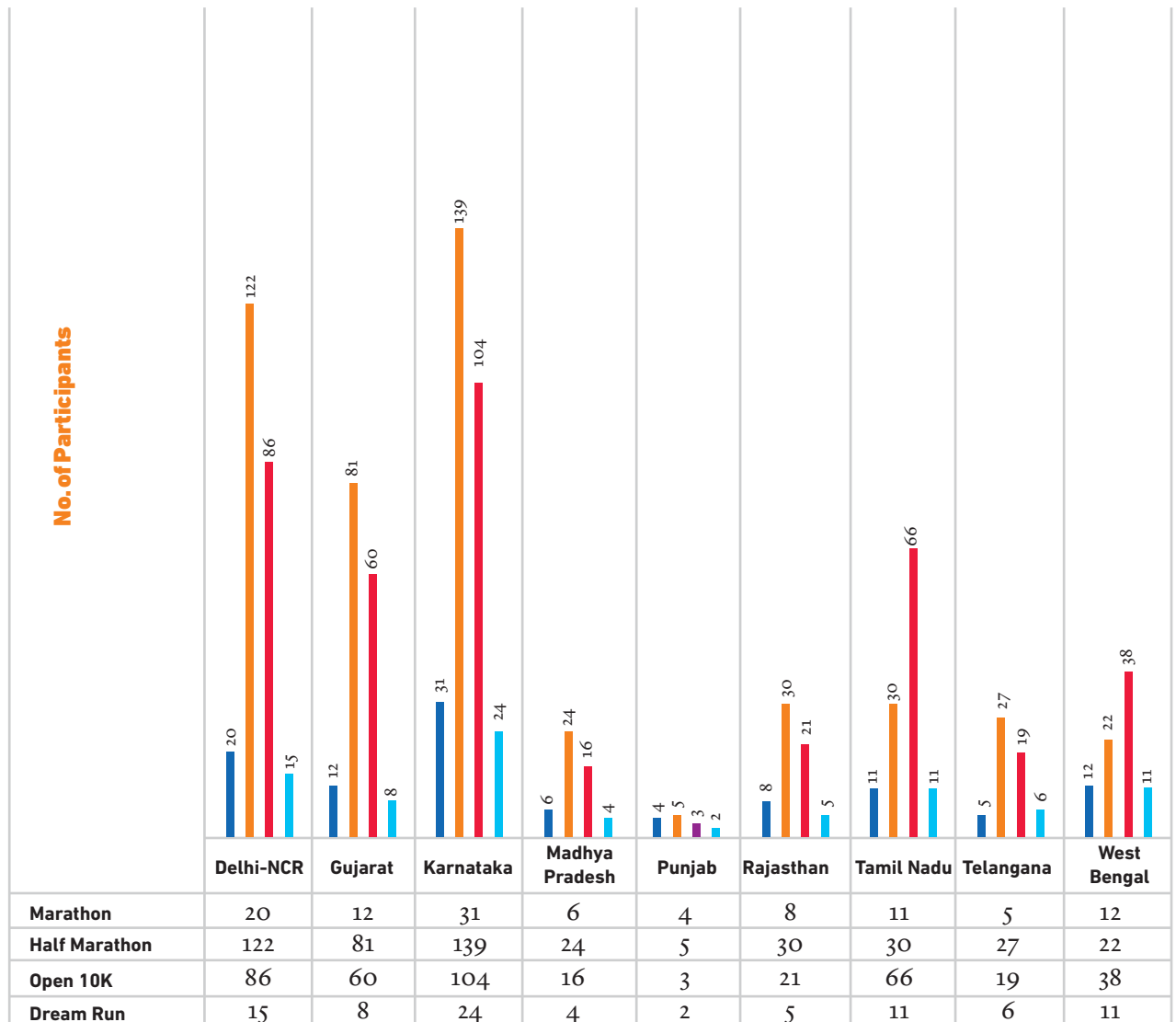
While Punjab had a smaller representation, participants from other Indian states including Delhi NCR, Gujarat, Tamil Nadu, Telangana, Rajasthan, Madhya Pradesh, and West Bengal added their vibrant energy to the event, contributing to the collective spirit of unity and camaraderie.

The diverse presence of participants from various states reflects the inclusive and unifying nature of the Tata Mumbai Marathon, fostering a sense of pride and achievement as individuals from different regions come together to celebrate the joy of running.



## State-Wise Virtual Participation (Except Maharashtra)

● Marathon ● Half Marathon ● Open 10K ● Dream Run



It is worth noting that the number of virtual runners in India has significantly increased. Most of the participants hailed from Karnataka, Delhi, Gujarat, and Tamil Nadu. Let's applaud the participants of the Tata Mumbai Marathon virtual run for their devotion and determination to keep training despite facing adversities. Their unwavering perseverance is truly admirable!

# BEYOND BOUNDARIES

## Gender Diversity Among Participants

While Punjab had a smaller representation, participants from other Indian states including Delhi NCR, Gujarat, Tamil Nadu, Telangana, Rajasthan, Madhya Pradesh, and West

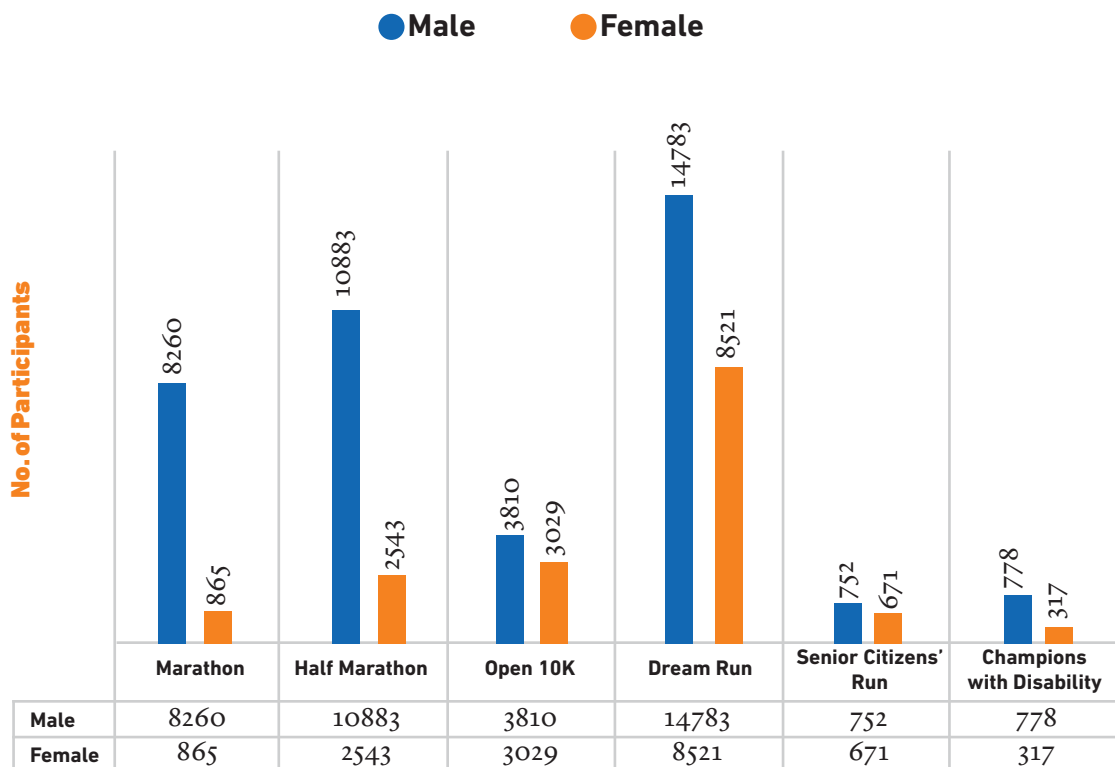
Bengal added their vibrant energy to the event, contributing to the collective spirit of unity and camaraderie.

The Tata Mumbai Marathon had a remarkable turnout, with 14,783 male runners taking part in the Dream Run category. The senior citizen run also had 752 male participants demonstrating their unwavering spirit.

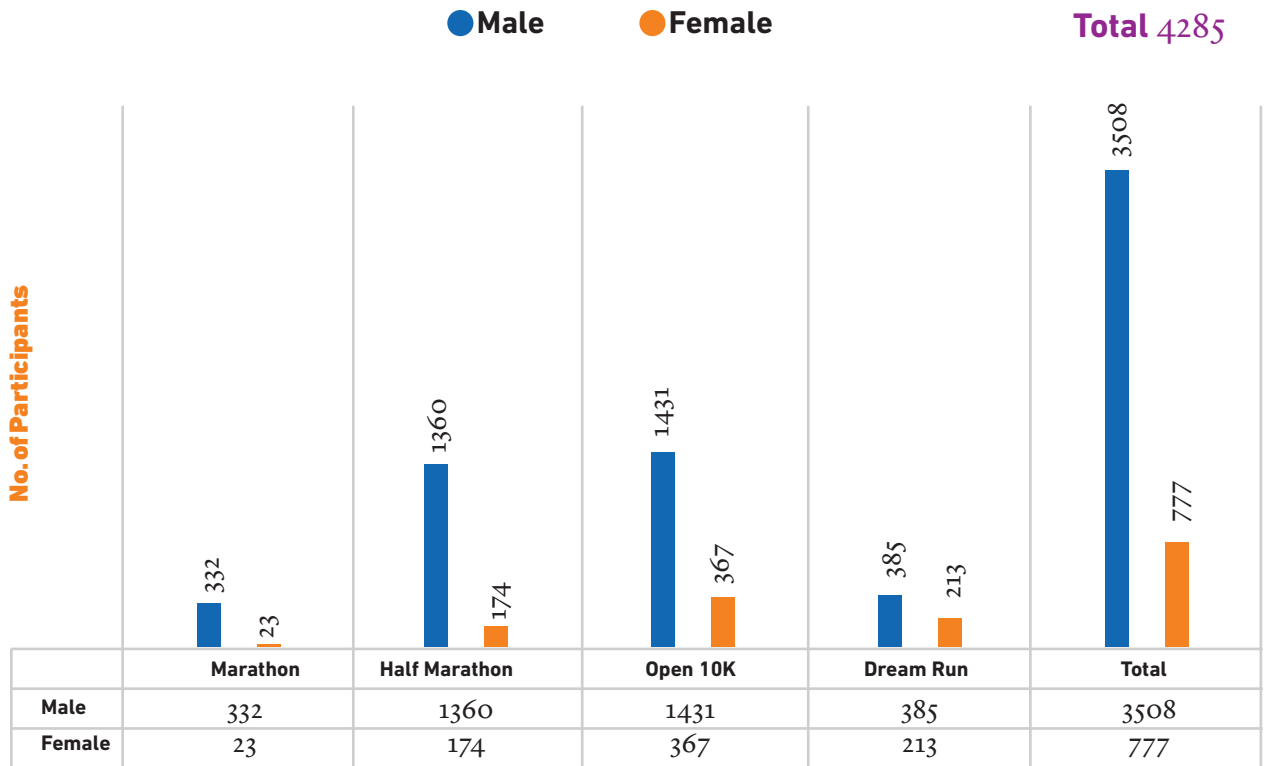
The on-ground Dream Run category also celebrated inclusivity, attracting a record-breaking 8,521 female participants, marking a monumental achievement in promoting women’s empowerment through running.

These remarkable numbers speak about the enduring spirit and unity fostered by the Tata Mumbai Marathon. The event continues to inspire individuals of all genders and age groups to embrace the joy of running, creating a positive and inclusive platform for people to come together and achieve their fitness goals.

## Gender Diversity - On Ground Participants



## Gender Diversity - Virtual Participants



In the virtual run, the Open 10K and Half Marathon both witnessed an impressive turnout. 1,431 male and 367 female participants took part in Open 10K while 1360 male and 174 female participants took part in Half Marathon category.

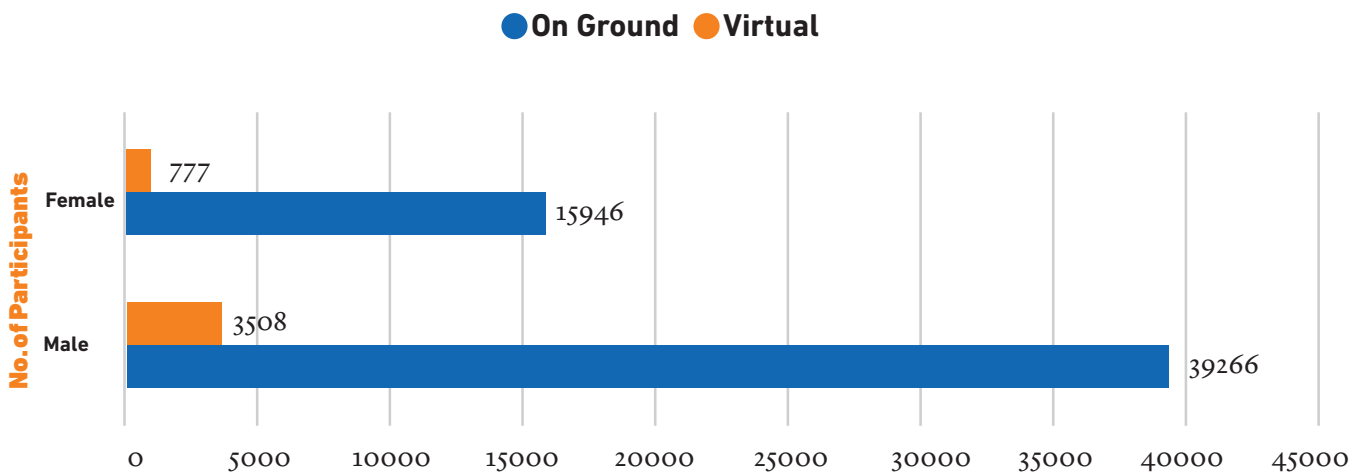




Union Territories: Andaman, Chandigarh, Diu, Daman, Leh – Ladakh, Jammu Kashmir participated in TMM 2023.

### Breaking Barriers: Analysing Gender Diversity in Event Participation

## Gender Diversity - On Ground Participants



|           | Male  | Female |
|-----------|-------|--------|
| On Ground | 39266 | 15946  |
| Virtual   | 3508  | 777    |

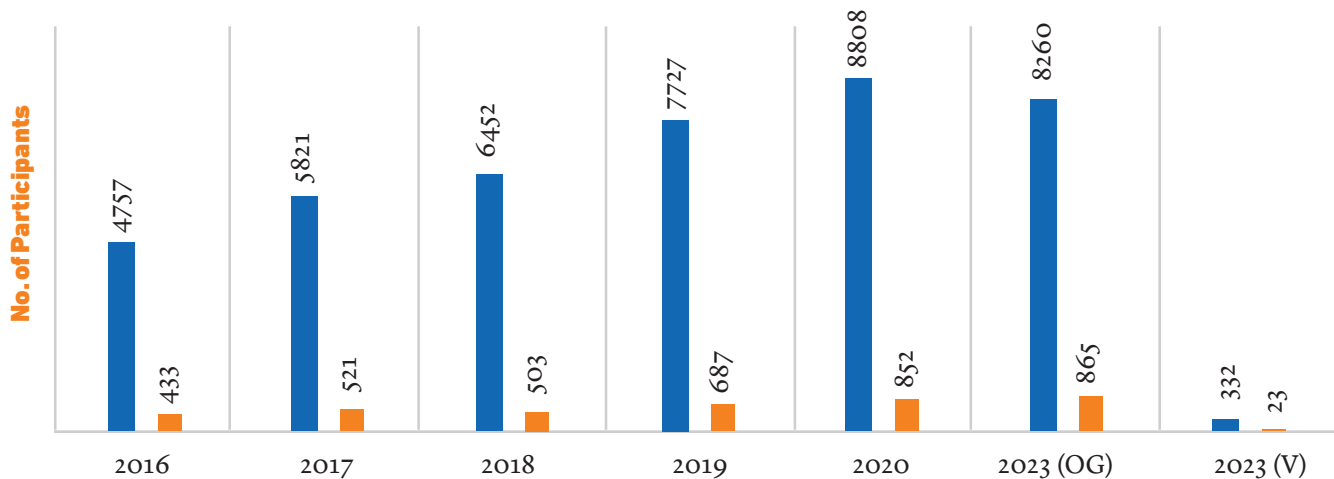
The 2023 Tata Mumbai Marathon saw an impressive turnout of 59,497 participants, highlighting the unwavering spirit of the running community. While the sport is still male-dominated, the increasing number of female participants (16,723) indicates a positive shift towards gender equality.

A collaborative effort from all stakeholders, including the government will play a pivotal role in fostering a supportive environment and empowering women to embrace running. Together, we can continue to bridge the gender gap and create opportunities for women to thrive in the world of distance running, celebrating their accomplishments and inspiring future generations.



## Marathon

● Male ● Female



The number of male participants in the marathon increased progressively from 2016 to 2020. After 2020, the event was held in 2023 – both on ground and virtual. Even though there was a slight decline in the number of participants running a marathon in 2023 compared to the number of participants

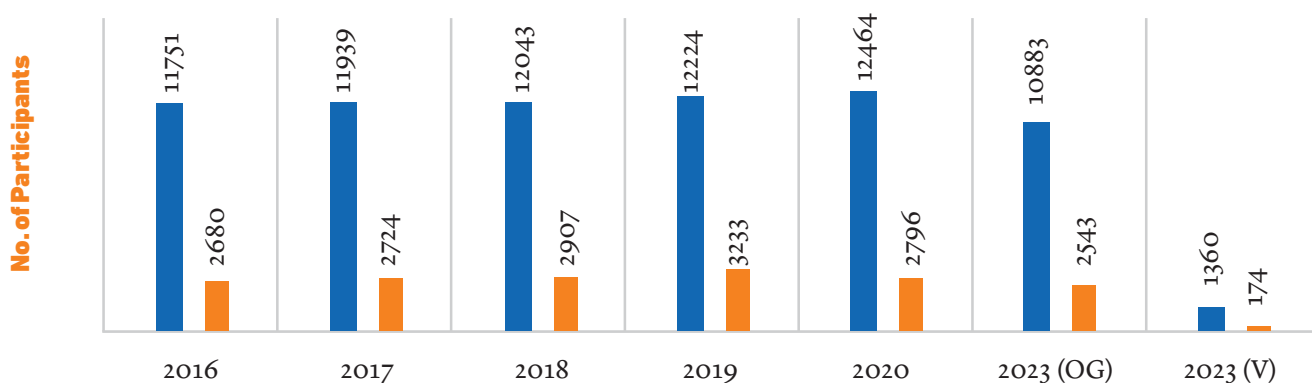
in 2020, the reason for the decline is understandable: the coronavirus pandemic. With more than 8,000 participants participating in the marathon on ground, the 2024 edition of the Tata Mumbai Marathon it is likely to surpass the 10,000 mark.



An impressive total of 9480 individuals from outside the MMR region and around the world have joined in to take part in the Marathon, both on ground and through the virtual run.

## Half Marathon

● Male ● Female

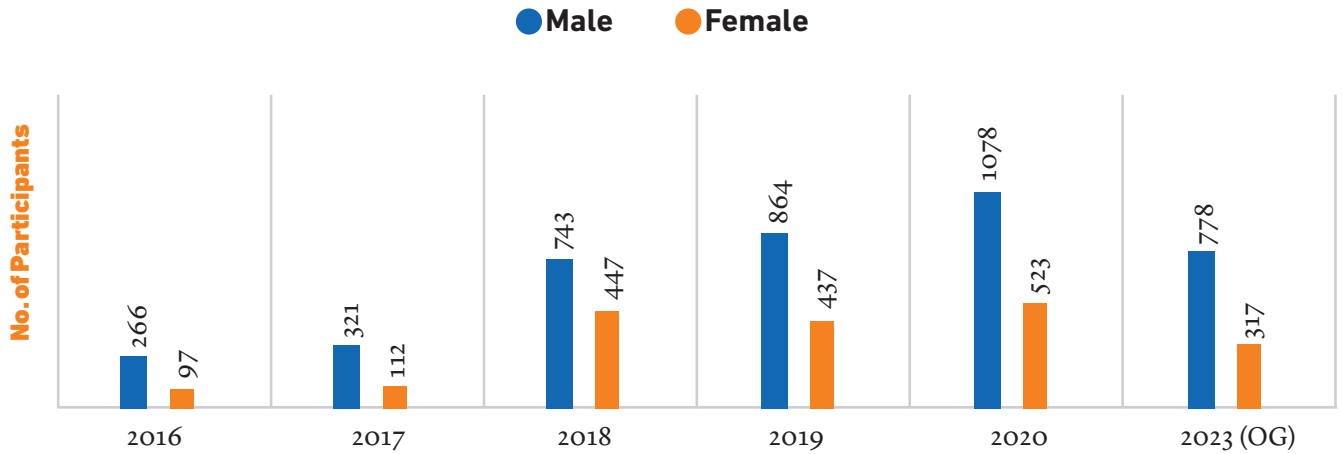


The Tata Mumbai Marathon experienced consistent participation in the half marathon category from 2016 to 2020.



The Half Marathon category is very popular, as participants can achieve a milestone distance in their running journey.

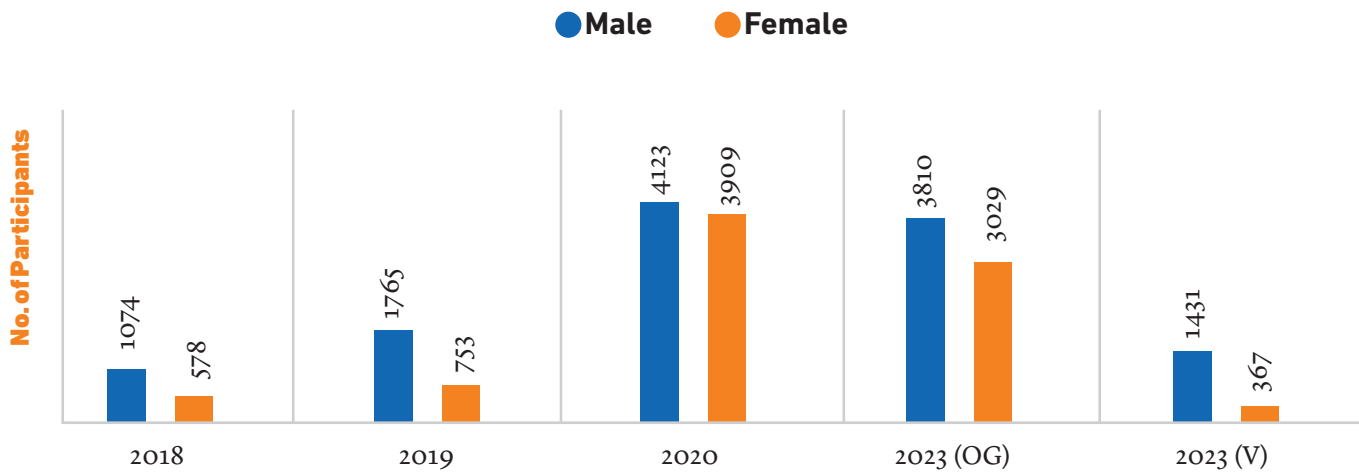
## Champions with Disability



The Champions with Disability (CWD) run has consistently witnessed strong participation of male runners, with decline in the overall male participants from 2016 to 2020. In the subsequent years, including the 2023 edition, the number of participants in the CWD category experienced a slight dip compared to 2020.

