

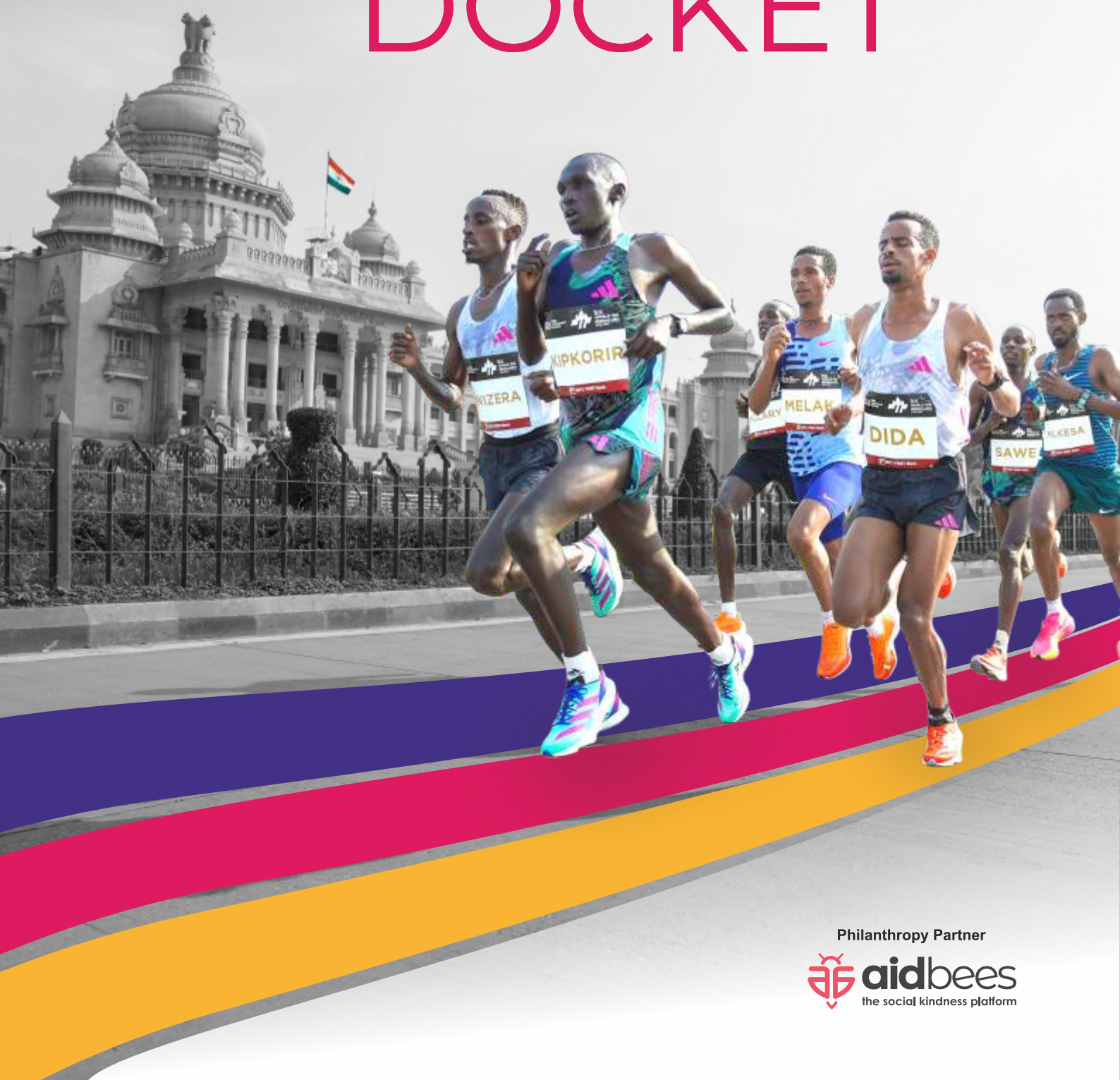


Associate Sponsor



IDFC FIRST
Bank

EVENT DOCKET



Philanthropy Partner



aidbees
the social kindness platform





tcs

WORLD 10K
BENGALURU

21 May 2023

Title Sponsor

tcs TATA
CONSUL
SERVICE

Associate S

IDFC FIR

DAY TIME

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PROCAM





Foreword

One could not have envisaged a more vibrant and colourful confluence of humanity to celebrate the landmark 15th edition of the TCS World 10K Bengaluru. A record 27,000 participants from across India and the world, converged at the iconic Sree Kanteerava Stadium, on that unforgettable Sunday, 21st May.