Despite the temporary setback due to the pandemic, the indomitable spirit of the participants in the CWD category shines through. Their determination to overcome challenges and continue participating in the face of adversity is truly commendable.

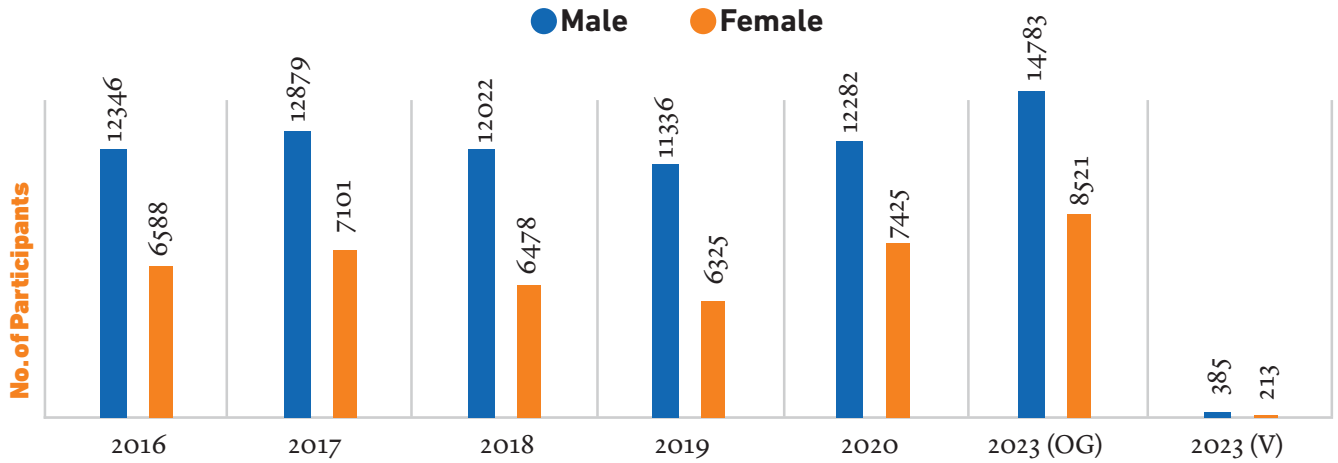
## Open 10K



The Open 10K, introduced in 2018, reached its pinnacle of success in 2020, witnessing the highest participation numbers for both male and female runners. Although there has been a slight decline in the number of male participants and overall participation in 2023, it is important to note that

the category still attracted more participants compared to its inaugural season in 2018. This positive trend highlights the growing popularity and allure of the Open 10K, and with each passing year, we can anticipate even greater achievements and milestones.

## Dream Run

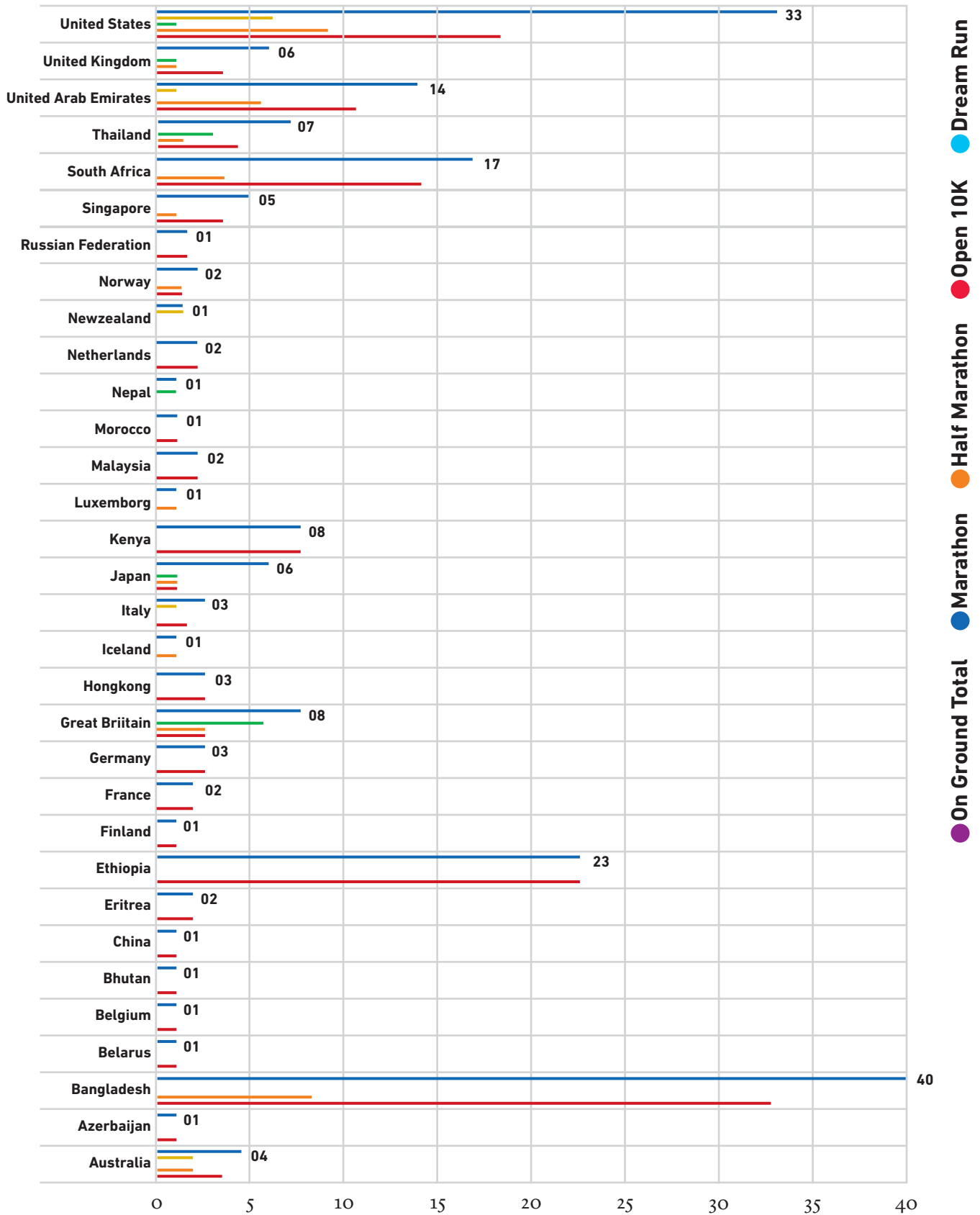


There is a 21% increase in the number of participants in the Dream Run category compared to 2020 when both the ground and virtual modes are considered.



The number of participants in the Dream Run category in 2023 was the highest in the history of the event since 2016.

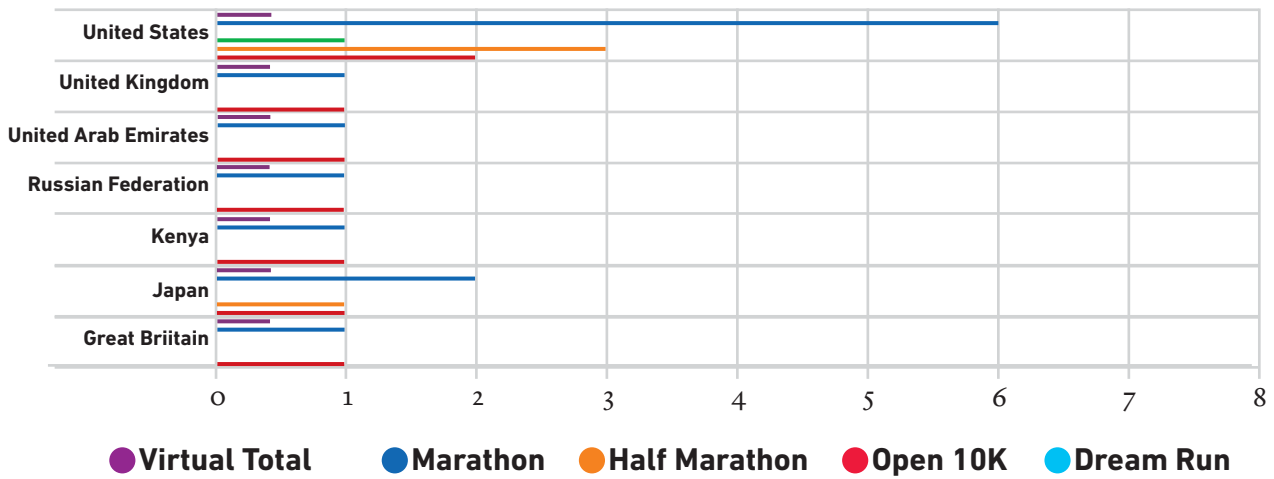
## International Participation On Ground



US, Ethiopia & Bangladesh account for 48% of International runners.



## International Participation Virtual



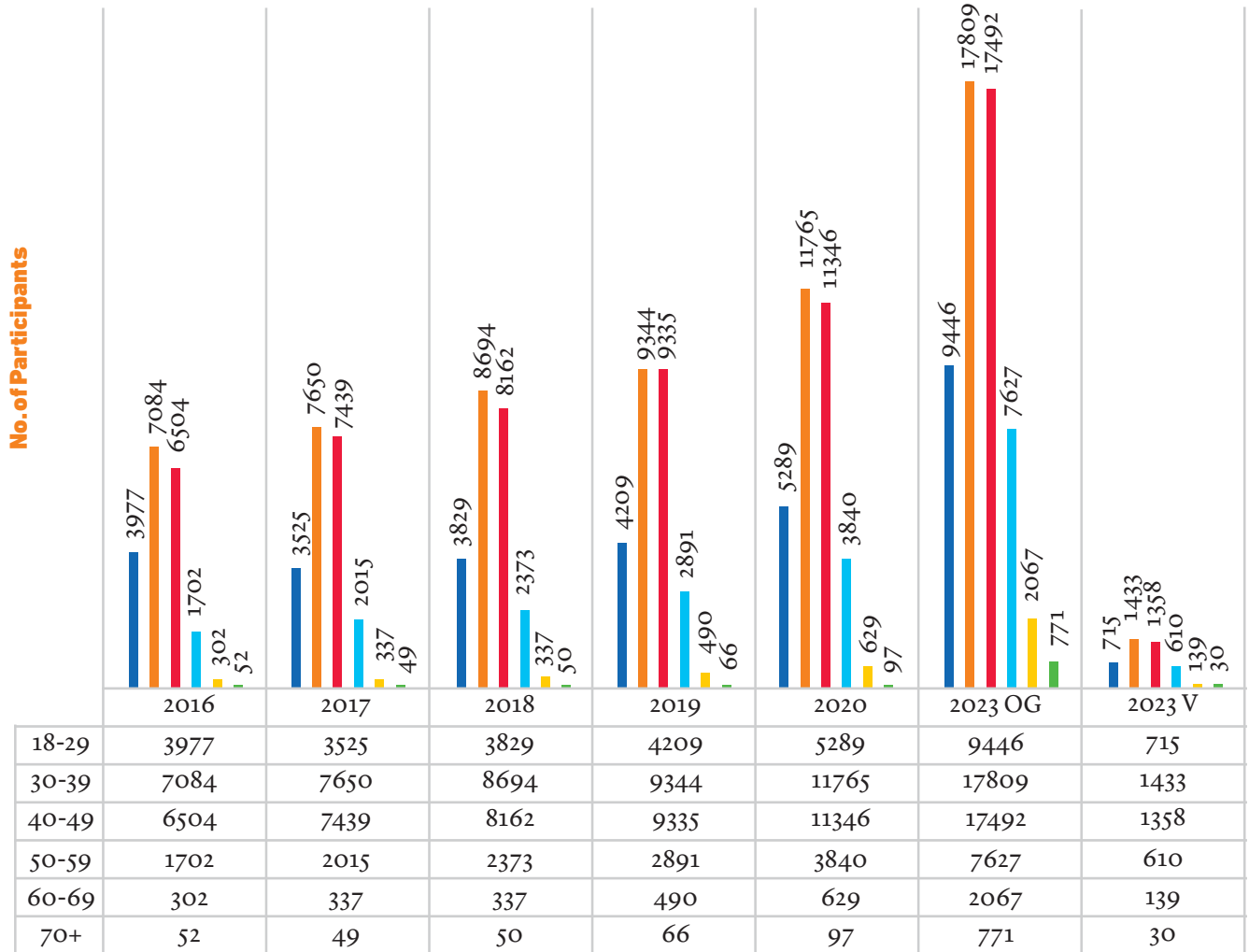
The United States accounts for a significant 43% of participants in the TMM 23 virtual run.



# AGE DEMOGRAPHICS

## Age Wise Bifurcation of Number of Runners

● 18-29 ● 30-39 ● 40-49 ● 50-59 ● 60-69 ● 70+



Over the years, the event has witnessed a steady rise in the number of participants across all age groups, reflecting the growing allure of the event. Their active engagement and dedication contribute to the electric atmosphere of

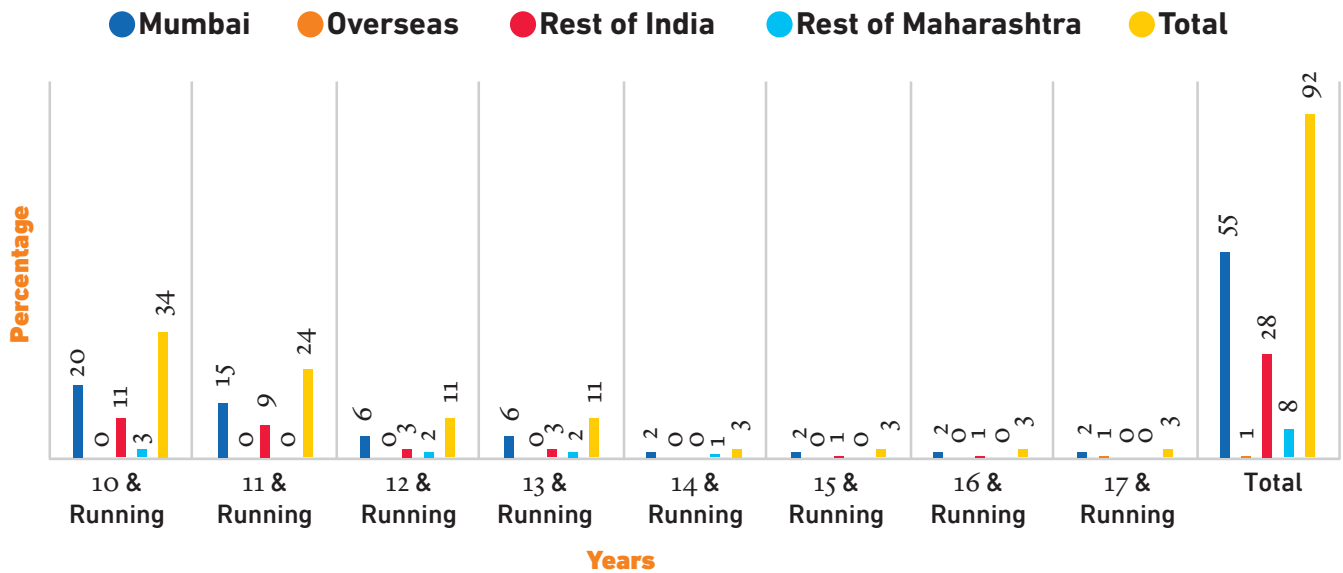
the event, inspiring individuals of all ages to lace up their running shoes and join in the celebration of fitness and determination.



The demographic of participants under 39 years old is especially enthusiastic and energetic, displaying their love for running and fully embracing the event's spirit.

# TRAJECTORIES OF ENDURANCE

## Longevity Across Years of Tenacious Engagement



The first three years of the event, from 2004 to 2007, laid the foundation for a remarkable journey that continues to bear fruit today. The Tata Mumbai Marathon's commitment to promoting fitness and inclusivity has resulted in increased participation over the years. It is inspiring to

see that many runners have been running for more than 10 years, reflecting the enduring impact of the event. This success is a testament to the vision and dedication of the promoters, fostering a thriving running community and igniting a lifelong passion for running.



**34% of participants have been running for more than 10 years in TMM.**

### United in Stride: Embracing the Tapestry of Participants at the Tata Mumbai Marathon.

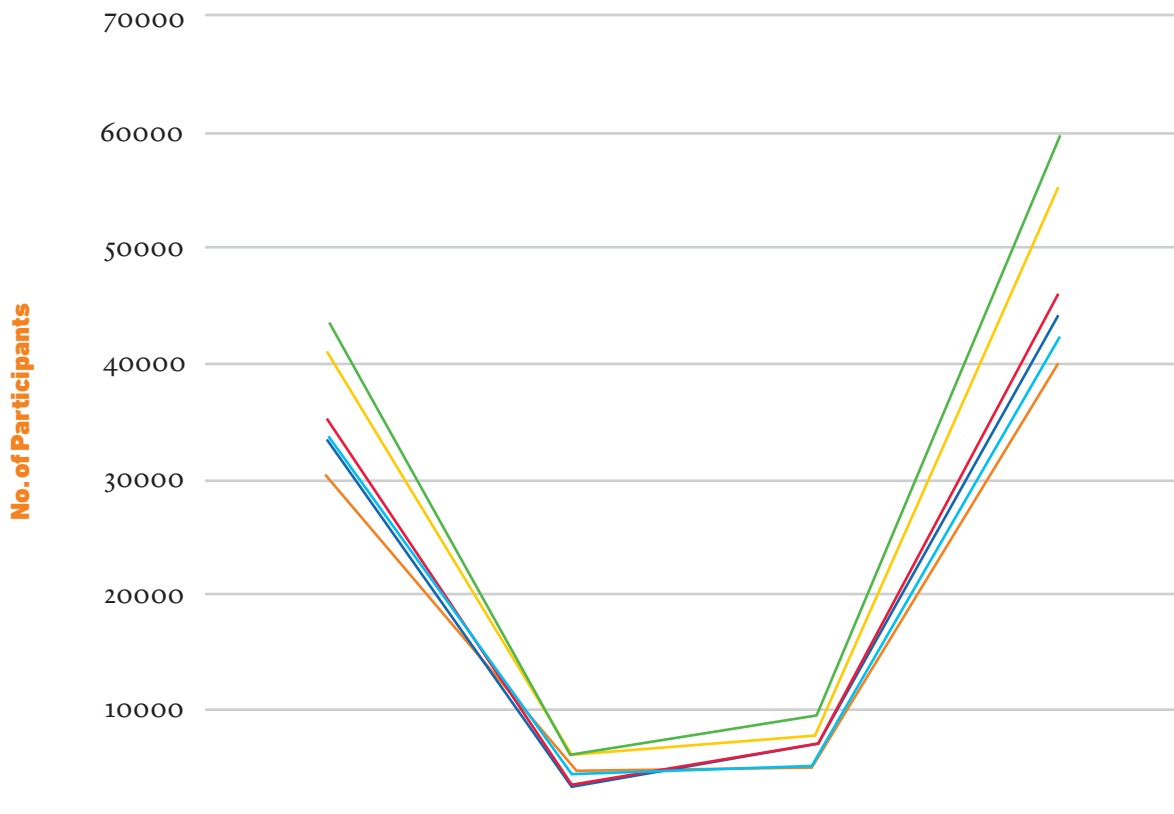
The Tata Mumbai Marathon is a testament to the power of unity and diversity, where participants from all walks of life come together in stride. This iconic event brings forth a tapestry of individuals, each weaving their unique stories and backgrounds into the vibrant fabric of the event. From the bustling streets of Mumbai to the farthest corners of India, runners of different ages, cultures, and backgrounds

unite, bound by a shared passion for the sport. It is a celebration of inclusivity and community, where barriers are broken, and connections are forged through the common language of running. The Tata Mumbai Marathon truly embodies the spirit of togetherness, showcasing the strength and beauty that emerges when we embrace our differences and move forward in unison.





## Bifurcation of Participants- Geographical Demographics



|             | Mumbai | Rest of Maharashtra | States other than Maharashtra | Total participants from India |
|-------------|--------|---------------------|-------------------------------|-------------------------------|
| — SCMM 2016 | 30197  | 4733                | 5017                          | 39947                         |
| — SCMM 2017 | 33212  | 4682                | 4130                          | 42024                         |
| — TMM 2018  | 33412  | 3656                | 7034                          | 44102                         |
| — TMM 2019  | 35197  | 3934                | 6924                          | 46058                         |
| — TMM 2020  | 40832  | 6128                | 7972                          | 54932                         |
| — TMM 2023  | 43584  | 6370                | 9327                          | 59281                         |

84% of the domestic participants are from Maharashtra while Mumbai alone accounts for 73%.

Mumbai alone has seen a growth of 44% in comparison to 2016.

## THE RACE AGAINST TIME: EXPLORING THE FINISHERS' JOURNEY

The Tata Mumbai Marathon showcases a fascinating category-wise bifurcation of participants, From the elite athletes competing for top honors to the enthusiastic participants running for charitable causes, each brings its own flavor to the event. Through careful analysis, we uncover the durations and finish times recorded by male and female participants in each category, providing a comprehensive

understanding of the performance dynamics.

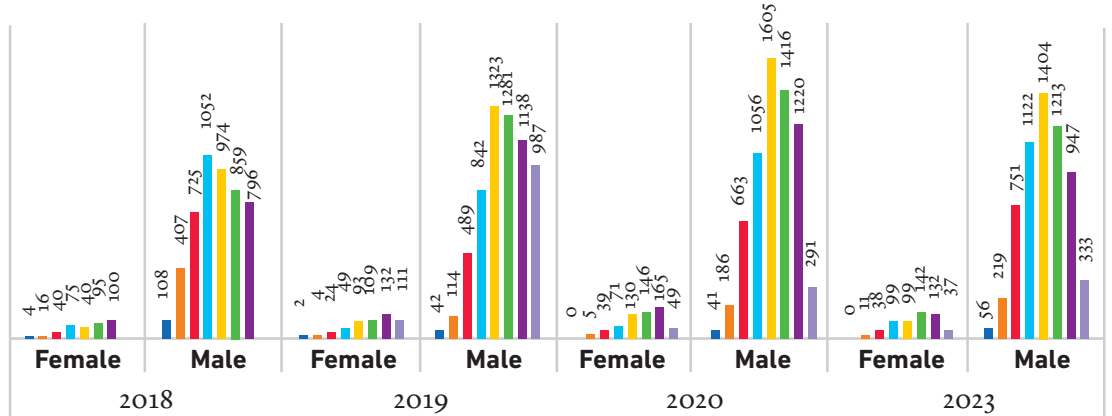
This data highlights the remarkable achievements and dedication displayed by both male and female runners, emphasizing the commitment and effort put forth to complete the race.



## Category Wise Bifurcation

### Marathon - Finishers' Time

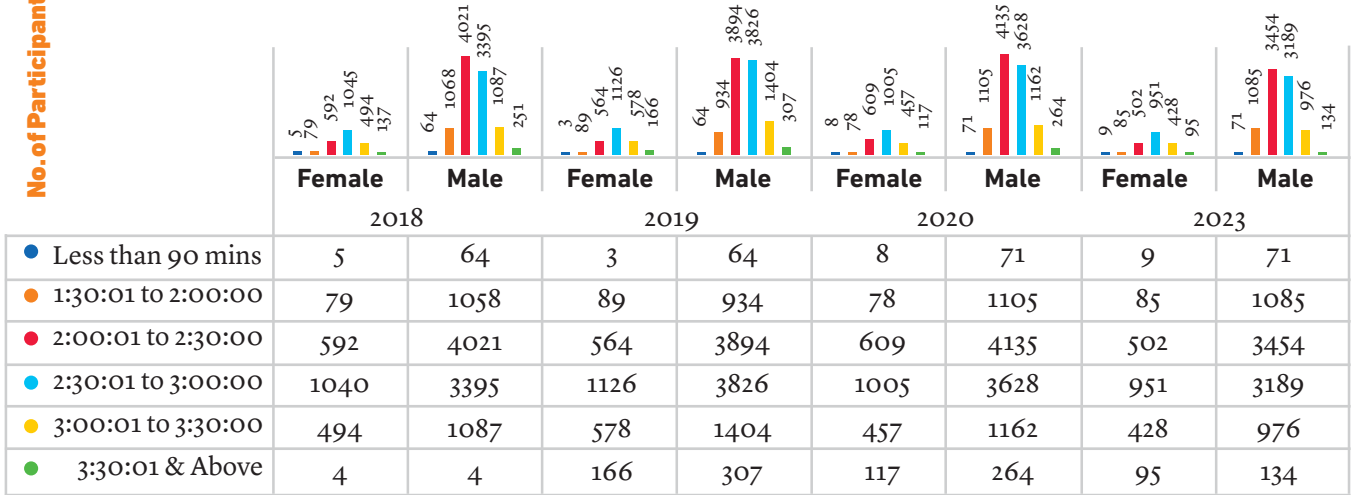
No. of Participants



It's evident from the trend that the average time taken to complete races has decreased. This suggests that participants have been maintaining a consistent training routine.

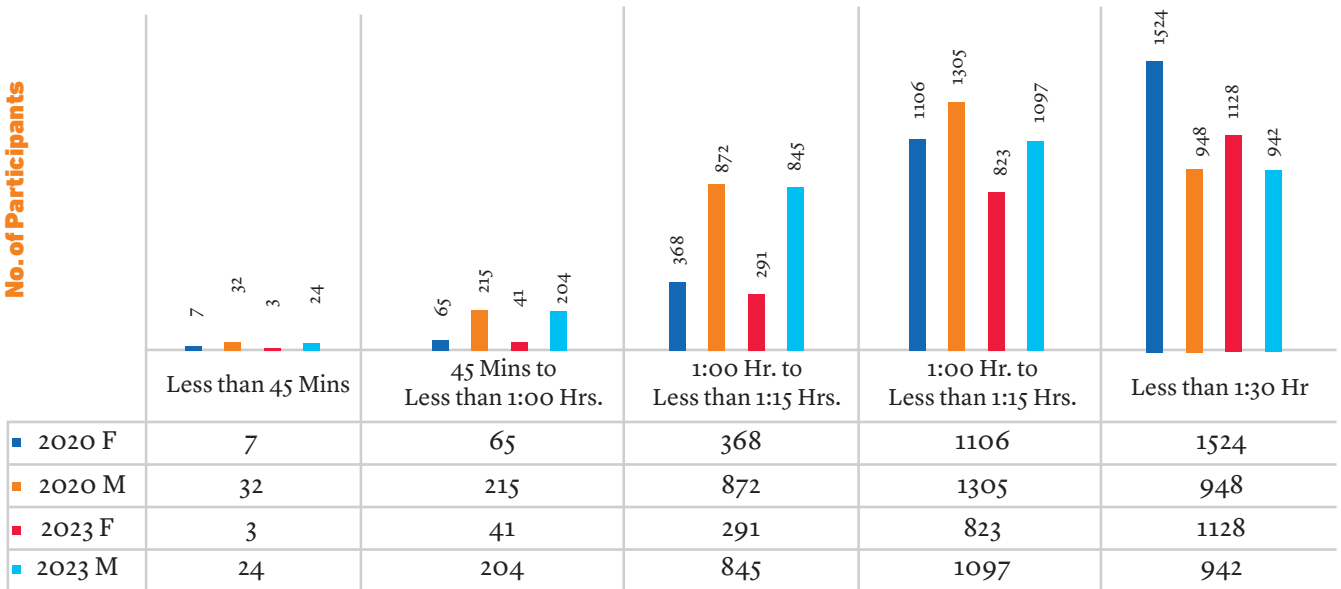
## Half Marathon - Finishers' Time

**No. of Participants**



## Open 10K - Finishers' Time

**No. of Participants**





# ECONOMIC IMPACT





# ECONOMIC IMPACT

The economic impact of the Tata Mumbai Marathon extends far beyond the race day. This chapter delves into the multifaceted dimensions of the marathon's economic influence, exploring the profound contributions it makes to the local and national economy. From the influx of participants and spectators to the surge in tourism and the activation of various industries, the Tata Mumbai Marathon serves as a catalyst for economic growth and development. As we unravel the intricate web of economic impact, we discover how this iconic event stimulates employment, fosters entrepreneurship, and drives innovation in the sports and leisure sectors. Moreover, we uncover the

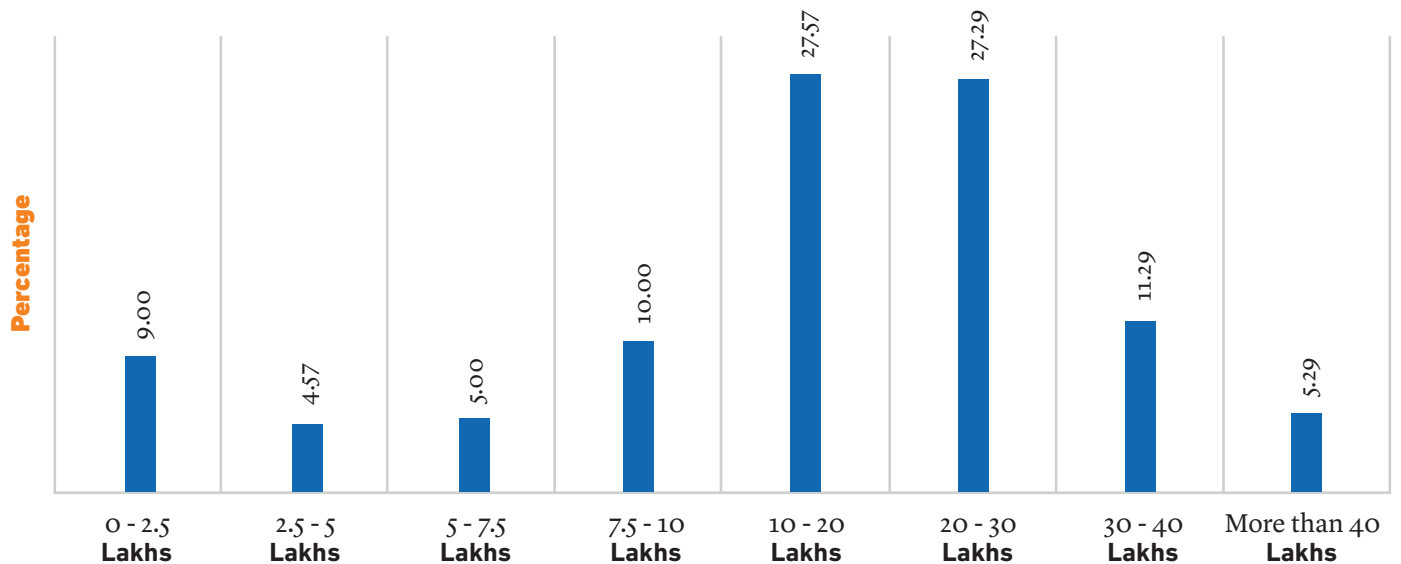
enduring partnerships and collaborations forged between global brands such as the Title Sponsor - the Tata Sons, Joint Title Sponsor Tata Consultancy Services, Exclusive Associate Sponsor - IDFC FIRST Bank along with other sponsors, event organizers, and local businesses, as they synergistically work towards creating a thriving ecosystem that benefits not only the event but also the entire community. Join us on this insightful journey as we analyse the transformative economic footprint left by the Tata Mumbai Marathon, illuminating the immense value it brings to the city, its residents, and the wider economic landscape.

## Financial Diversity of the Participants

The participants of the Tata Mumbai Marathon represent a diverse range of income brackets, reflecting the inclusivity and accessibility of the event. From corporate executives to students, working professionals to homemakers, the event attracts individuals from various socio-economic backgrounds. This vibrant mix of participants creates

a rich tapestry of experiences and stories, showcasing the universal appeal of the event. Regardless of income bracket, the Tata Mumbai Marathon provides a platform for people from all walks of life to come together, challenge themselves, and contribute to the larger community.

### Annual Income

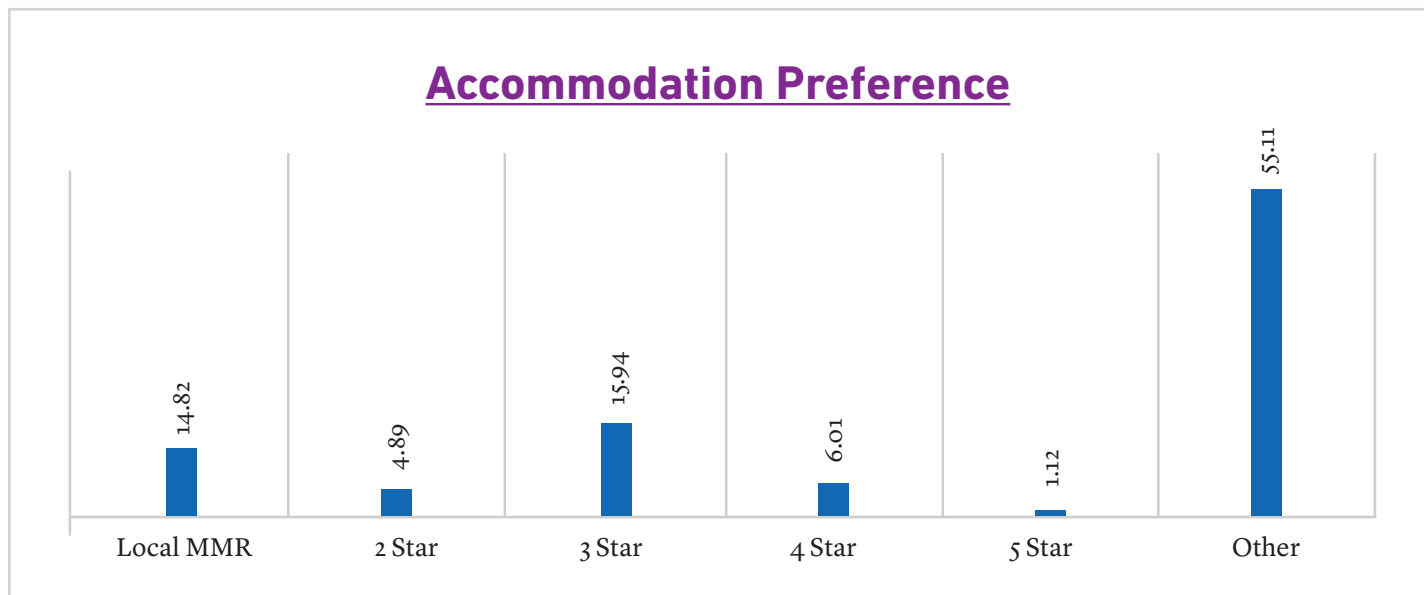


Over 71% of the participants fall under the income bracket of 10 Lacs or higher

## Accommodation Preferences

The accommodation preferences of the Tata Mumbai Marathon participants offer valuable insights into their diverse needs and preferences. As participants flock to Mumbai from various corners of the world, their choice of accommodation plays a crucial role in ensuring a comfortable and convenient stay. From luxury hotels that provide a premium experience to budget-friendly options that prioritize affordability, participants opt for a range of

accommodations based on their personal preferences and budget constraints. Whether it's the convenience of staying close to the venue or the desire to explore Mumbai's vibrant neighborhoods, understanding the accommodation preferences of participants allows us to gain a deeper understanding of their experiences and enhance future event planning to cater to their needs effectively.



**Note:** Local MMR Participants from Thane, Navi Mumbai, Palghar, Vasai and Virar generally don't need hotel accommodation in Mumbai city.

Most of the runners in the Mumbai area are locals. However, a survey of non-locals revealed that the majority preferred to stay in a three-star hotel instead of a five-star one. Some respondents who chose others stayed with friends or family members during their visit.



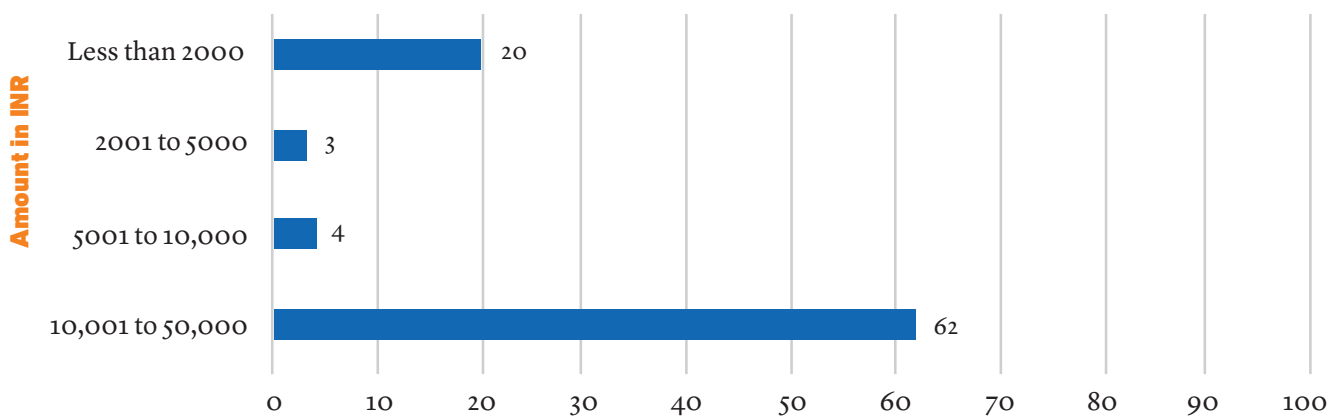


## Cuisine and Travel

The Tata Mumbai Marathon not only serves as a platform for sporting excellence but also offers a unique blend of cuisine and travel experiences that leave a lasting impact on the local economy. As participants from around the world descend upon Mumbai, they immerse themselves in the city’s culinary scene, exploring its vibrant street food, diverse restaurants, and culinary traditions. This culinary exploration creates a ripple effect, benefiting the local economy in multiple ways. The increased demand for food and dining experiences generates revenue for local

eateries, supports local suppliers, and promotes the growth of the hospitality industry. Furthermore, participants’ travel activities, such as accommodations, transportation, and sightseeing, contribute to the overall tourism revenue, supporting local businesses and creating employment opportunities. The intertwining of cuisine and travel not only enhances the participants’ experience but also plays a vital role in fostering economic growth and sustainability within the local community.

### Expense on Food and Travel (in %)

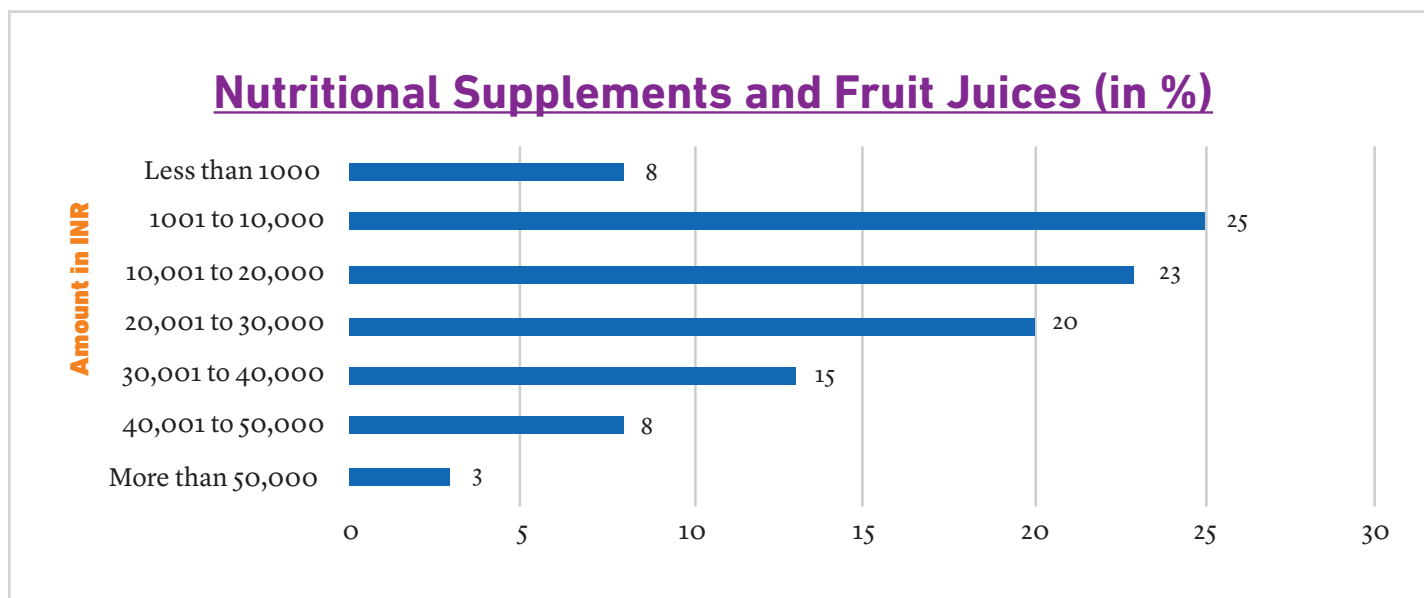


**62% of the participants spend money on food and travel between the range of INR 10,000 to INR 50,000.**

## Fueling the Finish Line: Exploring the Investment in Nutritious Meals and Fruit Juices

At the Tata Mumbai Marathon, participants understand the significance of fueling their bodies with optimal nutrition to conquer the challenging course. The investment in nutritious meals and fruit juices plays a pivotal role in their preparation and performance. Participants prioritize their dietary choices, focusing on balanced meals packed with essential nutrients to enhance endurance and recovery. From carb-loading strategies to post-race recovery meals they recognize the importance of nourishing their

bodies for optimal performance. Alongside wholesome meals, participants also indulge in a variety of fruit juices, harnessing the natural benefits of vitamins and hydration. This dedication to nutrition reflects their commitment to achieving their personal best at the event.



**58% of participants incur expenses on nutritional supplements and fruits juices in the range of INR 10,000K to INR 40,000 annually .**

## THE PERFECT FIT: CHOOSING THE IDEAL RUNNING SHOES

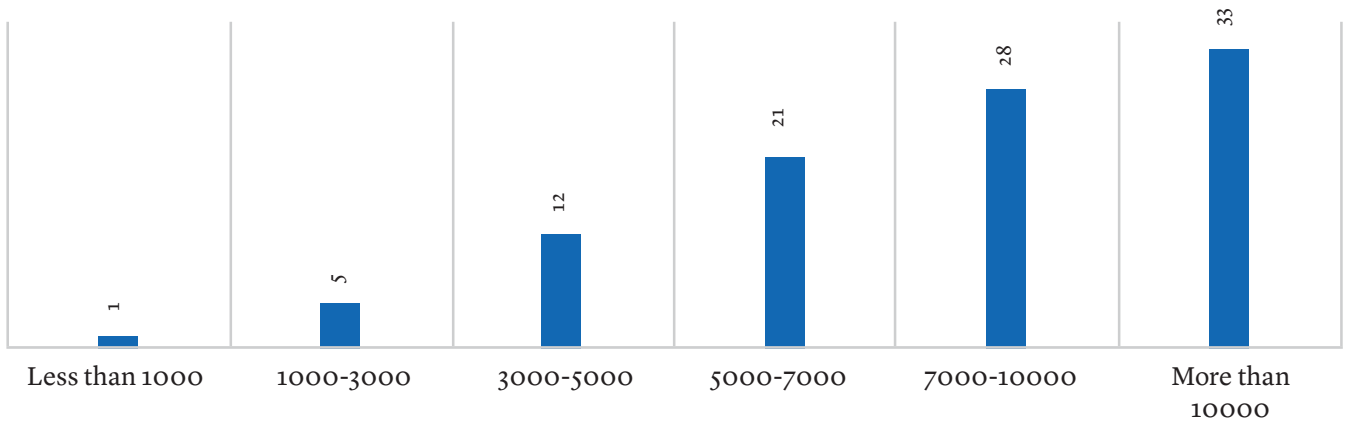
When it comes to distance running, selecting the right shoes is crucial for optimal performance and endurance. Long-distance runners often prioritize comfort, support, and durability in their shoe preferences. Cushioning plays a vital role in absorbing the impact of each stride, reducing the strain on joints and muscles during the grueling miles. A lightweight design is also essential, as it aids in maintaining

a swift and efficient pace. Additionally, adequate arch support and a secure fit are key factors that prevent discomfort and minimize the risk of injuries. Choosing running shoes that cater to the individual running styles and foot shape can greatly enhance overall performance, making every step in the race a bit more effortless.