A journey that began 15 years ago with the motive of making running a lifestyle choice has now become a global success story. The event set new benchmarks – across sport, philanthropy, brands and sponsorships, strengthening the community, social good, and creating a lasting impact.

The World Athletics Gold Label Road Race witnessed breath-taking action from one of the fastest elite line-ups ever, at this race. Sebastian Sawe and Tsehay Gemechu stamped their class in style. The Indian Elite competition was equally captivating, with national 10K record holder Murli Gavit and debutant Tamshi Singh taking the honours.

Along with global brands such as Cadbury and Vedanta Limited entering the fray, our partners created unique touchpoints for the community with innovative offerings. Bisleri launched special edition bottles featuring top Indian elite runners. IDFC FIRST Bank continued with its Runner's Pledge they supported social causes & non-profits supported by the bank, while ASICS launched an exclusive line of event merchandise for a perfect Race Day look. On the other hand, brands such as FAST&UP, and Cadbury Fuse ensured top-of-mind recall at the point of sweat.

TCS World 10K Bengaluru prides itself in being a socially and eco-conscious race. Over the years we have proactively ensured numerous initiatives to achieve our objectives. For the last few years, the event has been 100 % waste-managed, with a strong focus on the three R principles — reduce, reuse, and recycle. Even as an eg., this year our Majja Run medals were crafted from recycled metal!

Year after year the event has been the largest sporting platform for philanthropy in South India. With the support of aidbees, our new philanthropy partner, the event raised ₹ 2.72 Crores strengthening the giving legacy of the event.

TCS World 10K Bengaluru has served as a testament to the city's allure!

Our grateful thanks to the government authorities, partners, stakeholders, and most of all the runners, for their invaluable support in making this celebration of community and running, a resounding success.

With our sporting best wishes,

ANIL & VIVEK SINGH

From The Philanthropy Partner's Desk

With a history of raising ₹ 51.88 Crores since inception, the TCS World 10K Bengaluru is a celebration of running for philanthropy. This year onwards, aidbees- the world's first social kindness platform is the Philanthropy pillar for the Run. By assisting various participating bodies to raise funds for their chosen cause, aidbees showed an optimistic promise to make a difference with the Run.

"Over the years, the TCSW 10K, Bengaluru has had a reputation to assist social welfare strongly and it gives a chance to various NGOs to raise funds for their efforts and work. For aidbees- a new face in the ecosystem of social good, this was a debut association with the Run as the Philanthropy Partner. I am thrilled to share that we did touch dream numbers this year in the form of participating individuals, NGOs and Corporates. 100+ individual fundraisers, 80+ participating NGOs and 29 corporates helped in making the philanthropy aspect a huge success. With a hope of growing this bond stronger, aidbees promises to keep the spirit of change alive through philanthropy."

RASHMIE KUMAR
FOUNDER DIRECTOR, AIDBEES

POWER SPEAK



Dr G Parameshwara
Home Minister, Govt. of Karnataka
and President, KAA

"We are honoured to be a part of the TCS World 10K Bengaluru, an event that celebrates the spirit of community and athleticism. Moreover, the event has been a pillar for our Indian athletes and given them an opportunity to perform at the highest level. It was exciting to see our young winners Murli Gavit and Tamshi Singh take the top honours and my congratulations to all for a splendid performance."



Shri Manjunath Bhandary
Member of Legislative Council and
Chairman, Shayadri University

"The TCS World 10K has become a beacon of health, fitness and social good for Bengaluru. It was exciting to see all the participants put on their best foot forward highlighting the vibrancy and liveliness of Bengaluru. We are sure next year the event will be back bigger and better. Congratulations to all!"