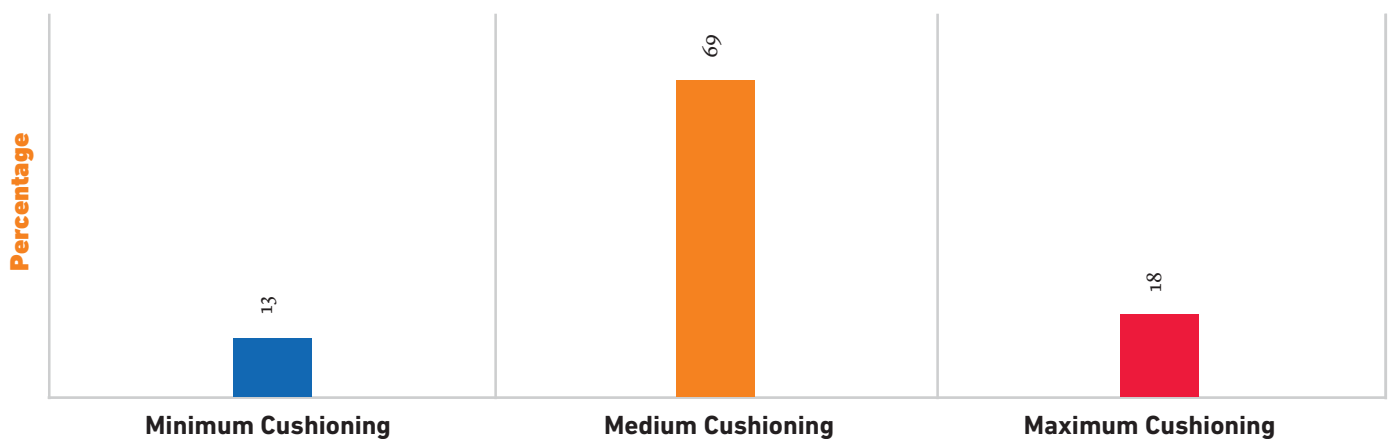
## Preferred Price Range of Shoes



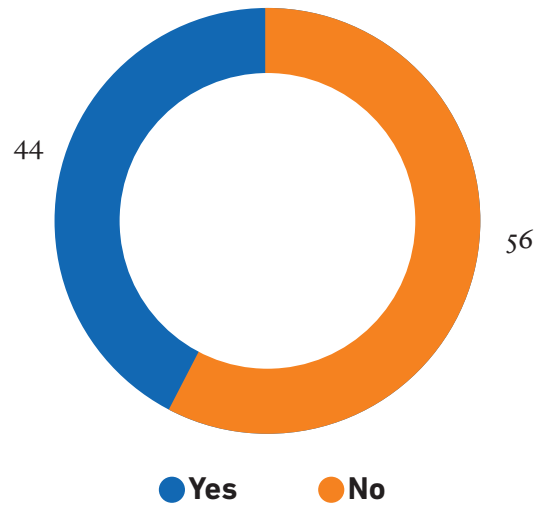
Maximum runners wore shoes which were worth more than

**INR 10,000/-**

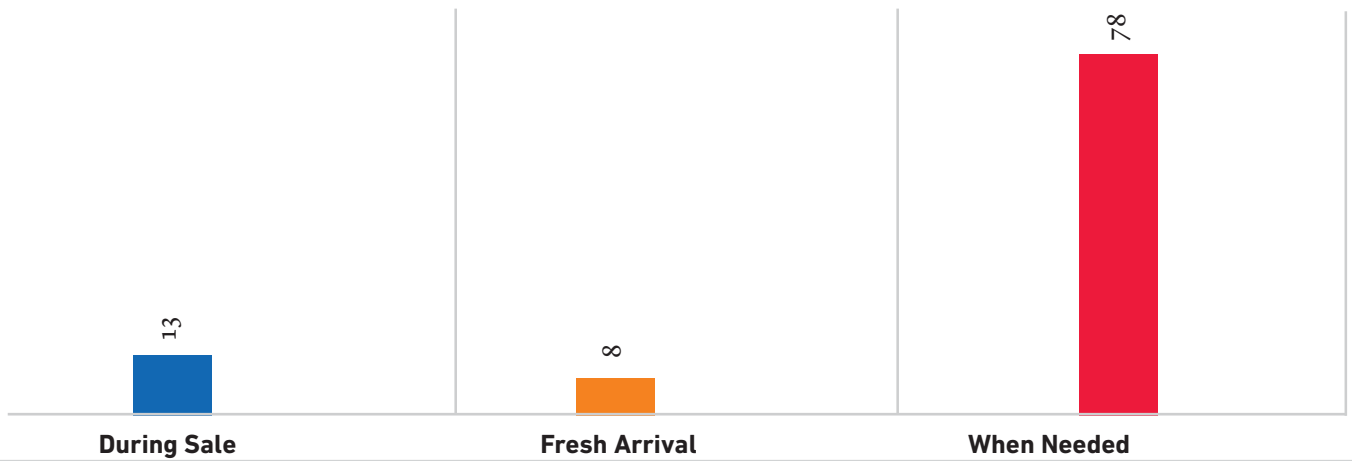
## Cushioning Preference in Shoes



## Colour Preference in Shoe Purchase

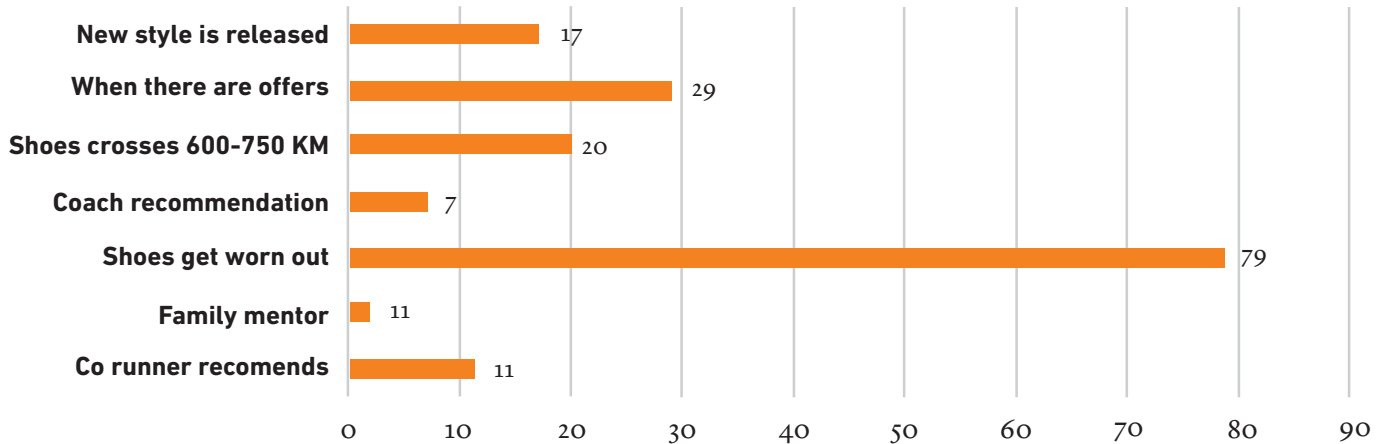


## Preferred Time of Purchase (Shoes)



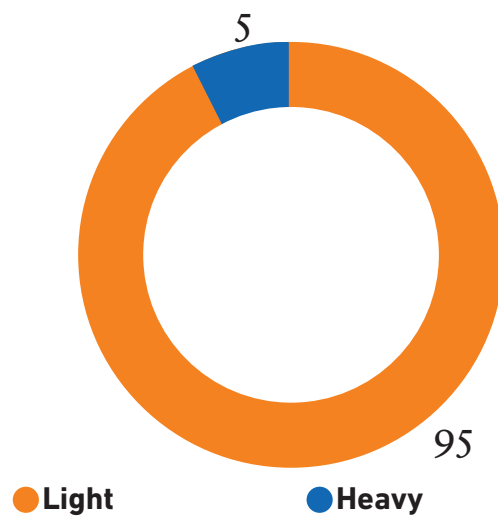
78% of participants prefer to purchase shoes only when needed.

## Factors Influencing Shoe Purchase



11% of runners choose to purchase a new pair of shoes after receiving a recommendation from a fellow runner.

## Preference of Shoe Type



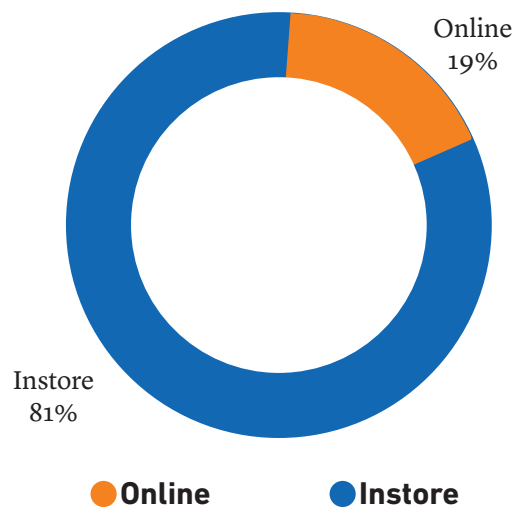
95% of runners prefer lightweight shoes.

In today's digital age, purchasing shoes has expanded beyond traditional brick-and-mortar stores. From the comfort of our homes, we can now explore an array of options through virtual carts, bringing the convenience of online shopping to our shoe-buying experience. With just a few clicks, we can browse through a vast selection of styles, sizes, and brands, comparing prices and reading

customer reviews. However, for those who prefer a more tactile approach, physical stores still offer the opportunity to try on shoes in fitting rooms, ensuring the perfect fit and comfort. The fusion of online and offline shopping has revolutionized the way we buy shoes, granting us diverse ways to find our ideal pair.



## Modes of Shoe Purchase



**81% of runners prefer buying shoes from the physical store than online because services like GAIT analysis help the runners to identify and decide the accurate and suitable shoes.**

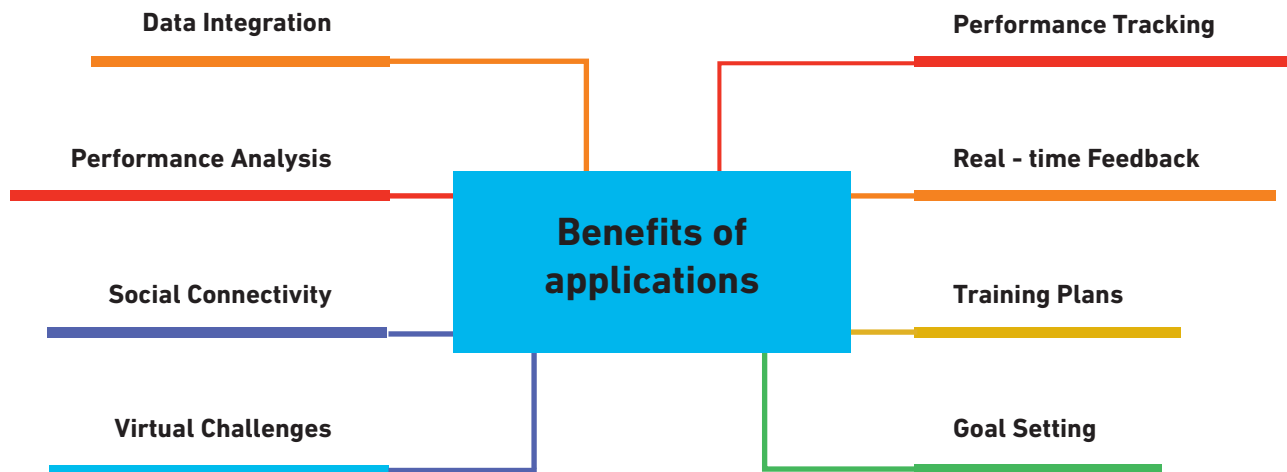
While online shopping offers convenience and a wide range of options, many runners still prefer buying shoes in-store for various reasons. The ability to try on shoes in-person and ensure an accurate fit, along with the opportunity to receive personalized advice from knowledgeable sales associates, are among the key factors that drive runners to physical stores. Additionally, the ability to physically assess

the shoe's feel, immediate availability for purchase, and the convenience of returning or exchanging shoes in-store are significant advantages. Furthermore, the availability of additional running accessories and the desire to support local businesses also contribute to runners' preference for in-store shoe purchases.

## Seamless Data Integration: Applications for Syncing Tracking Devices

In the modern era of mobile technology, apps that sync with mobile devices have become indispensable tools for various purposes. When it comes to long-distance running, these apps play a critical role in tracking and optimizing

performance, providing runners with valuable insights and features. From GPS tracking to personalized training plans, these apps offer a range of functionalities tailored specifically for runners.





## **DIRECT AND INDIRECT ECONOMIC IMPACT**

The Tata Mumbai Marathon generates both direct and indirect economic impacts, contributing to the local economy and benefiting various sectors. The direct economic impact refers to the immediate financial transactions and expenditures associated with the event itself, while the indirect economic impact encompasses the ripple effects that extend beyond the event and benefit related industries and stakeholders.

### **Direct Economic Impact**

**1. Participant Expenditure:** Registration fees, accommodation, transportation, food, and other related expenses incurred by runners and spectators.

**2. Organizational Expenditure:** Logistics, event management, infrastructure setup, security, medical services, and other expenditures by the event organizers.

### **Indirect Economic Impact**

**1. Hospitality Industry:** Increased occupancy rates in hotels, guesthouses, and accommodations due to the influx of participants and spectators.

**2. Transportation Services:** Higher demand for flights, trains, taxis, and other modes of transportation as people travel to and from Mumbai for the event.

**3. Retail and Merchandise:** Sales of running gear, sportswear, accessories, and running-related merchandise in local stores and businesses.

**4. Food and Beverage:** Restaurants, cafes, eateries, and food vendors experience increased business from marathon participants and spectators.

**5. Tourism and Attractions:** Showcasing Mumbai as a destination, leading to potential tourist activities and visits to local attractions.

**6. Media and Advertising:** Media coverage and promotional activities promoting the event and the city of Mumbai, potentially attracting more tourists and businesses.

**7. Volunteer Opportunities:** The event creates volunteer opportunities, benefiting the local community and engaging individuals in supporting the event.

**8. Medical and Health Services:** Increased demand for medical services, physiotherapy, and sports-related healthcare facilities during and after the event.

**9. Charitable Contributions:** Fundraising initiatives and charitable donations associated with the event, benefiting causes and organizations.

**10. Security Services:** Deployment of security personnel and services, providing employment opportunities for security agencies and personnel.

**11. Sponsorships and Partnerships:** Businesses and brands associated with the marathon receive exposure and promotional benefits over several months from the registration launch to race week, race day and much after.

**12. Employment Opportunities:** Temporary job openings for event staff, volunteers, security personnel, medical professionals, and other supporting roles.

**13. Equipment and Suppliers:** Local businesses supplying equipment, signage, timing devices, and other materials required for the event.

**14. Sports and Fitness Industry:** Increased interest and participation in running and fitness activities, benefiting gyms, trainers, coaches, and sports-related businesses.

These direct and indirect economic impacts collectively contribute to the growth and economic vitality of Mumbai and its surrounding regions.

| Category            | Number of Participants | Hospitality Industry |                    | Food, Beverage, Transportation and others** |                     | Overall             |
|---------------------|------------------------|----------------------|--------------------|---|---------------------|---------------------|
|                     |                        | Average Expenditure  | Total              | Average Expenditure                         | Total               |                     |
| Mumbai local        | 43,508                 | 475*                 | 2,06,66,300        | 1,525                                       | 6,63,49,700         | 8,70,16,000         |
| Rest of Maharashtra | 6,446                  | 125                  | 8,03,359           | 34,875                                      | 22,48,06,641        | 22,56,10,000        |
| Rest of India       | 9,327                  | 1,553                | 1,44,88,678        | 48,447                                      | 45,18,61,322        | 46,63,50,000        |
| International       | 216                    | 35000                | 75,60,000          | 65,000                                      | 1,40,40,000         | 2,16,00,000         |
| <b>Total</b>        | <b>59,497</b>          |                      | <b>4,35,18,337</b> |   | <b>75,70,57,663</b> | <b>80,05,76,000</b> |

**Other than Maharashtra and international participants have been considered while calculating, since their spend during the event in these categories impact Maharashtra. Multiplier factors have not been used to calculate impact.**

Average expenditure: The derivation of average expenditure in statistical calculations involves meticulous consideration of variables such as the number of days, types of accommodation, and the percentage of individuals staying in each hotel category. Through a meticulous data collection process, including participant expenditure records and duration of stay, researchers have calculated the total expenditure. By determining the proportion of participants in each accommodation type and multiplying it with the corresponding total expenditure, a weighted sum of expenditures has been obtained. Dividing this sum by 100 yields the average expenditure. This statistical approach has enabled the research team to analyze spending patterns within specific contexts, providing valuable insights for market research, tourism planning, and budget allocation endeavors.

\*In conducting research on accommodation preferences in Mumbai, it was found that a significant majority of residents did not opt for hotel accommodation. However, it was observed that individuals residing in nearby areas such as Boisar preferred to stay in hotels in Mumbai for the sake of convenience. To account for this variation, a careful analysis was conducted, taking into consideration the total number of local participants and their accommodation choices. The number 475 has been derived by averaging out the overall expense to participant numbers.

\*\*Others include Retail Sector, Ancillary Services, Advertising and Sponsorship, Employment Opportunities, and Tourism Promotion.

| Category            | Number of Participants | Running shoes and apparel | Running Accessories | Physiotherapy | Hydration and Supplements | Training Program | Total          |
|---------------------|------------------------|---------------------------|---------------------|---------------|---------------------------|------------------|----------------|
| Mumbai local        | 43,508                 | 12,000                    | 8,500               | 6,700         | 7,000                     | 9,500            | 1,90,12,99,600 |
| Rest of Maharashtra | 6,446                  | 10,000                    | 6,700               | 4,700         | 5,000                     | 7,500            | 21,85,19,400   |
| <b>Total</b>        |                        |                           |                     |               |                           |                  | 2,119,819,000  |

Out of Maharashtra and out of India participants have not been considered while calculating since their spending in these categories impacts their respective geographic zone, not Maharashtra.

## Officials, Broadcast Personnel, VIPs & Sponsors

| Heads               | Within Mumbai |
|---------------------|---------------|
| Officials           | 140           |
| Media               | 350           |
| Broadcast Personnel | 180           |
| Sponsors/VIPs*      | 350           |
| <b>Total</b>        | 1020          |

**Total direct and indirect Economic Impact:**  
**249.40 Cr.**

**The economic impact has increased 60% from 2020**

## SPONSORSHIP AND MEDIA

Sponsorship and media are vital components of the Tata Mumbai Marathon, driving its visibility, success, and impact. Through strategic sponsorships and media coverage, the event gains financial support and promotional opportunities, attracting a wide range of sponsors and reaching a larger audience. Here are some key points about sponsorship and media for the Tata Mumbai Marathon:

- **Sponsorship:** Sponsors from various industries partner with the event to enhance their brand visibility, connect with a diverse audience, and demonstrate their commitment to health and community.
- **Financial Support:** Sponsorships provide crucial financial support, helping cover the event's organization, logistics, infrastructure, and participant amenities.
- **Brand Exposure:** Sponsors receive prominent visibility through logo placements, branding opportunities, and mentions across various event-related channels, increasing brand recognition.
- **Audience Engagement:** Sponsors can engage with participants, spectators, and the wider community through on-site activations, promotional materials, and digital campaigns.
- **Media Coverage:** Extensive media coverage through television, print, online platforms, and social media generates awareness, highlights participant stories, and showcases the event's impact on Mumbai.
- **Inspiring Others:** Media coverage inspires and motivates others to participate in the event, promoting a culture of fitness, health, and community engagement.
- **Storytelling:** Media outlets capture the stories of runners, their journeys, and their motivations, creating a narrative that resonates with audiences and adds a human touch to the event.
- **Social Media Amplification:** Social media platforms play a significant role in sharing real-time updates, photos, videos, and participant experiences, creating a sense of community and excitement around the marathon.
- **Long-term Partnerships:** Successful sponsorships and media collaborations build long-term relationships, fostering continued support for the marathon and its future editions.

The event had 10,500+ freelancers, personnel, and security for 7 days to 1 day (the race day). Local manpower agencies provided most of these volunteers for event venue and route operations.



The event directly generated INR 3 crore worth of additional employment opportunities.



**TATA  
MUMBAI  
MARATHON**  
TATA CONSULTANCY SERVICES  
15 January, 2023

Title Sponsor



Joint Title Sponsor



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Sports Goods Partner



Driven by



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Snacking Partner



Energy Drink Partner



Hydration Partner



Social Connect Partner



Hospitality Partner



Print Partner



Entertainment Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Institution Partner



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GIVE ME  
A HI-FI &  
YOU CAN DO

PL  
61

TATA  
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# SOCIAL IMPACT



## EMPOWERING COMMUNITIES: THE SOCIAL IMPACT OF THE TATA MUMBAI MARATHON

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The Tata Mumbai Marathon has a profound social impact on society, extending beyond the realm of sports. One of the key aspects that contribute to this impact is the funds raised through the event. The event serves as a platform for various charitable causes and organizations, providing an opportunity for participants to raise funds and make a difference in society. The funds raised are directed towards initiatives and causes such as education, healthcare, empowerment of underprivileged communities, environmental conservation, and other social welfare programs. These contributions have a direct and

tangible effect on the lives of individuals and communities in need. The event's focus on philanthropy and community engagement creates a sense of social responsibility among participants, sponsors, and the wider society, fostering a spirit of giving back and making a positive impact.

By channeling the funds raised towards meaningful social causes, the Tata Mumbai Marathon along with its Philanthropy Partner United Way Mumbai plays a pivotal role in bringing about sustainable change and uplifting society as a whole.



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# MEDIA VALUATION

Media valuation for the Tata Mumbai Marathon plays a crucial role in quantifying the impact and value generated through media coverage. By assessing the exposure and promotional opportunities garnered through various media

channels, the organizers can understand the reach and effectiveness of the event's media presence. Here are some key points on how media valuation impacts the Tata Mumbai Marathon:

## QUANTIFYING EXPOSURE

Media valuation assigns a monetary value to the visibility and advertising opportunities generated through media coverage, allowing the organizers to measure the event's reach and impact.

## RETURN ON INVESTMENT

Media valuation helps evaluate the return on investment for sponsors and stakeholders by assessing the equivalent cost of achieving the same level of exposure through advertising or sponsorships.

## ATTRACTING SPONSORS

Accurate media valuation can attract potential sponsors for future editions of the event, as it demonstrates the event's brand recognition and media engagement.

## DEMONSTRATING IMPACT

Media valuation provides tangible evidence of the event's significance and impact by showcasing the extent of media coverage and the resulting promotional value.

## MARKETING INSIGHTS

Valuing media exposure helps the organizers gain insights into the effectiveness of their marketing and media strategies, enabling them to make informed decisions for future events.

## MEDIA ENGAGEMENT

Understanding media valuation highlights the level of engagement and interest generated by the Tata Mumbai Marathon in the media landscape, contributing to its overall reputation and prestige.

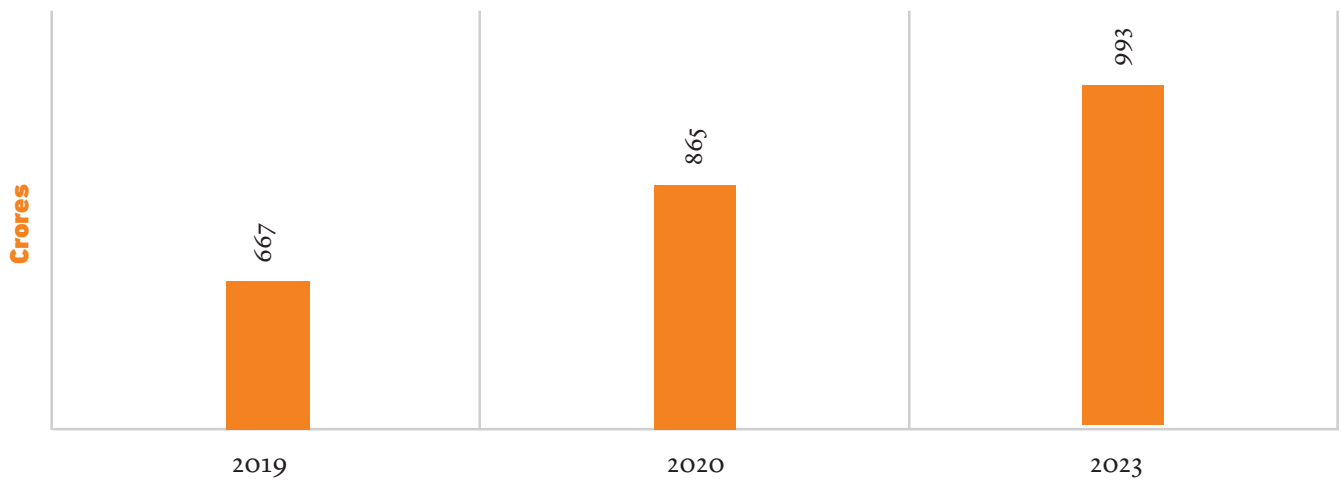
## BRAND RECOGNITION

Media valuation showcases the recognition and visibility the event receives, both locally and internationally, reinforcing its position as a prominent sporting event.

## SPONSORSHIP ACTIVATION

Media valuation supports the activation of sponsorships by providing data-driven insights into the exposure and branding opportunities offered to sponsors during the event.

## Media Valuation



### The Power of Influence: Inspiring Change and Uniting Society through the Tata Mumbai Marathon

In addition to its financial implications, media coverage of the Tata Mumbai Marathon also has a significant social impact. Media plays a vital role in raising awareness, promoting inclusivity, and inspiring positive social change. Here's how the media impacts society through its coverage of the Tata Mumbai Marathon.:

**1. Inspiring Participation:** Media coverage of the Tata Mumbai Marathon inspires individuals from all walks of life to participate in physical activities, promoting a healthier lifestyle and overall well-being.

**2. Highlighting Personal Stories:** Media platforms showcase the personal stories of participants, highlighting their struggles, triumphs, and motivations. These stories inspire others and create a sense of community, promoting empathy and social connection.

**3. Promoting Social Causes:** Media coverage of the event amplifies social causes and charities associated with the event. It sheds light on the issues they address, encouraging viewers to contribute, volunteer, and make a positive impact on society.

**4. Community Engagement:** Media coverage encourages community engagement by promoting volunteering opportunities, and fostering a sense of unity and collaboration among individuals and organizations.

**5. Shaping Public Opinion:** Media platforms have the power to shape public opinion by focusing on important

social issues highlighted during the event, such as health, education, gender equality, and environmental sustainability.

**6. Advocacy and Awareness:** Media coverage helps raise awareness about societal challenges and encourages advocacy for change. It provides a platform to discuss and address issues affecting the community, driving public discourse and social progress.

**7. Inclusivity and Representation:** Media coverage of the event celebrates diversity and promotes inclusivity by showcasing participants from different backgrounds, abilities, and age groups. This representation fosters a sense of belonging and encourages participation from all sections of society.

**8. Empowering Marginalized Communities:** Media coverage of the event provides a platform for marginalized communities to share their stories, challenges, and achievements, amplifying their voices and promoting social equity.

## Unleashing the Potential of Sponsorship Valuation at the Tata Mumbai Marathon

Sponsorship valuation for the Tata Mumbai Marathon is a crucial process that helps assess the worth and impact of sponsorships associated with the event. It involves evaluating the financial value of the benefits and exposure gained by sponsors through their association with the event. The valuation takes into account factors such as media coverage, branding visibility, audience engagement, and promotional opportunities provided to sponsors. By

quantifying the value generated through sponsorships, the organizers can demonstrate the return on investment to sponsors, attract new partnerships, and foster long-term relationships. Accurate sponsorship valuation for the Tata Mumbai Marathon ensures that sponsors receive fair recognition for their support and enables the organizers to optimize their sponsorship strategies to enhance the event's success and sustainability.

### The Impact of Sponsorship Valuation on Society

Sponsorship valuation for the Tata Mumbai Marathon plays a vital role in impacting on society in several ways, contributing to community development, empowerment, and social progress. Here are some key points on how sponsorship valuation impacts society in the context of the Tata Mumbai Marathon:

- **Community Development:** Sponsorship valuation ensures that funds generated through sponsorships are effectively utilized for community development initiatives, such as education, healthcare, infrastructure, and livelihood programs. This leads to tangible improvements in the lives of individuals and communities.
- **Empowerment of Underprivileged Communities:** Sponsorship valuation helps direct resources towards initiatives that uplift and empower underprivileged communities. This can include providing access to education and skills training, promoting entrepreneurship, and supporting sustainable development projects.
- **Health and Fitness Promotion:** The valuation of sponsorships enables the Tata Mumbai Marathon to invest in initiatives that promote health, fitness, and well-being. This includes organizing training programs, promoting active lifestyles, and supporting healthcare initiatives in the community.
- **Social Inclusion and Equality:** Sponsorship valuation allows for targeted initiatives that promote social inclusion and equality. This can involve providing opportunities for marginalized groups to participate in the marathon, promoting gender equality, and supporting initiatives that break down barriers and prejudices.
- **Environmental Sustainability:** Through sponsorship valuation, the Tata Mumbai Marathon can allocate resources towards environmental conservation and sustainability efforts. This can include reducing waste, promoting eco-friendly practices, and supporting initiatives that contribute to a greener and more sustainable event.

### Key Performance Indicators (KPI)

**1. Goal Alignment:** KPIs help align the event's activities and initiatives with its broader goals and objectives. By establishing clear and measurable KPIs, the organizers can ensure that all efforts are focused on driving the desired outcomes.

**2. Performance Evaluation:** KPIs provide a means to assess the performance of various aspects of the marathon, such as participant engagement, fundraising efforts, sponsor satisfaction, media coverage, and social impact. They serve as benchmarks against which progress, and success can be measured.

**3. Data-Driven Decision-Making:** KPIs provide valuable data and insights that enable informed decision-making. By analyzing KPIs, organizers can identify areas of improvement, allocate resources effectively, and make

strategic adjustments to enhance the overall success of the marathon.

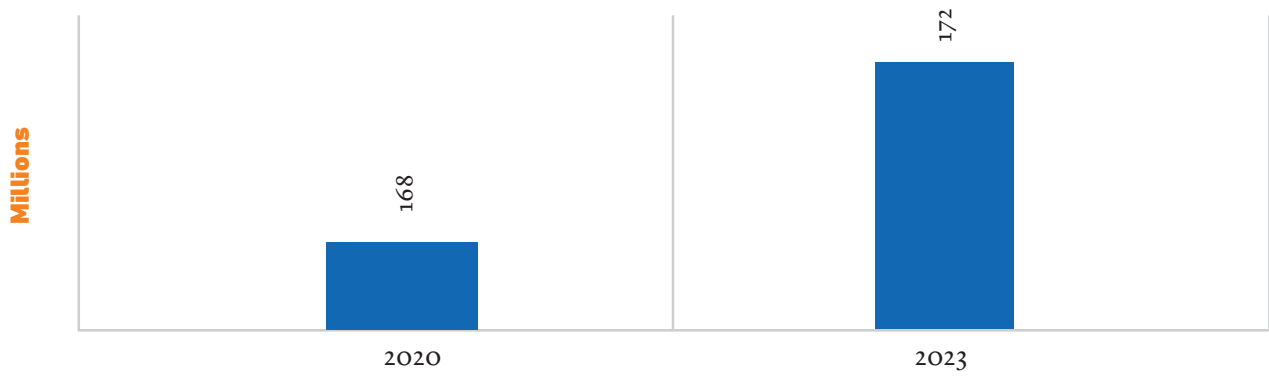
**4. Sponsorship and Stakeholder Engagement:** KPIs play a significant role in evaluating the return on investment for sponsors and stakeholders. They demonstrate the value and impact of their involvement, helping attract and retain sponsorships, foster stronger partnerships, and enhance overall stakeholder satisfaction.

**5. Continuous Improvement:** KPIs enable the promoters of the Tata Mumbai Marathon to continuously monitor performance, identify areas for improvement, and implement necessary changes. They facilitate a data-driven approach to enhance the event's efficiency, effectiveness, and overall impact.

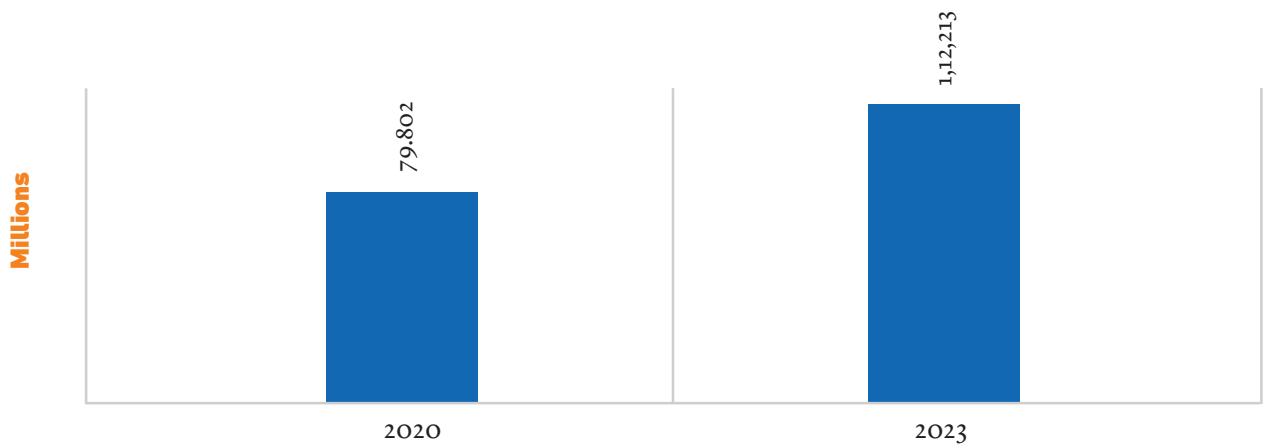
Overall, KPIs are crucial for the Tata Mumbai Marathon as they provide a framework for measuring success, evaluating performance, and driving continuous improvement. By defining and tracking these key indicators, the organizers can ensure that the marathon achieves its objectives, maximizes its impact, and delivers a memorable and meaningful experience for participants, sponsors, stakeholders, and the wider community.



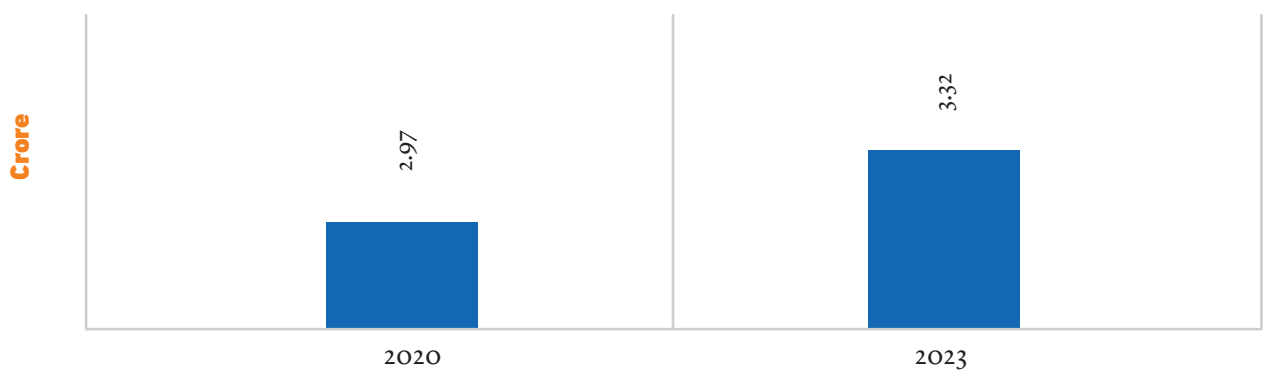
## Reach Among People



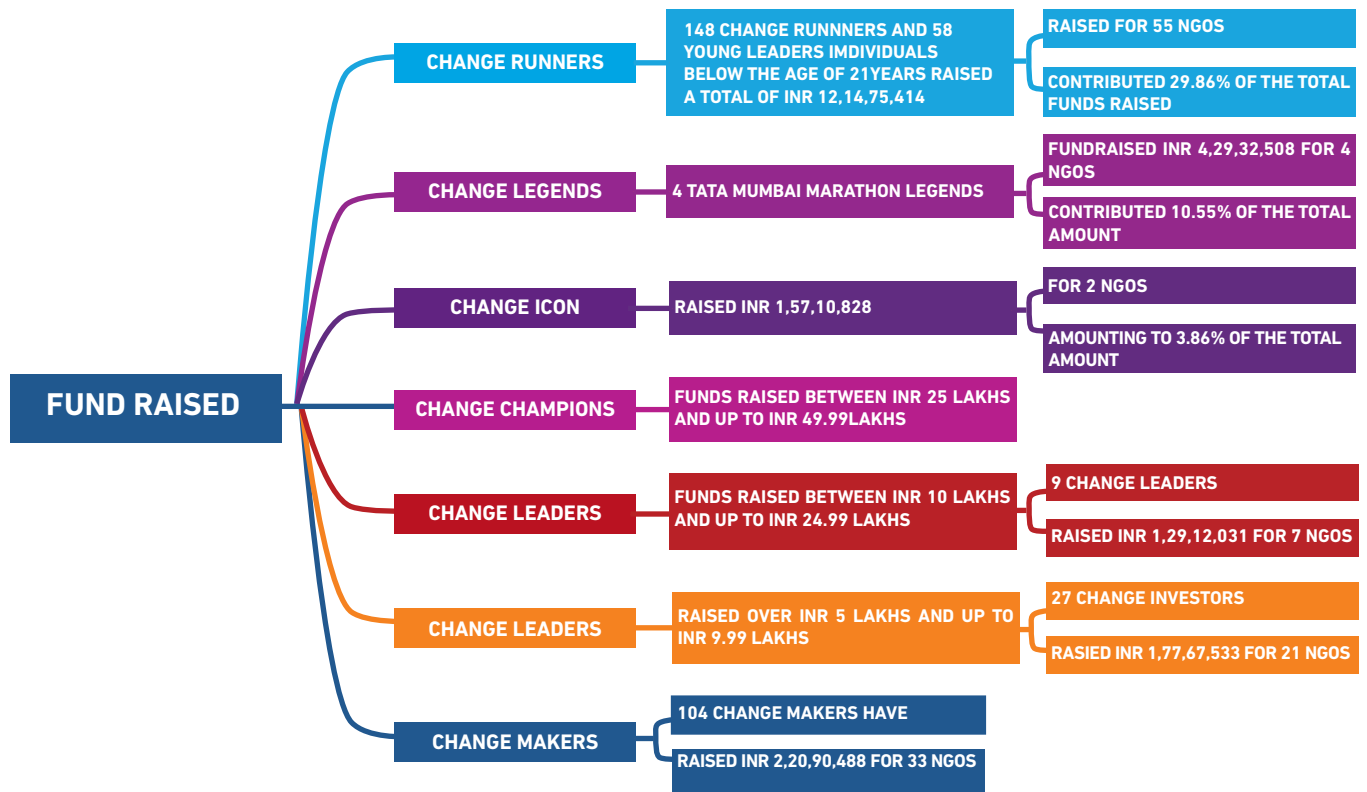
## Mentions in Social Media



## Prize Money Raised



# FUND RAISED



| Fundraisers Gold   | Young Leaders   |
|--|---|
| Individuals who have raised between INR 1 Lakh and INR 1,49,999. This year, 33 individuals in this category have raised INR 37,48,575. | Tata Mumbai Marathon celebrates the efforts by its Young Leaders, who are under 21 years old and raised atleast INR 1 Lakh. In the 2023 edition, 58 Young adults made up the Young Leader category, collectively raising INR 1,16,99,399 with 20 of them also being Change Runners. |

252 NGOs

12 different cause categories

49 NGOs raised funds for the first time

## Special Covid Fundraisers

In the Special COVID Fundraising campaign, 503 individuals came together and raised a total of INR 5,50,01,987.22 for 87 NGOs.

## Corporate Teams

This gives employees the opportunity to participate in the event while representing a charity registered with United Way Mumbai the event's Philanthropy partner. In 2023, 177 companies had 278 teams that contributed INR 17,00,95,000 to 87 NGOs, making up 41.81% of the total funds raised.

## Fundraising Companies

This edition had 18 companies fielding 38 teams, collectively raising INR 1,65,34,155.5 and contributing INR 2,41,94,709.5 in support of 13 NGOs.

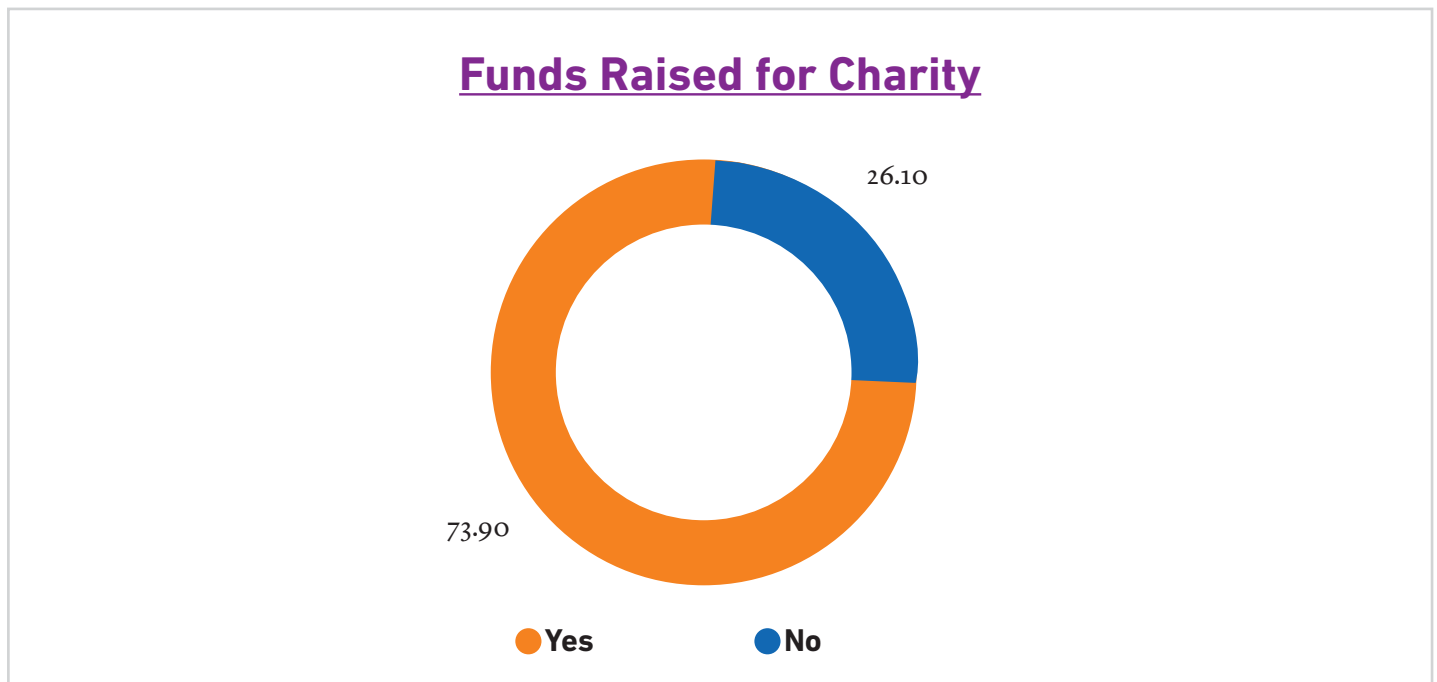
34.5% of the NGOs (87 NGOs) received support from corporate teams, while 49% (123 NGOs) were supported by individual fundraisers.

71% (180 NGOs) used charity bibs to raise funds.

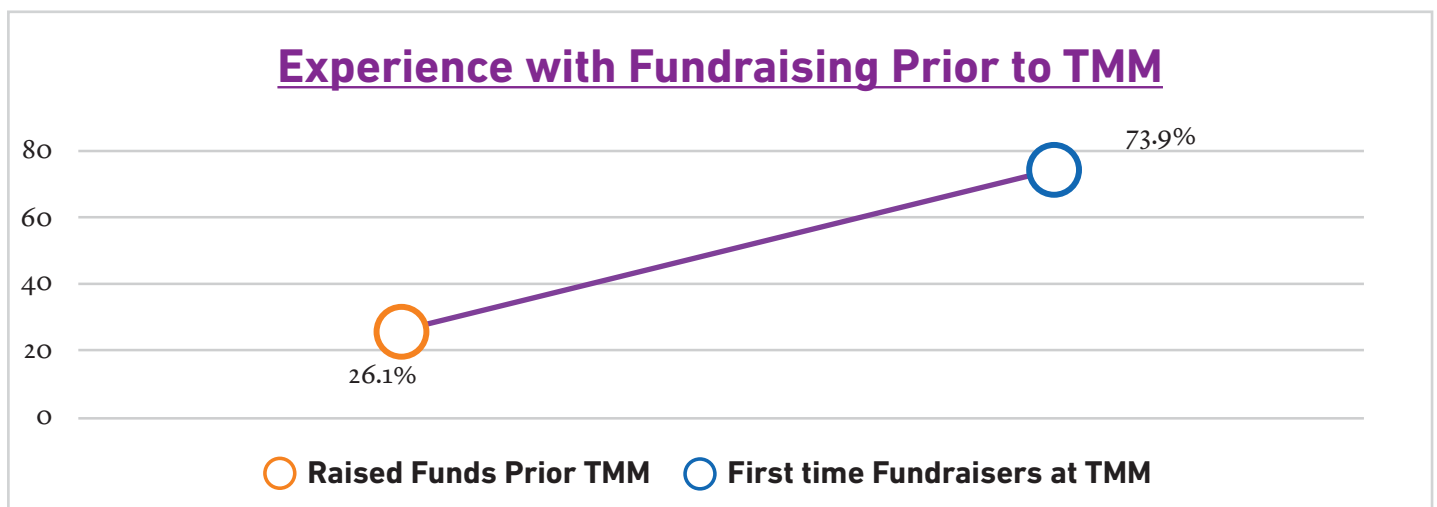


## SOCIAL CAUSES AND CAMPAIGNS

The Tata Mumbai Marathon is India's largest sporting platform for philanthropy. With the support of its Philanthropy Partner, United Way Mumbai the event's commitment to social causes, leveraging the event's platform to raise awareness, drive advocacy, engage the corporate world and encourage action on critical issues are commendable. The event collaborates with nonprofit organizations, foundations, companies and governmental bodies to address concerns ranging from health, education to environment and social inclusivity. Through dedicated campaigns, participants and sponsors are engaged to support these causes, making the Tata Mumbai Marathon a force for positive social impact.