Dr Ashwath Narayan
MLA

"As a city we need to bring everyone together. People from various backgrounds converging; that is the spirit of Bengaluru. Running can make a difference. TCS World 10K promotes the right message, which is to 'run with heart'. This run can bring everyone together, for a simple cause; to build a better community, to love each other and to respect each other."

POWER SPEAK



Shri Praveen Sood

Director CBI

"I still remember the day in 2008, when it was the first time that the run was organized in Bengaluru. In the years that have followed, it has become more than an event, it is a way of life. That is the change I have witnessed first-hand. The number of participants has been increasing year on year and even the level of enthusiasm has gone up. I'm sure it will only grow in the years to come."



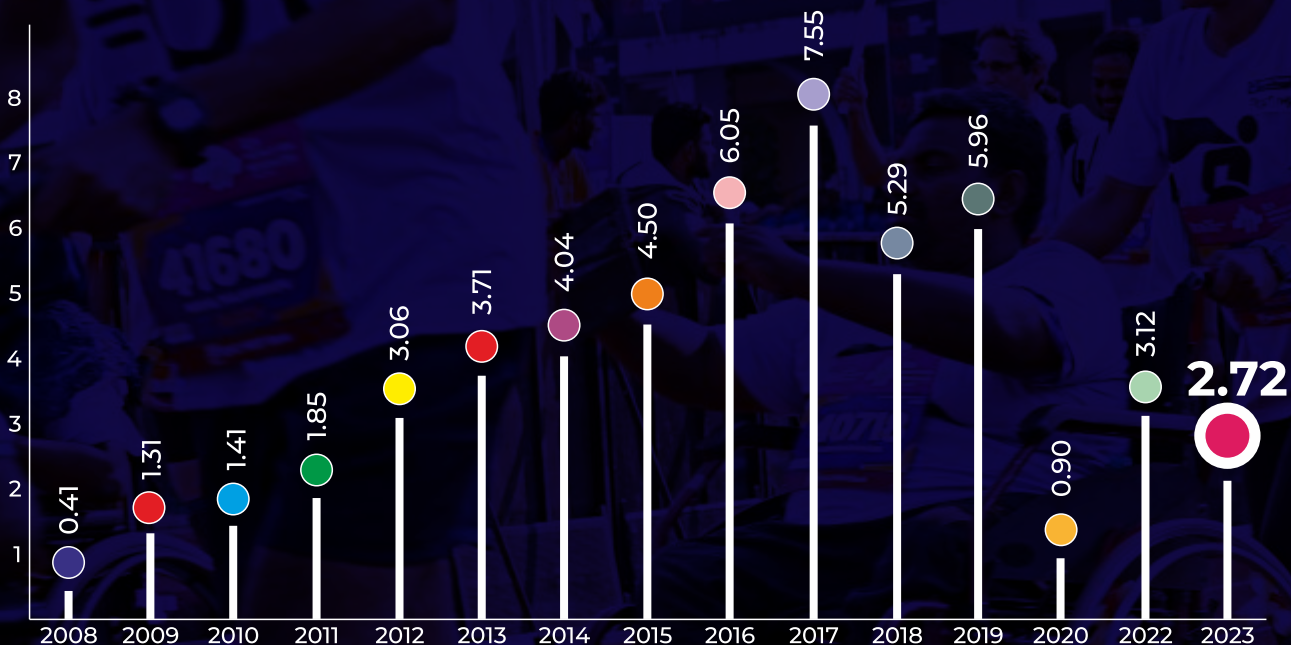
Anju Bobby George

**Vice President, Athletics
Federation of India**

"As a sportsperson, I understand the significance of fitness in achieving personal excellence and the importance of a platform for our athletes to perform with the best in the world. And the TCS World 10K Bengaluru has been that for our Indian athletes. It was particularly impressive to witness the debutant Tamshi Singh and Murli Gavitt to win the titles. My heartiest congratulations to the winners and all participants."