TMM runners can raise funds or even donate for a charity of their choice. In 2023, TMM raised INR 40.68 Cr. benefitting numerous NGOs.



**1. Igniting Philanthropy:** Runners discover the joy of fundraising for charity through the Tata Mumbai Marathon, embarking on their first charitable endeavour.

**2. Shifting Perspectives:** The event transforms the mindset of runners, shifting their focus from mere running to “running for a cause,” empowering them to make a positive impact on society.

**3. Unleashing Awareness:** Many runners are unaware of the opportunity to participate in marathons as a means to raise funds for meaningful causes. The Tata Mumbai Marathon educates and enlightens them about this possibility.

**4. Cultivating a Philanthropic Spirit:** The Tata Mumbai Marathon goes the extra mile to foster a philanthropic outlook among participants, encouraging them to contribute towards causes that matter, creating a ripple effect of compassion and generosity.

**5. Changing Lives through Running:** By participating in the Tata Mumbai Marathon, runners discover the incredible potential of combining their passion for running with the ability to make a difference in the lives of others, amplifying the impact of their strides.

**6. Empowering Runners for Good:** The Tata Mumbai Marathon empowers runners to utilize their running journey as a vehicle for positive change, unlocking the philanthropic potential within each participant.

**7. Making Every Step Count:** With the Tata Mumbai Marathon, runners realize that their footsteps can go beyond personal achievement and become a catalyst for transformation, as they raise funds and awareness for causes close to their hearts.

**8. Philanthropy on the Track:** The Tata Mumbai Marathon isn't just a race; it's a platform for runners to embody the spirit of philanthropy, making each stride count for a greater cause.

**9. Connecting Runners with Impact:** The Tata Mumbai Marathon bridges the gap between running and social responsibility, connecting runners with the profound impact they can create by supporting charitable organizations.

**10. Inspiring Generosity:** The Tata Mumbai Marathon serves as an inspiration for runners to embrace the philanthropic spirit, paving the way for a new generation of socially conscious runners who run with purpose and compassion.



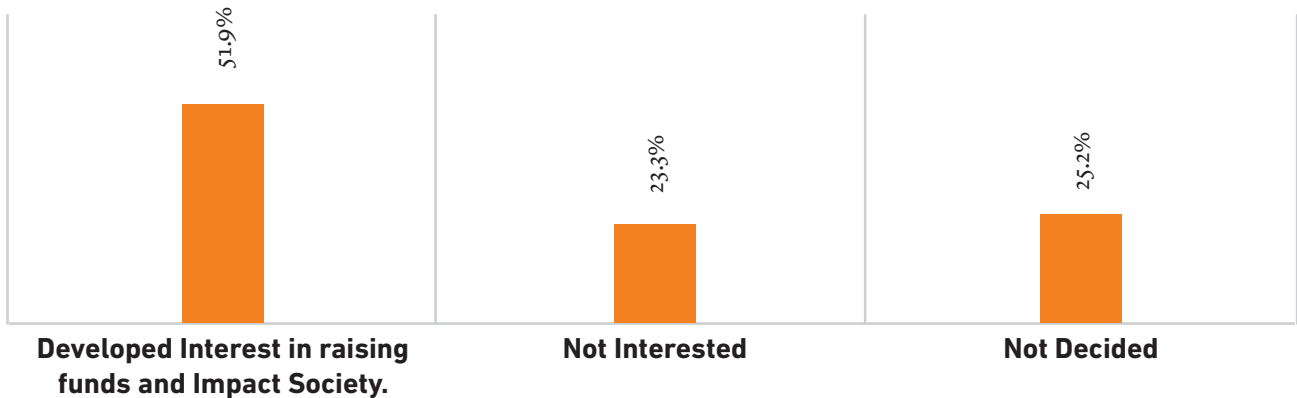
**73% of runners are first-time fundraisers at TMM 2023.**





## Runners to Change Makers: Empowering Runners, Transforming Lives

Interest in raising funds for a cause through running.



Tata Mumbai Marathon isn't just about crossing the finish line; it's a catalyst for change for society and an embodiment of compassion. When asked about their interest in running for a cause, over half of the runners (51.9%) enthusiastically embraced the opportunity, while another 25.2% were open to the idea with a little persuasion. TMM, with its unwavering commitment to philanthropy, has created a powerful platform that shapes minds and motivates individuals to raise funds that make a lasting impact on society.



**51.9% of participants have developed interest in raising funds at TMM**

Since its inception in 2004, cumulative amount of INR 357.21 Cr has been raised, benefiting numerous NGOs. Even in the face of adversity, such as the global pandemic, TMM rose to the occasion, organizing a special fundraiser for COVID relief in 2022 that collected an impressive INR .5.71 Cr. The event's dedication to charity is unmatched, supporting and aiding 252 NGOs to date.

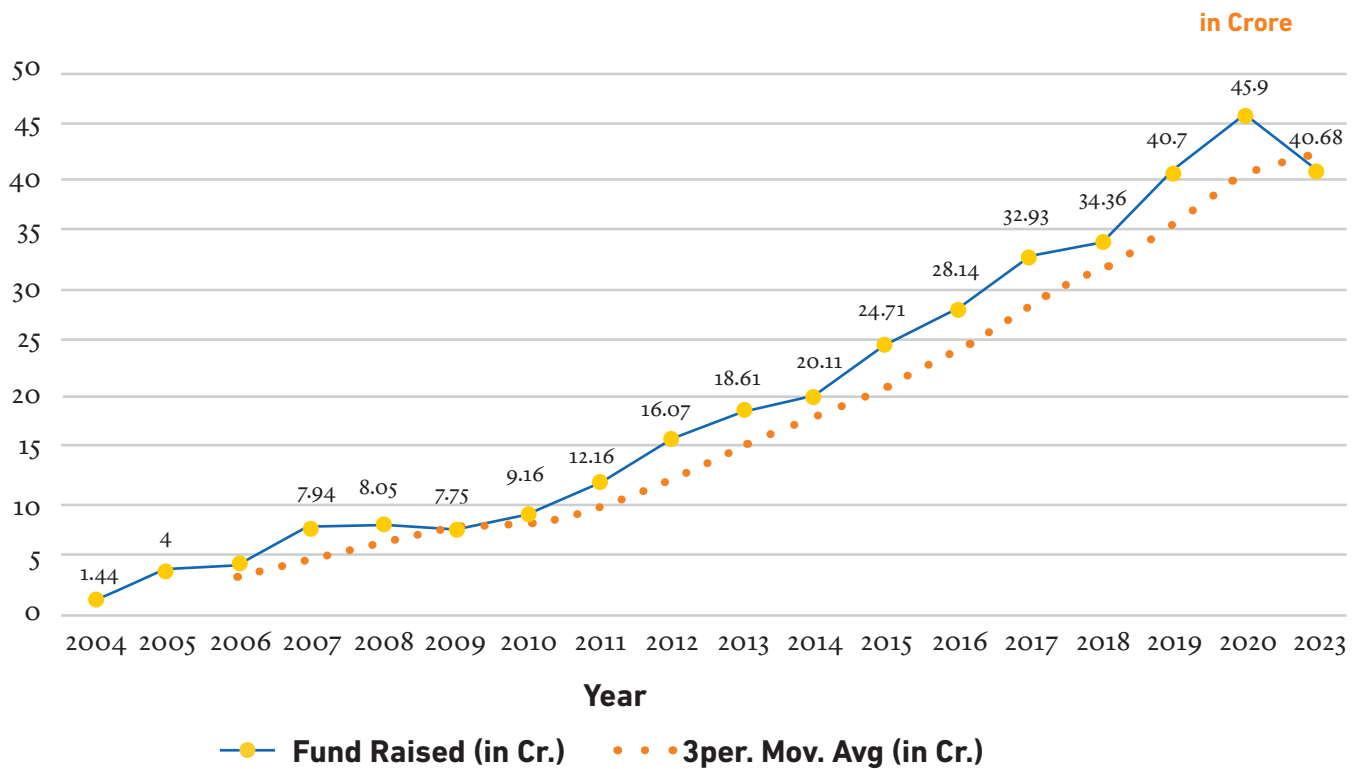
TMM is not just about running; it's about transforming lives. It has successfully shaped the minds of runners, instilling in them a deep sense of purpose and inspiring them to make a difference. Through TMM countless individuals have been

motivated to go beyond their personal achievements and contribute to causes that resonate with their hearts.

Tata Mumbai Marathon is a beacon of inspiration, empowering individuals to go the extra mile, both in their running journey and in their philanthropic endeavours. It showcases the immense power of collective action, proving that when people come together with a common purpose, they have the potential to shape the future and leave a lasting impact on society. TMM continues to motivate, uplift, and remind us that with each step we take, we have the power to make a difference.

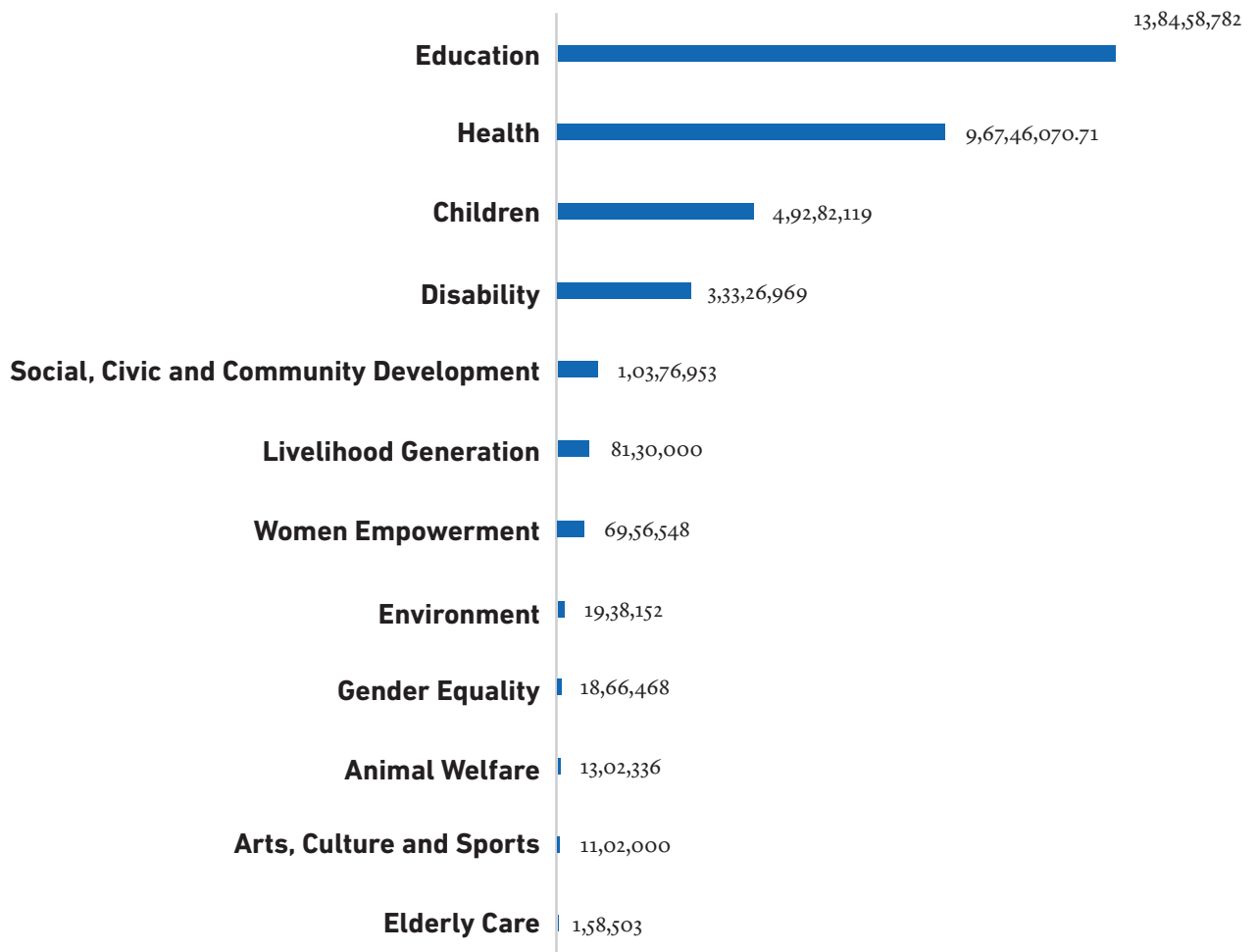


## Funds Raised from 2004 to 2023 Trendline



350 Cr+ raised for charity since 2004.

## Funds Raised for Causes



The Cause of Education has received maximum funding INR 13.84 Cr. Health received INR 9.67 Cr followed by Aid for Children, Disabled, Animal Welfare, Gender Equality, among others.

Multiple NGOs can collect funds and raise awareness at the Tata Mumbai Marathon. Some of top fundraising NGOs are

Shrimad Rajchandra Love and Care is the leading fundraising NGO and raised INR 5.5 Cr.

United Way Mumbai, has raised INR 2.63 Cr. for education,


young employment, and marginalised children, especially girls.

Central Chinmaya Mission Trust works on education, rural development, women empowerment and has raised INR 2.59 Cr.

Other NGOs who have raised funds include Isha Education, Light of Life Trust, Adhar, Family Planning Association of India, Karunya Trust, Abled Disabled All People Together (ADAPT), Action Against Hunger (A Fight Hunger Foundation Project), Cuddles Foundation, National Society for Equal Opportunities For The Handicapped India, and others.





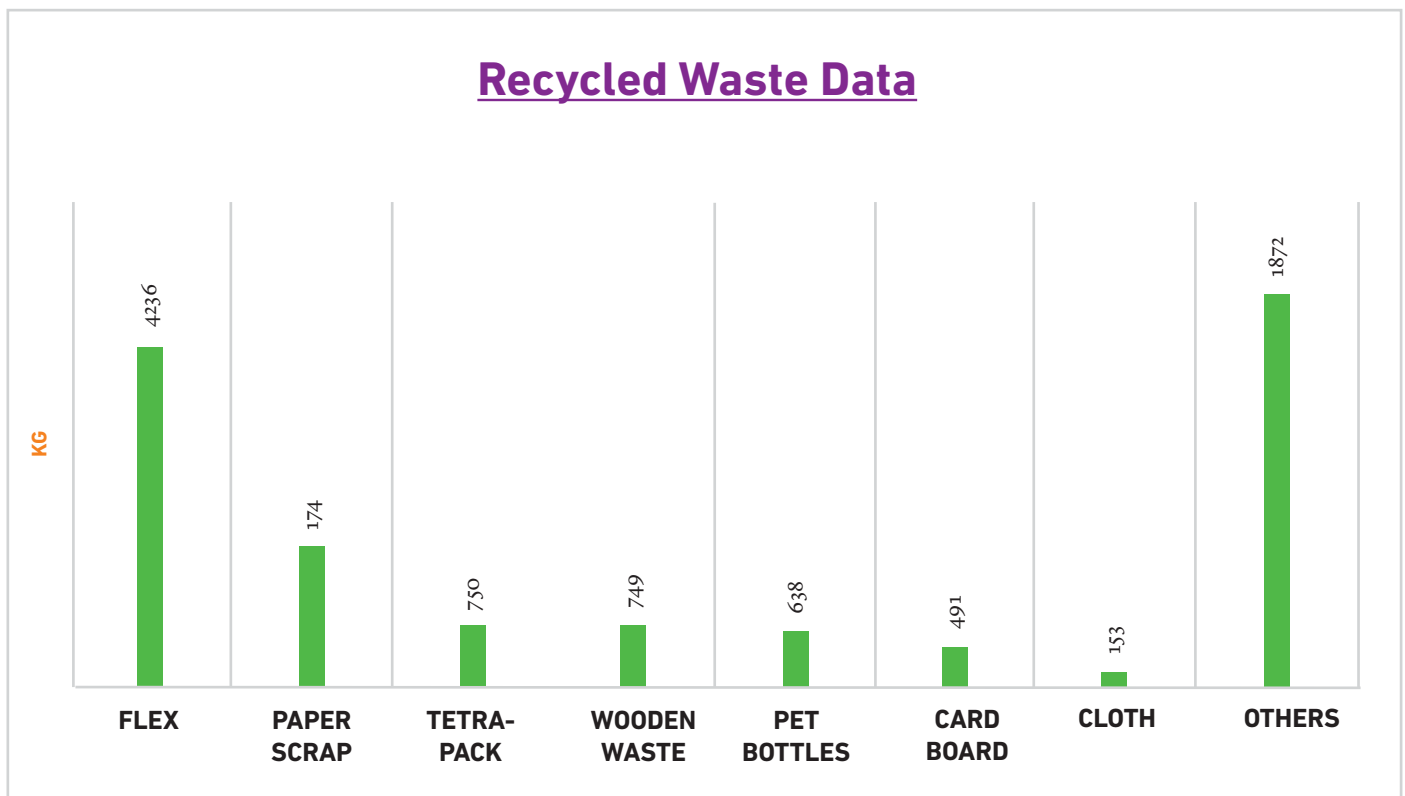
**ENVIRONMENTAL  
IMPACT &   
SUSTAINABILITY**

# RUNNING TOWARDS A GREENER FUTURE: TATA MUMBAI MARATHON'S SUSTAINABLE STRIDES

Tata Mumbai Marathon has taken significant strides towards embracing sustainability and promoting eco-conscious practices. Recognizing the importance of environmental responsibility, the event has implemented various initiatives to minimize its ecological footprint and contribute to a greener future. From reducing waste generation to recycling and waste management programs, Tata Mumbai Marathon is committed to making sustainability an integral part of the event. By incorporating sustainable practices, the event sets an example for other sporting events and inspires participants, sponsors, and the wider community to prioritize environmental stewardship. With each edition,

Tata Mumbai Marathon continues to demonstrate that the pursuit of athletic excellence can coexist harmoniously with sustainable practices, paving the way for a more environmentally conscious future.

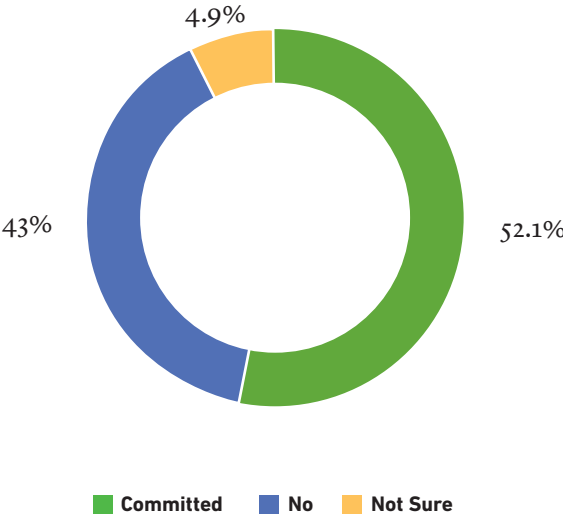
The Tata Mumbai Marathon generated 13 tonnes of waste, yet sustainable event management prevented landfilling. The event prioritized eco-friendliness by actively promoting sustainable practices, reducing single-use plastics, and implementing recycling programs to manage event waste effectively.




 During TMM 2023 a total of 13 tonnes of waste was produced. However, 12.79 tonnes of this waste has been successfully recycled.



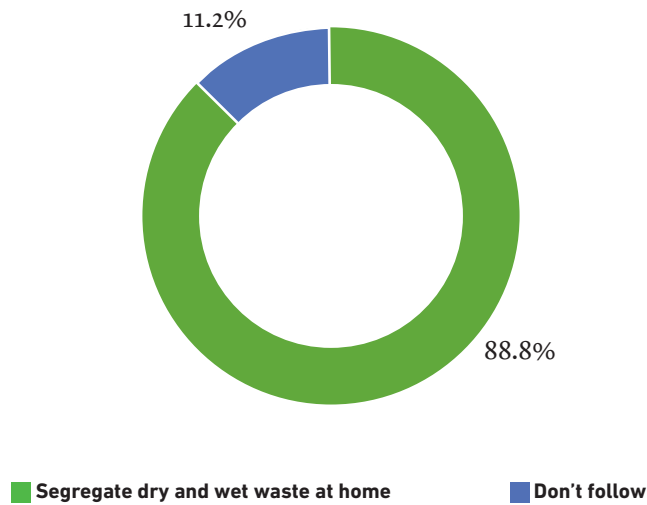
# Zero Waste Commitment by Participants at TMM



 52.1% of participants of the Tata Mumbai Marathon recycled are eco-friendly and support sustainability.

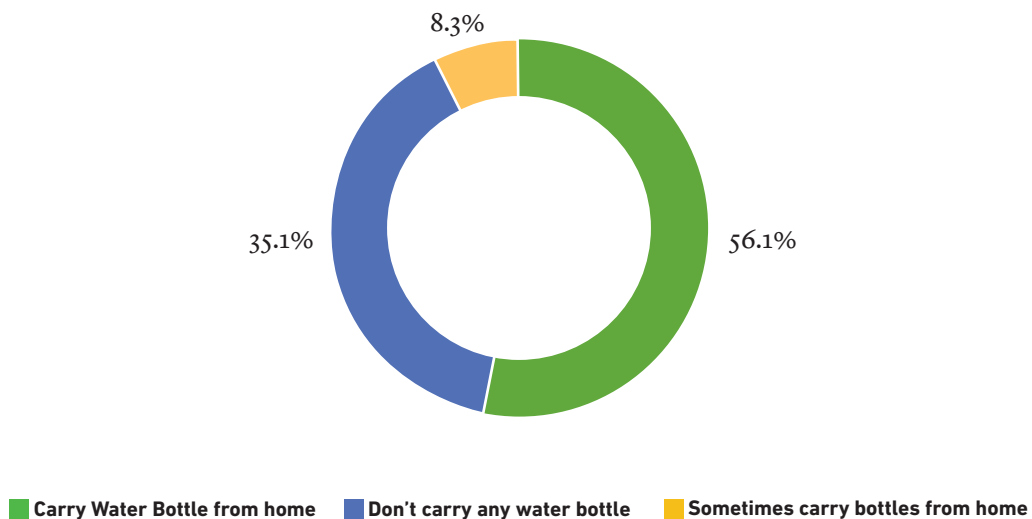


## Green Habits Begin at Home



88.8% of participants recycle at home. Most people care about the environment and responsibly dispose off their waste.

## Hydration Habits: Charting Runner's Use of Personal Water Bottles at Tata Mumbai Marathon



The race had several refuel stations and gave an opportunity to runners to refill their bottles. .



56.1% of runners have carried bottles from home, refuelled and supported the sustainability cause.





# HEALTH IMPACT





## RUNNING TOWARDS VITALITY: UNVEILING THE POSITIVE HEALTH EFFECTS OF TATA MUMBAI MARATHON

Health is essential. The COVID-19 epidemic highlighted the necessity of a healthy lifestyle. Tata Mumbai Marathon has always inspired healthy living in India. Running is a simple method to stay healthy. Runners can encourage friends, family, and co-workers.