Total funds raised since 2008

₹ 51.88 Crores



**FUNDS RAISED AT
TCS WORLD 10K
BENGALURU**

SUMMARY OF FUND RAISED

CATEGORY	AMOUNT
Kindness Fundraisers individuals who have raised over ₹ 1 lakh for charity through TCS W10K. The category comprises Kindness Champion(10 lakhs), Kindness Ambassador (raised from ₹ 5 lakhs to less than ₹ 10 lakhs),Kindness Leader (raised from ₹ 2.5 lakh to less than ₹ 5 lakhs),Kindness Advocator (raised from ₹1lakh to less than ₹ 2.5 lakhs)	₹ 70,32,407
Individual Fundraisers (Incl. Young Leaders below ₹1 lakh	₹ 17,33,706
"Young Leaders- Fundraisers below the age of 18 years, who have raised ₹ 50,000 or more"	₹ 11,98,919
Corporate Teams Team Participation	₹ 1,07,18,500
NGO Donation Fund recieved directly on NGO Pages	₹ 10,80,500
Raised directly by NGOs Funds donated by TCS (to Headstreams) *	₹ 5,12,800
Direct donations recieved by the NGOs*	₹ 50,00,000
Total funds raised & accounted by aidbees	₹ 2,72,76,834

*Donations not raised via the aidbees platform.




KINDNESS INDIVIDUAL FUNDRAISERS



Kindness Individual Fundraisers are people who come from many walks of life and join the celebration of running and philanthropy through aidbees. Eminent personalities, Executive leadership, staff of NonProfits and committed supporters of a noble cause come together to fundraise for their chosen NGO. Their zeal to try and raise as much funds as they can resonates with the sole dedication of engaging in socially meaningful and impactful action.

The 2023 edition saw 65+ such fundraisers raising funds across 5 categories.



Kindness Champion is an individual who fundraises a minimum of ₹ 10 lakhs in donations for a chosen NGO. Year after year, they raised the bar. Gautham CB, our Kindness Champion for 2023 raised ₹ 10 Lakhs for neonatal care.

KINDNESS CHAMPION



GAUTHAM CB
for Neonates Foundation of India

KINDNESS CHAMPION

Gautham is the Regional Head at Motherhood Hospitals. An avid runner for many years, he has completed over 2 dozen half marathons and 9 marathons. This is the fourth time Gautham is fundraising at the event. The first time Gautham fundraised, he started with a target of ₹10,000. He gratefully remembers how through the years, he has been able to reach the target of ₹10 Lakhs in 2023. Gautham fundraised for neonatal care and saving premature babies.

"NFI is close to my heart. I have seen babies as small as 500-600 grams do very well with that extra care and treatment, who otherwise would not have survived. Through this initiative, I would like to see if we can help the needy and lend a hand to give the premature a chance to survive. My initial goal was to raise ₹ 5 Lakhs but with overwhelming response, and with a brave heart, I committed and raised ₹ 10 Lakhs, thanks to the kind-hearted donors."

- Gautham CB

RAISED

₹ 10,07,480

KINDNESS AMBASSADOR



In their vision to make the world a kinder place, Kindness Ambassadors are individuals who take on a minimum target of ₹ 5 Lakhs for their chosen NGO on the platform. This year, 4 Ambassadors raised a total of ₹ 25,93,163 for 4 participating NGOs at the TCSW 10K Bengaluru.



KINDNESS AMBASSADOR

Usha Baliga is an engineer with 18 + years of work experience. She is the Partner at Lakshmi Info Solutions and has been an active part of the family business. Through the years, Usha has volunteered and participated in multiple outreach programmes for social causes. Usha strongly resonates with the cause of Health & Welfare and the work that BKF is doing to help those in need.

"I have been fundraising since 2009 and I did not have any background nor any experience of it. Gradually, with the help of my friends, families and acquaintances I built a network of donors who trusted me and my cause. I have always believed that every drop counts; and fundraising every year has only made this belief stronger in me."

- Usha Baliga

Usha Baliga
for Bangalore Kidney Foundation
Raised ₹ 7,14,787



KINDNESS AMBASSADOR

Sudhir Shetty works for 3M India Ltd. and has been running since 2014. He started fundraising in 2015 and has been raising funds for Veer Ratna Foundation. He is also a part of the renowned PaceMakers group and has always been an avid supporter of the martyrs sacrificing their lives for the country and hence helps families of the war veterans through Veer Ratna. He began his target at ₹ 5 Lakhs and ended up achieving ₹ 7 Lakhs for a cause that is close to his heart.



SUDHIR SHETTY

for Veer Ratna Foundation

Raised ₹ 7,09,436

As a Runner and Fundraiser, it is a different joy to cross the finish line knowing that you are the reason for someone's smiles. This year, more than 100+ fundraisers & corporates came together and raised more than ₹ 2 Crores. I heartily look forward to the day when more of these 27,000 runners join a social cause and impact many more lives, together

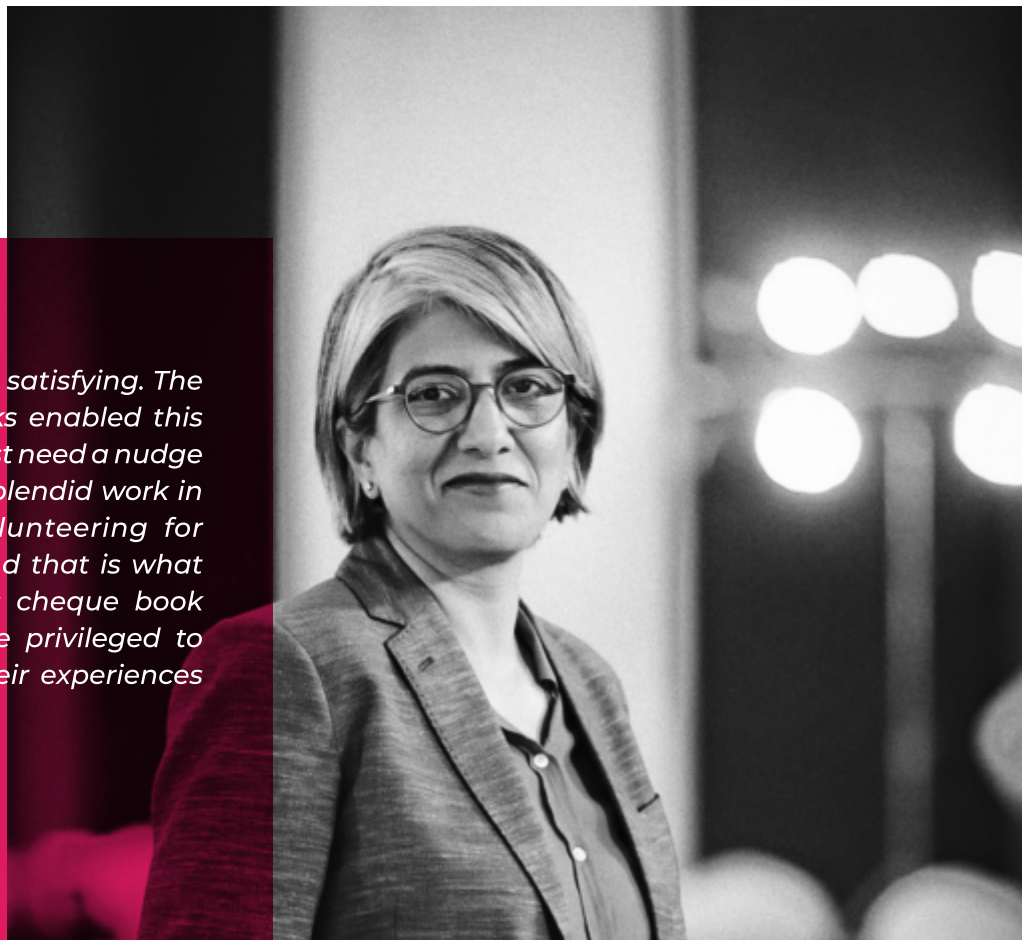
- Sudhir Shetty

KINDNESS AMBASSADOR

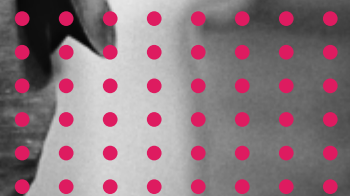
Manisha works with BNP Paribas as the Head of CSR, Brand and Communications for India. She is a Director of the BNP Paribas India Foundation and leads all the philanthropic activities for the company in the country. She strongly affirms the mission of Bhumi NGO over creating a culture of volunteer based change and hence she raised funds for their efforts.