The Tata Mumbai Marathon is not just a race; it is a transformative journey that has a profound impact on the health and well-being of its participants. As thousands of runners lace up their shoes and take on the challenge of this iconic marathon, they embark on a path towards improved physical fitness, mental resilience, and overall

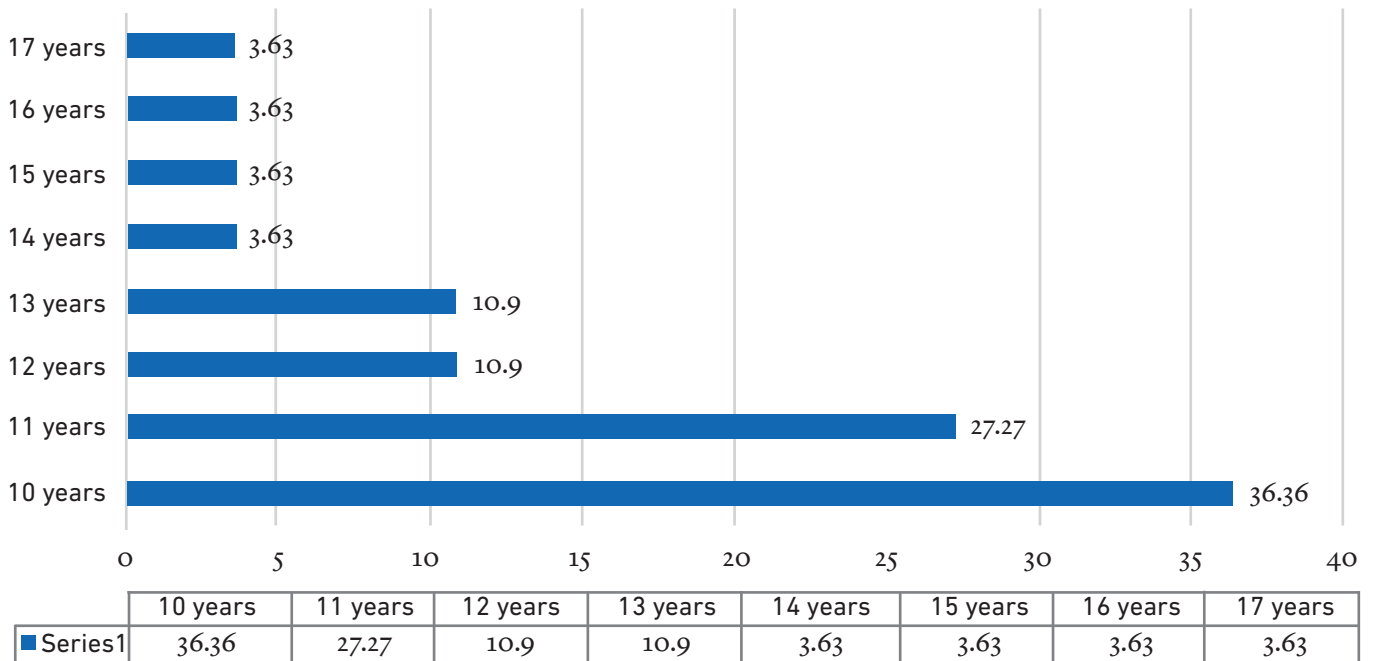
vitality. The rigorous training, discipline, and determination required to conquer the marathon distance contribute to strengthening cardiovascular health, building endurance, and enhancing muscular strength. Beyond the physical benefits, the Tata Mumbai Marathon also fosters a sense of community, camaraderie, and empowerment among participants, providing a platform for personal growth and self-discovery. This chapter delves into the remarkable health impact of the Tata Mumbai Marathon, exploring how the event promotes a holistic approach to wellness and inspires individuals to embrace a more active and vibrant lifestyle.





## RUNNING THE EXTRA MILE: TATA MUMBAI MARATHON'S INFLUENCE ON HEALTHCARE AND FITNESS

### Greater Mumbai Runners Journey in Percentage

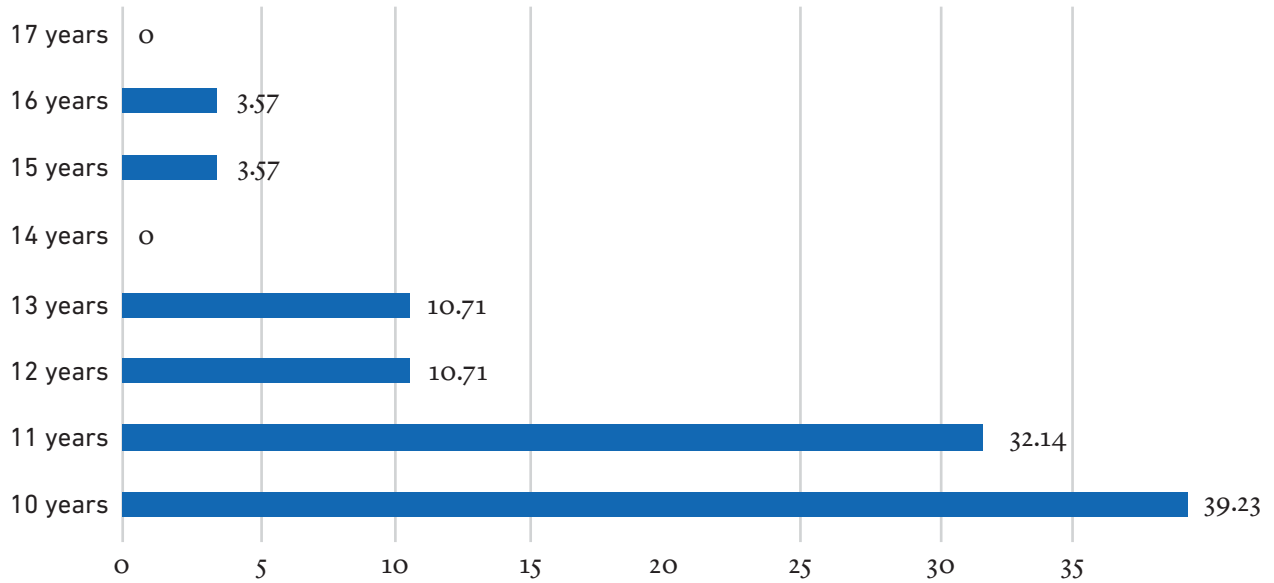


The Tata Mumbai Marathon has become a catalyst for inspiring people around the world to embrace running as a means of improving their health and well-being. The statistics reveal a remarkable trend among participants from the Greater Mumbai region: more than 36% of them

have dedicated over a decade to the sport of running. This is a testament to the long-lasting impact that the event has had on individuals, encouraging them to adopt running as a regular habit and reaping the numerous benefits associated with it.



## Outstation Runners' Journey in Percentage



|         | 10 years | 11 years | 12 years | 13 years | 14 years | 15 years | 16 years | 17 years |
|---------|----------|----------|----------|----------|----------|----------|----------|----------|
| Series1 | 39.23    | 32.14    | 10.71    | 10.71    | 0        | 3.57     | 3.57     | 0        |

The Tata Mumbai Marathon has inspired people across the globe to run.

Furthermore, it is noteworthy that more than 39% of participants who have been running for ten years or more reside outside of Mumbai. This indicates that the influence of the Tata Mumbai Marathon extends beyond the local region, attracting runners from different parts of the country and even globally. The event has created a global community of runners who share a passion for the sport and are committed to maintaining a healthy and active lifestyle.

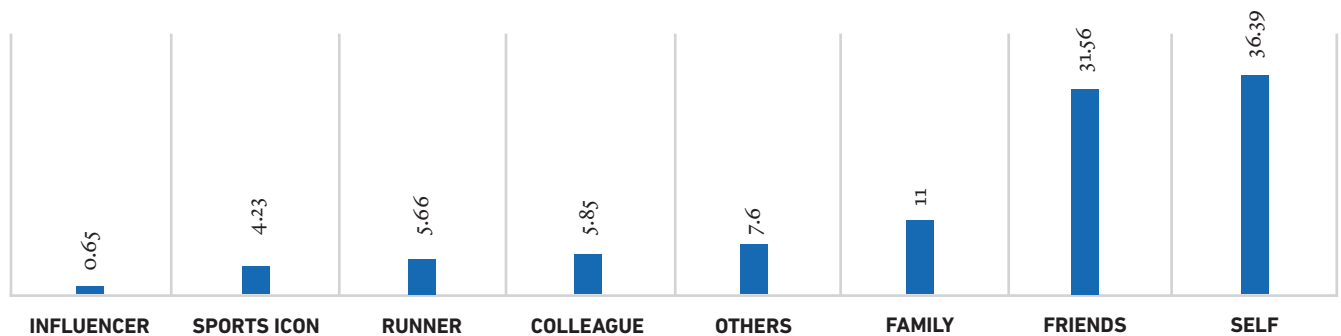
The impact of the event on health and well-being is substantial. By promoting running as a regular activity, the event has encouraged individuals to prioritize their physical fitness, leading to improved cardiovascular health, enhanced endurance, and increased overall fitness levels. Regular participation in running events has also contributed to the development of a strong running

culture and community, fostering a sense of camaraderie, motivation, and support among participants.

Moreover, the event has not only influenced the physical health of individuals but has also had positive effects on mental well-being. Running has been known to alleviate stress, boost mood, and enhance mental clarity. The event serves as a platform for individuals to challenge themselves, set goals, and experience a sense of achievement and fulfilment.

Overall, the Tata Mumbai Marathon has played a significant role in promoting the habit of running and creating a positive impact on the health and well-being of individuals. It has fostered a running culture, encouraged people to adopt a healthy lifestyle, and provided a platform for individuals to achieve their fitness goals. The event's influence extends beyond the local region, attracting runners from various backgrounds and inspiring them to embrace running as a lifelong pursuit.

## Fueling the Run: The Motivation Factors



Participation in the Tata Mumbai Marathon is driven by a multitude of motivating factors that ignite the passion and determination of runners. The event attracts individuals from diverse backgrounds and age groups, united by their shared love for running and a common goal of pushing their limits. Data analysis reveals some compelling insights into the motivating factors that inspire runners to participate in this iconic event.



**36% participants are self-motivated whereas almost 32% were influenced by their friends.**

One of the key motivating factors is personal fitness and health improvement. The desire to stay physically fit, maintain an active lifestyle, and achieve personal fitness goals drives a significant percentage of participants. Many runners see the event as an opportunity to challenge themselves, test their endurance, and strive for personal growth.

Another motivating factor is the sense of accomplishment and the thrill of completing a marathon. For many, crossing the finish line after months of training represents a significant achievement, boosting their confidence, and instilling a sense of pride.

Charitable causes also play a crucial role in motivating participants. The Tata Mumbai Marathon has a strong philanthropic focus, with numerous charities benefiting from funds raised through the event. Data shows that a significant percentage of runners are motivated by the opportunity to make a positive impact on society and contribute to a cause they care about. The event acts as a platform for runners to raise funds and create awareness for various social issues, further enhancing their motivation to participate.

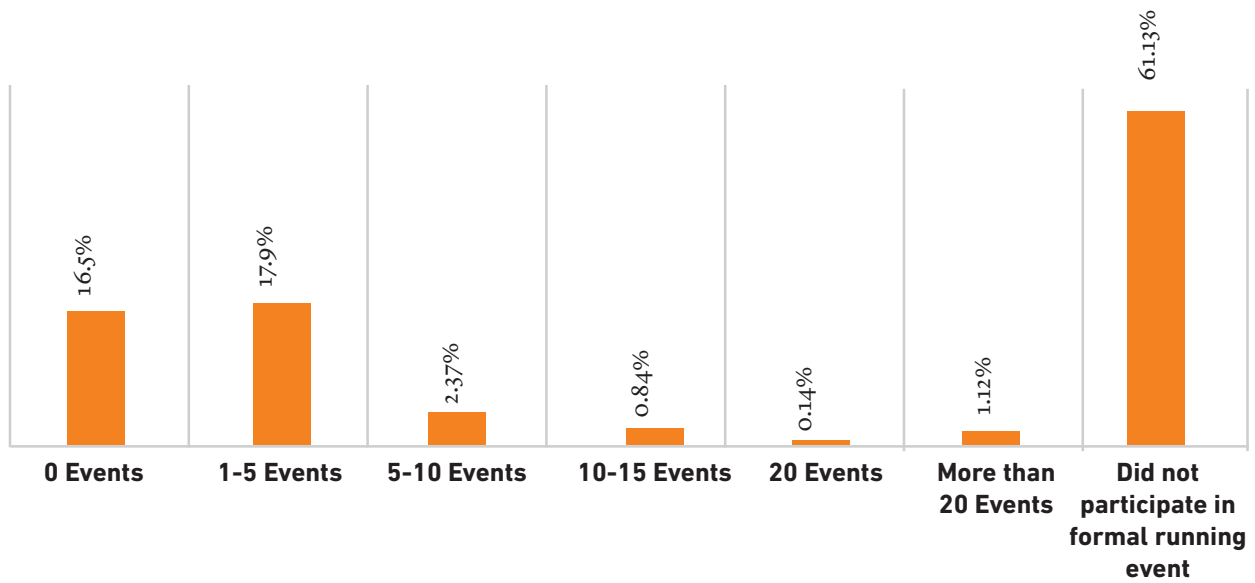
Additionally, the spirit of community and camaraderie is a powerful motivating factor for many runners. The

Tata Mumbai Marathon brings together individuals from all walks of life, fostering a sense of togetherness and shared purpose. The energy and support from fellow runners, spectators, and volunteers create an atmosphere of encouragement, making the event a memorable and enriching experience.

The allure of the Tata Mumbai Marathon as a prestigious and internationally recognized event cannot be overlooked. The opportunity to be a part of this iconic race, run through the vibrant streets of Mumbai, and experience the electric atmosphere draws runners from far and wide. The reputation and legacy of the event serve as a motivating factor for participants seeking to be part of something extraordinary.

Tata Mumbai Marathon encompasses a myriad of motivating factors that drive individuals to participate. Whether it's the pursuit of personal fitness, the sense of accomplishment, the desire to contribute to a charitable cause, the sense of community, or the appeal of the event itself, each runner finds their unique motivation to lace up their shoes and take on the challenge. The event serves as a platform for personal growth, altruism, and the celebration of human potential, making it a truly inspiring event for all who participate.

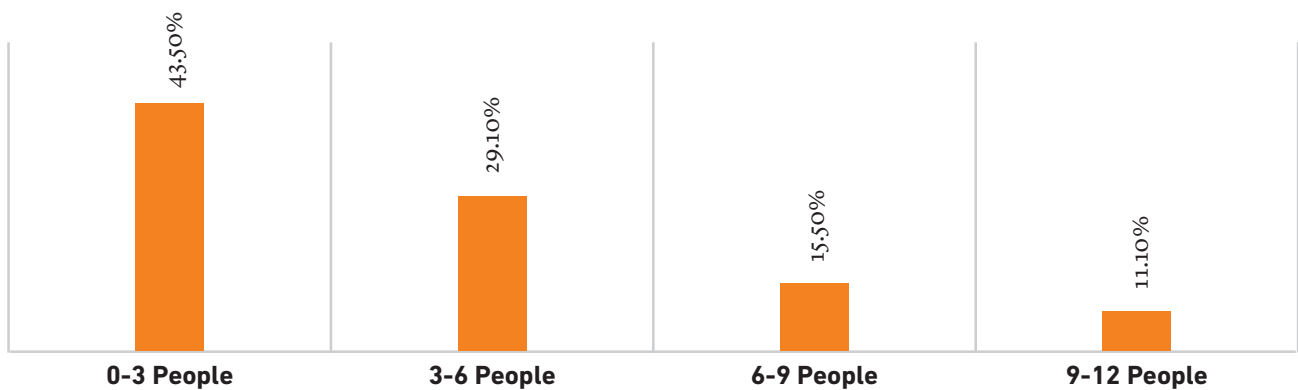
## Participants Inclination Towards Running



17.9% of runners have participated in one to five running events prior to participating in TMM 2023

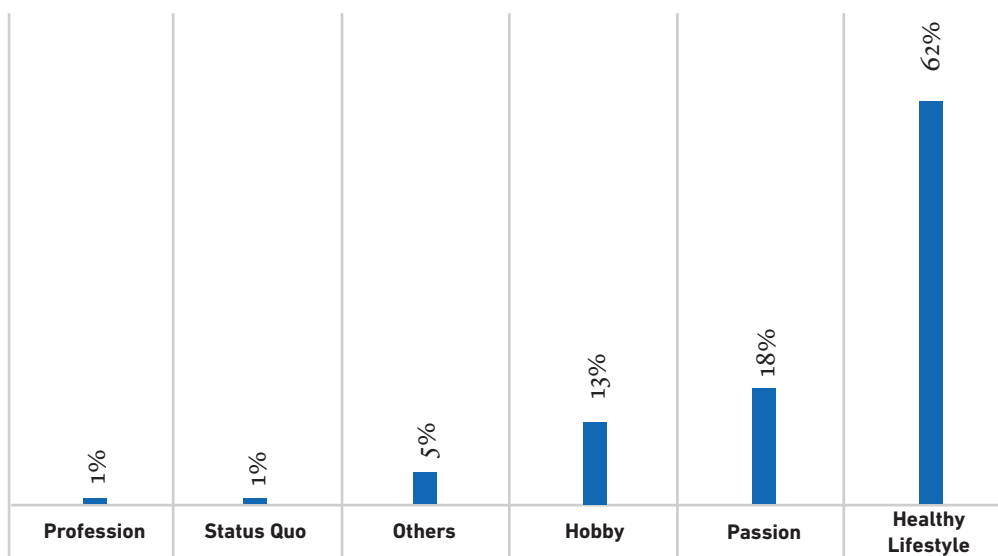
Transforming Lives through Healthy Living: The Positive Impact of the Tata Mumbai Marathon

## Inspiring Individuals to Embrace Active Living



43% of participants have positively influenced upto three individuals to take up active living.

## Factors That Lead to Regular Running

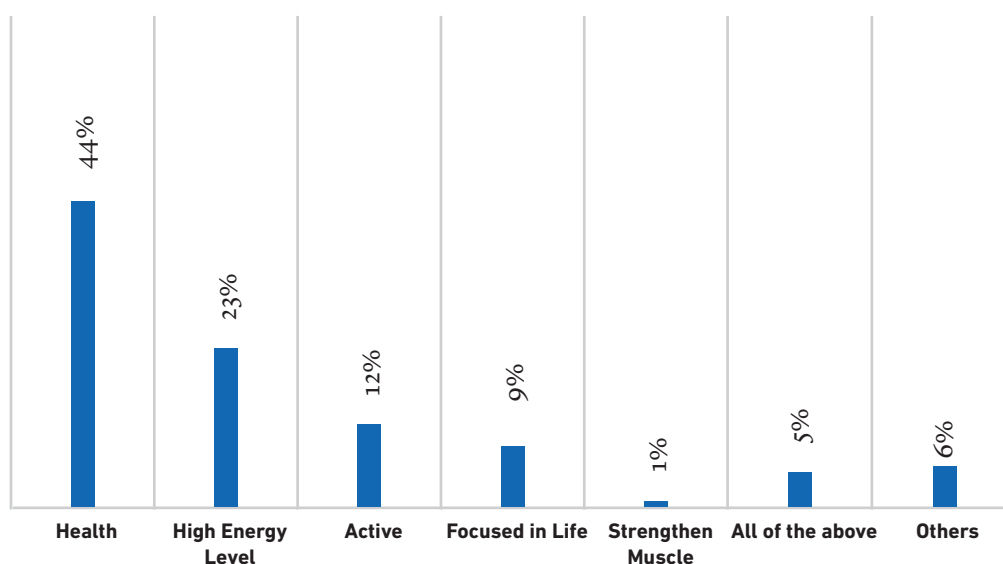


Motivation is very essential to continue any task on a regular basis. After COVID -19 pandemic people have become more aware of their health and are indulging in various methods to lead an active and healthy lifestyle. For some individuals, e.g., gym trainers, healthy lifestyle is a passion and for some it's a hobby.

**62% of participants included running as part of their fitness regime for leading a wholesome lifestyle.**

**18% and 13% of participants continued running for their passion and hobby.**

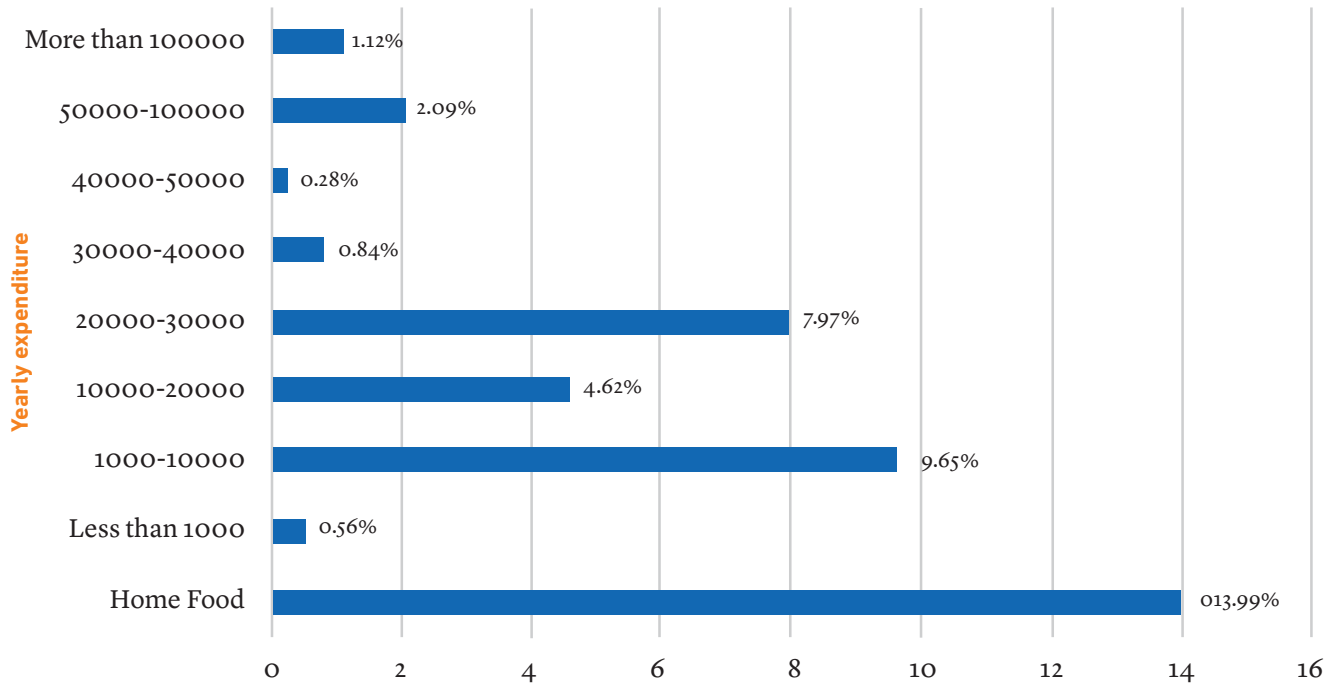
## Benefits of an Active Lifestyle



**44% of the participants believe they have health benefits due to their running regime.**

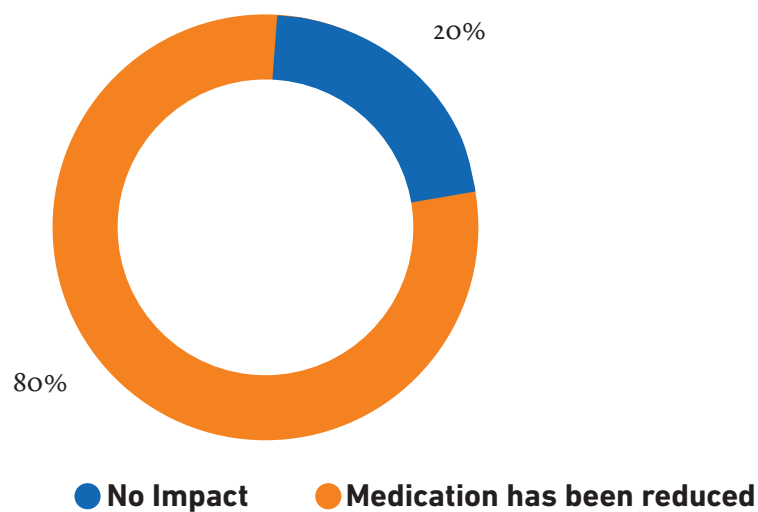
**23% of participants believe they feel high energy due to their running habit.**

## Amount Spent on Nutritious Meals and Fruits



12.59% of participants spend between INR 10,000 to INR 30,000 for nutritious meals and fruits yearly.