"Fundraising was tiring yet satisfying. The generosity of so many folks enabled this and it shows that people just need a nudge to share. Bhumi is doing splendid work in creating a culture of volunteering for community betterment and that is what we need in India besides cheque book philanthropy, we need the privileged to share their money and their experiences with the less fortunate."

- Manisha Khosla



MANISHA KHOSLA
for Bhumi
Raised ₹ 6,80,680



KINDNESS AMBASSADOR

Currently living and working in the UAE, 50 years old Patrick has been fundraising through running for almost a decade now. He is also part of the PaceMakers running group and is an active contributor to social welfare. He knew the Founder of Odisha Rising Foundation previously and was touched by the work ORF did in spreading awareness on mental health diseases among grassroots population. This prompted Patrick to help the NGO in their efforts and raise funds for them.



PATRICK PITCHAPPA
for Odisha Rising Foundation
Raised ₹ 5,18,534

"Many friends, relatives, coworkers & running buddies rallied to help me achieve my target. It was a heartwarming experience. There's no donation that's small, keep giving whatever you can!"

- Patrick Pitchappa



KINDNESS LEADER

Leading the philanthropy tables, Kindness Leaders are individuals who raise a minimum of ₹ 2.5 Lakhs for their chosen NGO. In this edition, we had 3 Kindness Leaders who dedicatedly raised a total of ₹ 8,90,178 for 3 causes.

KINDNESS LEADER



LUKE NINAN

for Reaching Hand
Raised ₹ 3,56,387

"It was satisfying to raise funds from friends, colleagues and family who understand and stand behind your vision. We all should provide an environment to uplift and transform communities impacting the backbone of a nation and also inspire and encourage the underprivileged."

- Luke Ninan

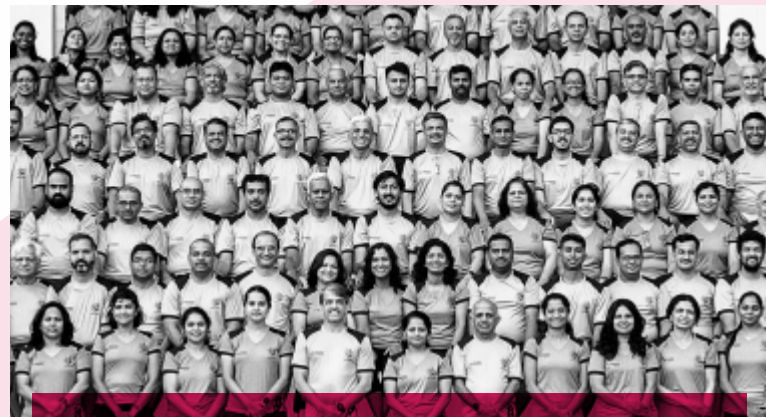


BALASUBRAMANIAM M

for e-Vidyaloka Trust
Raised ₹ 2,56,890

"This is the third time I am raising funds for a cause & really it connects to the like minded people whom you know & they feel its a privilege by supporting for the right cause! Hence we are making a difference. Be the bridge by connecting the dots & bringing smiles to others!"

- Balasubramaniam M



JAYANAGAR JAGUARS

for Mobility India
Raised ₹ 2,76,901

"Mobility India works with champions who are achieving many incredible feats in spite of permanent disabilities. A cause that is close to our hearts, as sports lovers we understand the challenges we face due to mobility issues when we are injured in our sport."

- Jayanagar Jaguars



KINDNESS ADVOCATOR

Kindness Advocators are individuals who raise a minimum of ₹ 1 Lakh for their chosen NGO. This edition we are thrilled to share that 25 Kindness Advocators including 8 Young Leaders raised a total of ₹ 37,28,786.



VYBHAVA
Each One Educate
One Foundation

RAISED
₹ 2,30,989



PRAVEEN SHETTY
Veer Ratna
Foundation

RAISED
₹ 2,19,004



DEEPA BHAT
Animal Care Trust

RAISED
₹ 2,17,877



BASAVARAJ AKKI
Srikrishna Charitable
Trust

RAISED
₹ 2,07,145



AMAR LINGALA V
Veer Ratna
Foundation

RAISED
₹ 2,05,952



ANANTHA PRAKASH
Each One Educate
One Foundation

RAISED
₹ 1,63,760

KINDNESS ADVOCATOR



P V KRISHNA MOHAN
Each One Educate
One Foundation

RAISED
₹ 1,53,255



NADADUR R G
Environment
Association Of
Bangalore

RAISED
₹ 1,26,375



NADADUR JANAKI
Environment
Association Of
Bangalore

RAISED
₹ 1,26,375



SRAVANTHI VARANASI
Each One Educate
One Foundation

RAISED
₹ 1,25,666



VIKAS RUPARELIA
The Association
Of People With
Disability

RAISED
₹ 1,18,378



SAMPATH IYENGAR
Right to Live
(Kote Foundation)

RAISED
₹ 1,13,465

KINDNESS ADVOCATOR



DIVYA JINDAL
Smile Foundation

RAISED
₹ 1,07,226



PRASHANTI GOSWAMI
Each One Educate
One Foundation

RAISED
₹ 1,03,447



SUBASH CV
Each One Educate
One Foundation

RAISED
₹ 1,02,737



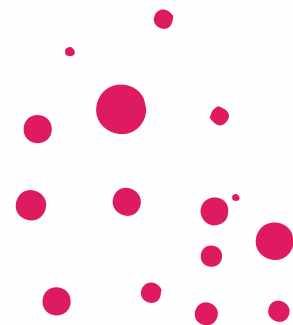
SUNIT SINGH
Neonates Foundation
Of India

RAISED
₹ 1,01,657



RENUKA PRASAD H.R.
Ashwini Charitable
Trust

RAISED
₹ 1,00,500





tcs DATA CONSULTANCY SERVICES

tcs WORLD 10K BENGALURU 31 May 2023

MAJJA RUN 5.1 KM

65099

IDFC FIRST Bank



YOUNG LEADERS

This special fundraising category celebrates the young fundraisers and their energy to change the world! Individuals under the age of 18 years fundraising a minimum of ₹ 50,000 join this club. This year, 8 Young Leaders raised a total of ₹ 11,98, 919 making a statement of an impactful change. All Young Leaders have achieved Kindness Advocator Level.

YOUNG LEADERS



Ishaan is 9 years old and studies at The Bangalore International School. He learnt about Shrimad Rajchandra Love and Care because his mother is a volunteer there. He had visited the NGO and seen their work to help tribal people. He really appreciates the snacks prepared by the tribal women and wanted to help SRLC to make a bigger factory for more women to get work. That's why he started this fundraiser through the TCSW 10K event.

ISHAAN GWALANI for Shrimad Rajchandra Love & Care

"It felt very good to get support from so many of my family members and friends. I thank all of them for supporting SRLC. Together we can make a difference"

- Ishaan Gwalani

**RAISED
₹ 2,00,961**

(KINDNESS ADVOCATOR)

PV Sricharan is 6 years old and is in his first grade. He lives on a campus where many children in need are getting free education and they are so happy. This inspires him to support many more children. He initially reached out to many people and explained his motive to fundraise and when people saw someone as young as PV, they surely came to support.