## Impact of Running on Health and Medication





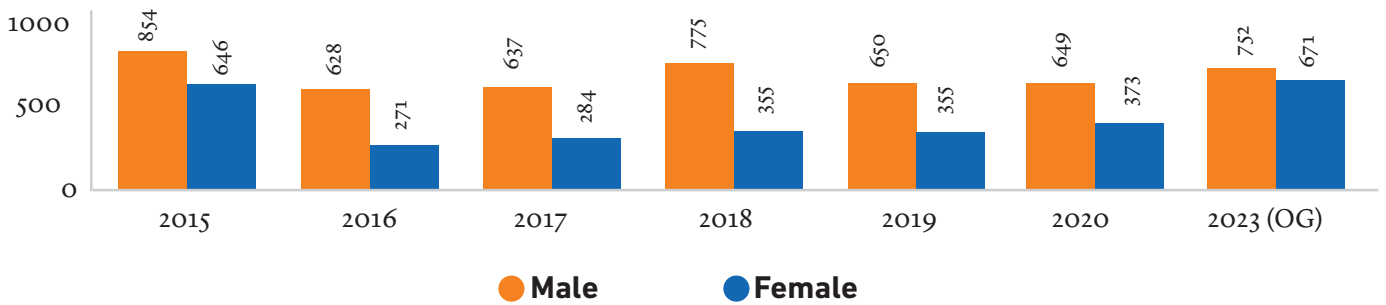
Running has proven to have a positive impact on health by reducing the need for medication and improving overall well-being. Regular running and cardiovascular exercise can help manage and prevent various health conditions, such as high blood pressure, type 2 diabetes, and obesity. By engaging in consistent running, individuals can lower their blood pressure, improve insulin sensitivity, and maintain a healthy weight. These physical benefits often translate

into reduced reliance on medications or even the ability to eliminate certain medications under the guidance of a healthcare professional. Furthermore, running releases endorphins, which are known as “feel-good” hormones, promoting a positive mental state and reducing stress and anxiety. The combination of physical and mental benefits makes running a powerful tool for enhancing health and reducing the need for medication.



80% of runners experienced that their medications have been reduced due to their running habit.

### Senior Citizens' Participation



The participation of senior citizens in running is a remarkable sign, demonstrating their commitment to an active and healthy lifestyle. It serves as an inspiring example, challenging age-related stereotypes and showing that it's never too late to pursue physical fitness. Running offers numerous health benefits, including improved

cardiovascular health, strength, balance, and flexibility. Additionally, it provides social engagement and a sense of community, fostering mental well-being and a support network. Senior citizens' involvement in running highlights the positive impact of staying active as we age.



The 2023 edition had over 1400+ participants in the Senior Citizen Category.

## TRAINING ROUTINE AND REGIME

Training routines and regimens for marathons are crucial for preparing runners to tackle the physical and mental demands of the race. A well-designed training plan typically includes a gradual increase in mileage, long runs, speed work, cross-training, adequate rest and recovery. Various factors influence the training routine for each individual, such as age, fitness level, previous running experience, and specific goals.

Factors like age play a role in determining the intensity and duration of training sessions. Older runners may require more recovery time and a slower progression in mileage to minimize the risk of injury. Fitness level is another important factor, as beginners may need to start with lower mileage and gradually build up their endurance. Experienced runners might focus more on speed work and higher mileage to improve performance.

Additionally, considering previous running experience is essential. Novice runners must focus on building a solid base by gradually increasing their mileage and improving

running efficiency. More experienced runners might incorporate advanced training techniques like interval training, tempo runs, or hill repeats to enhance speed and stamina.

Personal goals also impact training routines. Runners aiming for a specific race time or personal record might focus on specific workouts and pace targets. Those seeking to complete their first marathon may prioritize increasing overall endurance and finishing the race strong.

It's important to adapt the training plan to account for individual differences, listen to the body's signals, and make adjustments as needed. Factors such as nutrition, hydration, sleep, and stress management also influence the training routine and must be considered for optimal performance. Overall, a well-rounded and personalized training routine addresses individual factors and prepares runners physically and mentally for the challenges of a marathon.

### Factors that constitute or contribute to the training routines and regimes of the participants.

#### 1. Running applications used /synced by participants on their smart devices.

Participants who ran the Tata Mumbai Marathon 2023 have actively used apps such as Strava, Fitbit, Garmin, Apple Health, Nike, Google Fit, among others to track their health parameters (eg.Steps, sleep cycle, Blood pressure, calories, etc.)

#### 2. Surfaces used:

Not all participants have the same running schedule or train on the same running surface. The participants prefer different running surfaces for their training, which include.

- Cement road
- Garden/Park
- Turf Track
- Soft mud road

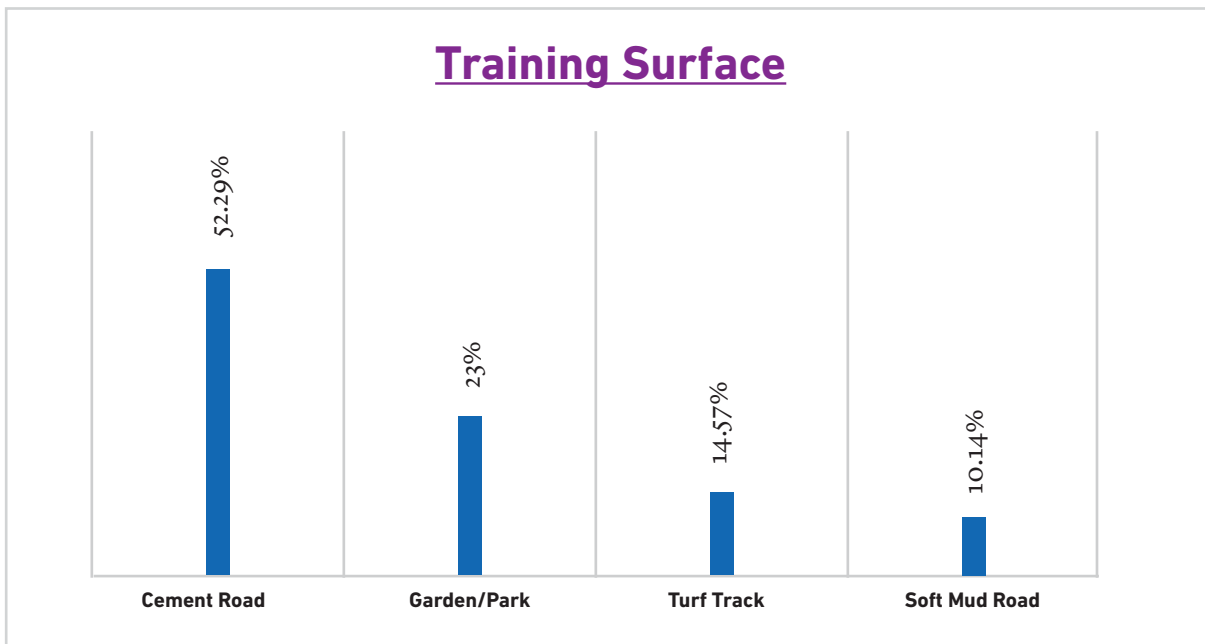
It can be observed that more than half the participants make use of metal and cement roads to practice or have their daily runs. the same surface is used for running the Tata Mumbai Marathon.

#### 3. Participant's weekly training schedules

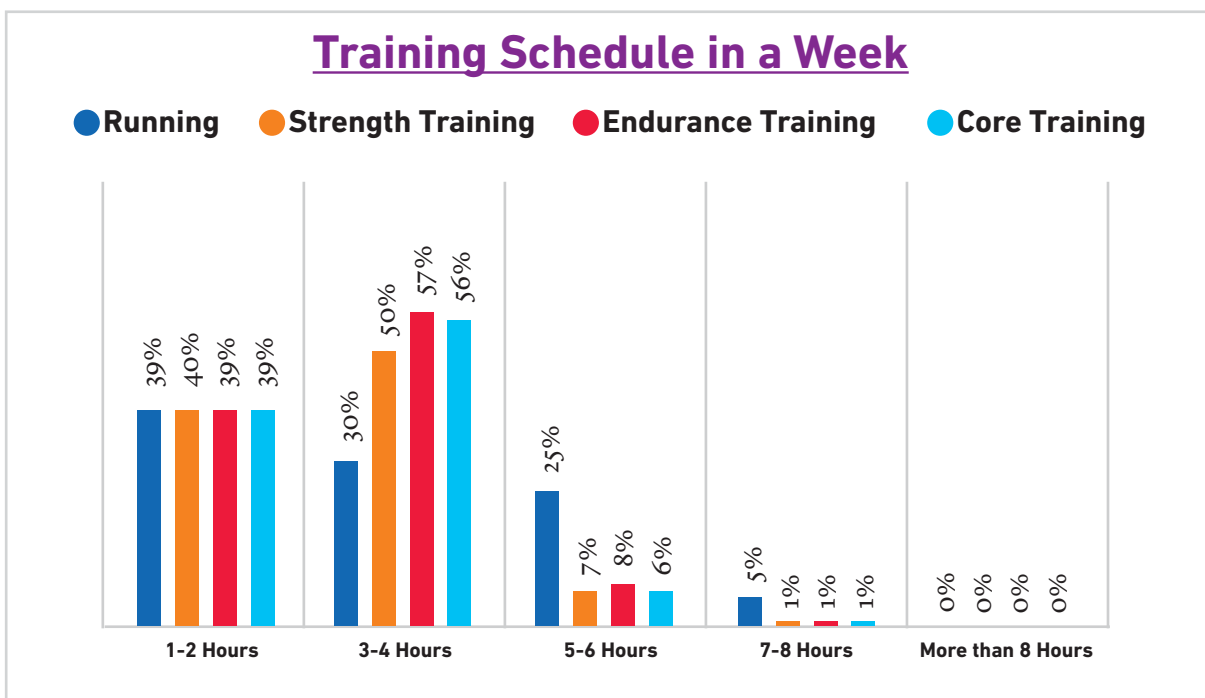
Participants running marathons usually train actively to remain fit, as well as get ready for the competition. However, there are all sorts of runners who run the marathon. A training schedule of a participant can include different aspects of training, that includes –

- i. Running
- ii. Strength Training
- iii. Endurance Training
- iv. Core Training

Every participant's weekly training schedule varies from the other, which can be confirmed by the data given below

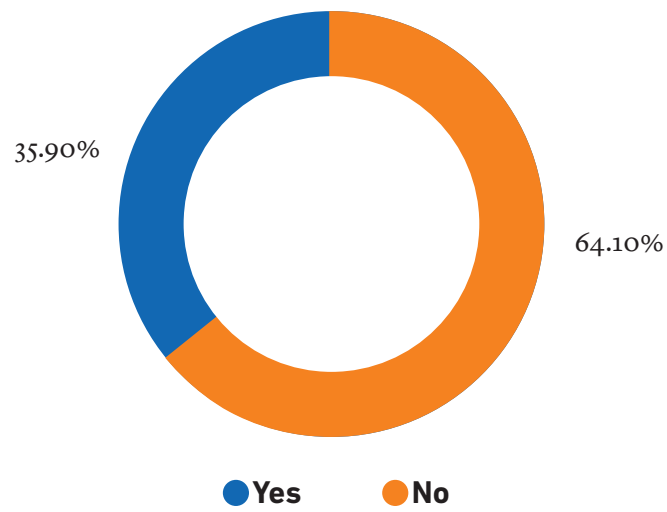


52%+ of runners have trained by running on cement roads.



Participants spread across their time of training in different areas.

## Impact of Running Clubs/Groups/Communities



64.1% of participants are part of running clubs.



## RESEARCH METHODOLOGY

The research study conducted for the Tata Mumbai Marathon impact report utilized a rigorous and advanced research methodology across multiple phases. The aim was to measure the impact of the event from health, social, economic, and sustainability perspectives. The study encompassed a substantial population, employing large sample sizes to ensure near-accurate baselines and precise results for subsequent analyses.

### TMM 2020

#### Phase 1

Phase 1 focused on the pre-race day assessment, involving a robust sample of over 10,000 participants. This initial phase provided valuable insights into the characteristics and demographics of the runners, allowing for a comprehensive understanding of the event's participant base.

Students were deployed for almost 3 months in different locations prior to the marathon in the morning and evening specially when Mumbaikars run and that's how they gathered data of more than 10,000 sample.

| Venues                     | Factor                   |
|----------------------------|--------------------------|
| Borivali National Park     | No. Of Runners           |
| Juhu                       | Accessories/ Running Aid |
| Marine Drive               | Wearables                |
| Shivaji Park, Dadar        | Regular Runners          |
| Aarey Colony               | Barefoot Runners         |
| Worli Sea face             | Pet Walkers              |
| Hiranandani Estate, Thane  |                          |
| Hiranandani Meadows, Thane |                          |
| Upvan Lake, Thane          |                          |
| Palm Beach Road            |                          |
| Mini Seashore, Vashi       |                          |



In order to achieve precise and reliable result, a rigorous statistical sample calculation method was employed. The sample size was calculated with a confidence level of 95% or higher, with a narrow margin of error of only 1%. A Z Score of 1.96 was utilized, corresponding to the desired level of confidence. This calculation was conducted in relation to the population of Maharashtra, ensuring that the sample would accurately represent the larger population.



## Phase 2

Phase 2 took place during the expo, targeting Greater Mumbai local runners. The research team gathered responses from a significant pool of 1,150 participants. This phase delved deeper into specific aspects of the event's experience, enabling researchers to explore the runners' motivations, training regimens, and perceptions of the event's impact.



The random sample was selected to get precise results comprising all categories and demographics. The sample size was selected with 95% confidence level with 3% margin of error with z score 1.96.

## Phase 3

Phase 3 expanded the study's scope to include outstation runners, capturing insights from over 500 participants during the expo. This segment of the research aimed to understand the perspectives of runners travelling from outside Mumbai, assessing their expectations, experiences, and the overall impact of the Tata Mumbai Marathon on their engagement and perceptions.

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

By employing a multi-phase research design with large sample sizes, the study created a robust foundation for the impact report of the Tata Mumbai Marathon. The methodology embraced advanced research language and statistical rigor to analyse the population, measure impact, and derive insights from the data. This comprehensive approach lays the groundwork for a progressive analysis of the event's impact across the dimensions of health, social impact, economic growth, and sustainability.



## TMM 2023

Research Methodology for Measuring Economic Impact, Social Impact, Health Impact, and Sustainability Impact of the Tata Mumbai Marathon 2023

| Topics Covered                                    | Total Data Points            |
|---|------------------------------|
| Location, TMM Experience                          | <b>1,500 at<br/>TMM 2023</b> |
| Gender Bifurcations                               |                              |
| Finance   |                              |
| Travel  |                              |
| Food  |                              |
| TMM as a Qualifier for Other international Events |                              |
| Running Apparel                                   |                              |
| Running Accessories                               |                              |
| Preference of shoes                               |                              |
| Buying pattern                                    |                              |
| Price range of purchase                           |                              |
| Preference of applications                        |                              |
| Training  |                              |
| Physiotherapy                                     |                              |
| Recovery  |                              |
| Supplements                                       |                              |
| Hydration   |                              |
| Impact on medication and Lifestyle                |                              |
| Motivation  |                              |
| Performance                                       |                              |
| Sustainability                                    |                              |
| Waste management                                  |                              |
| Social Cause                                      |                              |
| Raising funds                                     |                              |
| Runners as influencers                            |                              |
| Runners' commitment towards zero waste            |                              |
| Surface for training                              |                              |
| Training communities                              |                              |

## 1. Sampling:

A sample size of over 2000 participants were initially selected for data collection to ensure a diverse representation of participants; however, due to incomplete data coverage from approximately 500 participants, those data points were subsequently discarded, resulting in a final analysis based on a sample size of 1500 participants.

Random sampling techniques were employed to ensure a representative sample, considering factors such as age, gender, participation category and demographics.

The random sample was meticulously chosen to obtain a precise and comprehensive result, encompassing all categories and demographics of participants. The final sample size of 1500 was determined with a 95% confidence level and a 2.5% margin of error, utilizing a z-score of 1.96. These parameters were calculated in relation to the total population of participants, which amounted to 59,497. By adhering to these stringent sampling criteria, the study aimed to ensure the statistical validity and reliability of the findings, allowing for accurate analysis and interpretation of the collected data.

## 2. Data Collection:

Structured questionnaires were designed to collect data on economic, social, health, and sustainability aspects.

Participants were asked to provide information regarding their expenditure patterns, social engagement, physical well-being, and awareness of sustainable practices.

Data collection methods included self-administered surveys, interviews, and observation techniques.

## 3. Economic Impact Assessment:

Participants' expenditure data were collected, including accommodation, transportation, dining, and merchandise.

The collected data were analysed using economic impact assessment models to estimate the overall economic impact on local businesses, tourism, and employment generation.

Secondary economic benefits were considered to provide a comprehensive understanding of the event's economic influence and get a precise estimation from both direct and indirect impact angles.

## 4. Social Impact Evaluation:

Social impact was assessed by examining participants' perceptions of the event's influence on community engagement, inclusivity, and philanthropy.

Data were collected on participants' involvement in charitable initiatives, volunteerism, and their overall sense of social connectedness and community empowerment.

Qualitative data analysis techniques such as thematic coding and content analysis were employed to identify recurring themes and patterns.

Charity figures have been captured.

## 5. Health Impact Analysis:

Health impact was evaluated by assessing participants' self-reported physical fitness levels, training routines, and perceptions of overall well-being.

Data on changes in physical activity levels and lifestyle modifications was collected to measure the event's impact on health.

Statistical analysis, including descriptive statistics and inferential tests, were used to examine the relationship between participation and health outcomes.

## 6. Sustainability Impact Assessment:

The sustainability impact of the event was evaluated by examining participants' awareness and adoption of sustainable practices.

Data were collected on participants' knowledge of environmental conservation, waste management practices, and transportation choices.

## 7. Data Analysis:

Quantitative data collected through surveys were analysed using statistical software to calculate frequencies, means, and correlations.

Qualitative data from interviews and open-ended questions were subjected to thematic analysis to identify key themes and generate insights.

Integration of findings from different impact areas provided a comprehensive understanding of the event's overall impact.

## 8. Limitations:

Limitations of the research methodology include self-reporting biases, potential sampling limitations, and the possibility of social desirability bias in participant responses.

Steps were taken to mitigate these limitations by ensuring anonymity and confidentiality, employing random sampling techniques, using a combination of quantitative and qualitative approaches and adopting large sampling size at baseline test during 2023.

By adopting this research methodology, the economic impact, social impact, health impact, and sustainability impact of the Tata Mumbai Marathon 2023 were comprehensively assessed. The findings provide valuable insights into the Tata Mumbai Marathon multifaceted contributions and offer a foundation for informed decision-making, further development, and future improvements in the event.

## ACKNOWLEDGEMENTS

We would like to express our sincere gratitude to IISM and Procam International for providing us with the invaluable opportunity to conduct an in-depth study on the “Economic, Social, Health, and Sustainability Impact of The Tata Mumbai Marathon 2023.” Our team has dedicated countless hours of hard work throughout this journey, which has significantly expanded the scope of our students’ learning. We extend our heartfelt appreciation to all the stakeholders who have supported us throughout the entire process.

We would also like to acknowledge the efforts of our team in successfully conducting the study for the 2020 edition of the event. Building upon that experience, we are now embarking on the second series for 2023, with an added focus on sustainability. We are grateful for the chance to delve deeper into this aspect and further contribute to the understanding of the Tata Mumbai Marathon’s overall impact.

We understand that unintentional errors may occur in our report, and we kindly request you bring any such errors to our attention. Your feedback is essential, and we assure you that prompt action will be taken to rectify any identified issues. Thank you for your support and collaboration.

## REGARDS

### Report Guide

#### AMITAVA PAL

Associate Dean  
International Institute  
of Sports & Management

### IISM Team Authors

#### AMITAVA PAL

Associate Dean

#### KINJAL MEHTA

Assistant Professor

#### ARPI SHAH

Adjunct Professor

#### ROHIT WALAVALKAR

Assistant Professor

### Research Coordinators

#### NEEYA SACHDEV

#### ISHA APTE

#### SABAREENATB NAMBOODARI

### Primary Research and Survey

#### KASHISH SHARMA

#### ARPITA JOSHI

#### SARGAM NAIK

#### SOHAM PITKAR

#### HARSH RAUT

#### AAYUSH NAG

#### NIKET GALA

#### ALIASGAR AYAZ

#### ISHAAN MISHRA

#### RIDDHI PATEL

#### SAKTIMAKESVARI N

#### UDAY RAJPUT

#### SONASHE BHATNAGAR

### Project Guide

#### KEVIN PEREIRA

Sr. V.P. - Running & Business Development  
Procam International

### Project Lead

#### BHAVESH TANAVADE

Executive - Running Development  
Procam International

### Procam International

#### VISHAL GOSAI

Assistant Manager - Design

#### MINESH GANDHI

Assistant Manager - Design

#### BHAVIN JOSHI

Jr. Art Director - Design

#### CHRISTOPHER ASHWIN WHYTE

Vice President - Creative





<https://tatamumbaimarathon.procam.in>

   /TataMumMarathon

14, St. James Court, Marine Drive, Mumbai - 400 020, India

Tel: +91 22 2202 0284 Fax: +91 22 2202 5112