PV SRICHARAN for Each One Educate One Foundation

"I am raising funds for Each one Educate one as I know that by educating another of my brothers or sisters, we can create a better future for ourselves. My appeal is to educate 1 of my brother or sister to study free medical education and become a doctor so they can serve in villages and help the poor"

- PV Sricharan

**RAISED
₹ 1,72,268**
(KINDNESS ADVOCATOR)



YOUNG LEADERS



TANUSHRI KUMAR

Udhavum Ullangal
Public Charitable
Trust

RAISED
₹ 1,65,888



KIVA MEHTA

Shrimad Rajchandra
Love & Care

RAISED
₹ 1,58,790



SAHAJ MEHTA

Shrimad Rajchandra
Love & Care

RAISED
₹ 1,58,461



ANAIKA SHAH

Shrimad Rajchandra
Love & Care

RAISED
₹ 1,33,777



ISHITA BANTHIA

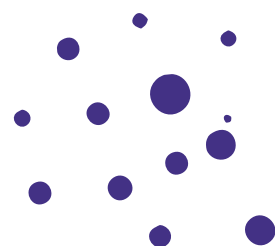
Shrimad Rajchandra
Love & Care

RAISED
₹ 1,03,340

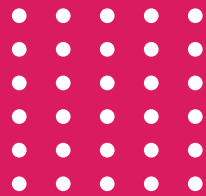


SHREYA KUMAR
Bal Utsav

RAISED
₹ 1,00,317



OTHER INDIVIDUAL FUNDRAISERS



What matters the most is the commitment to support a cause and raise funds, and our Individual Fundraisers showed exactly that. From raising as little as ₹ 100 to as high as much as they can, these fundraisers prove that kindness doesn't need a number, it needs a sense of community.

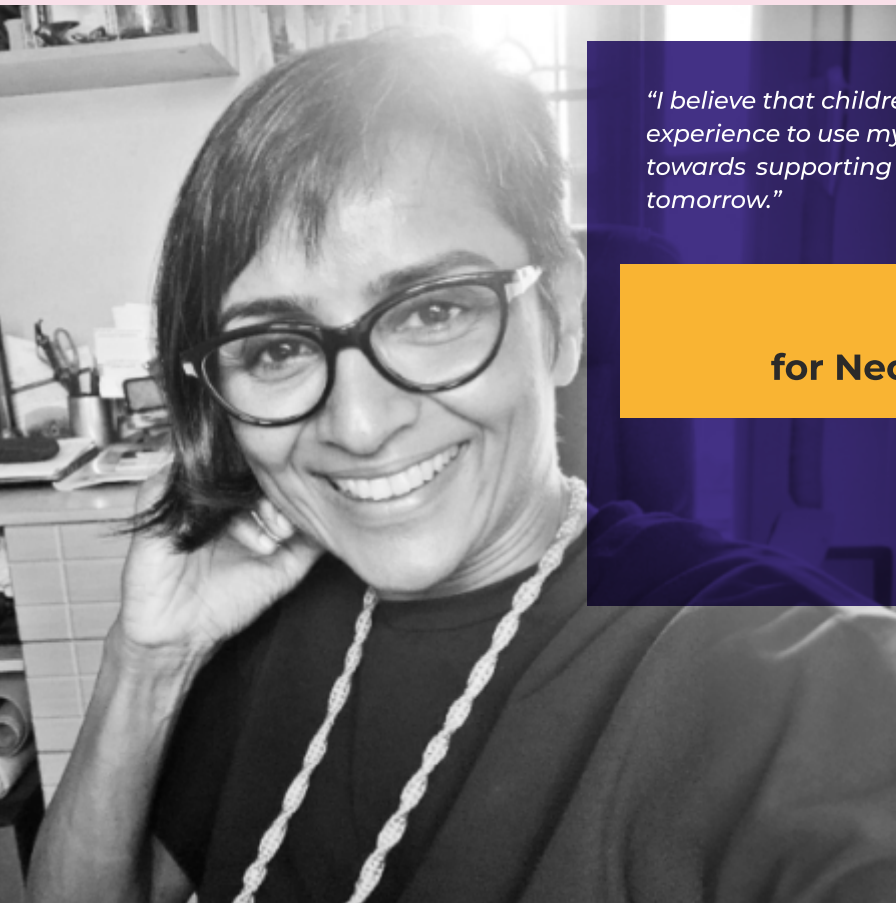
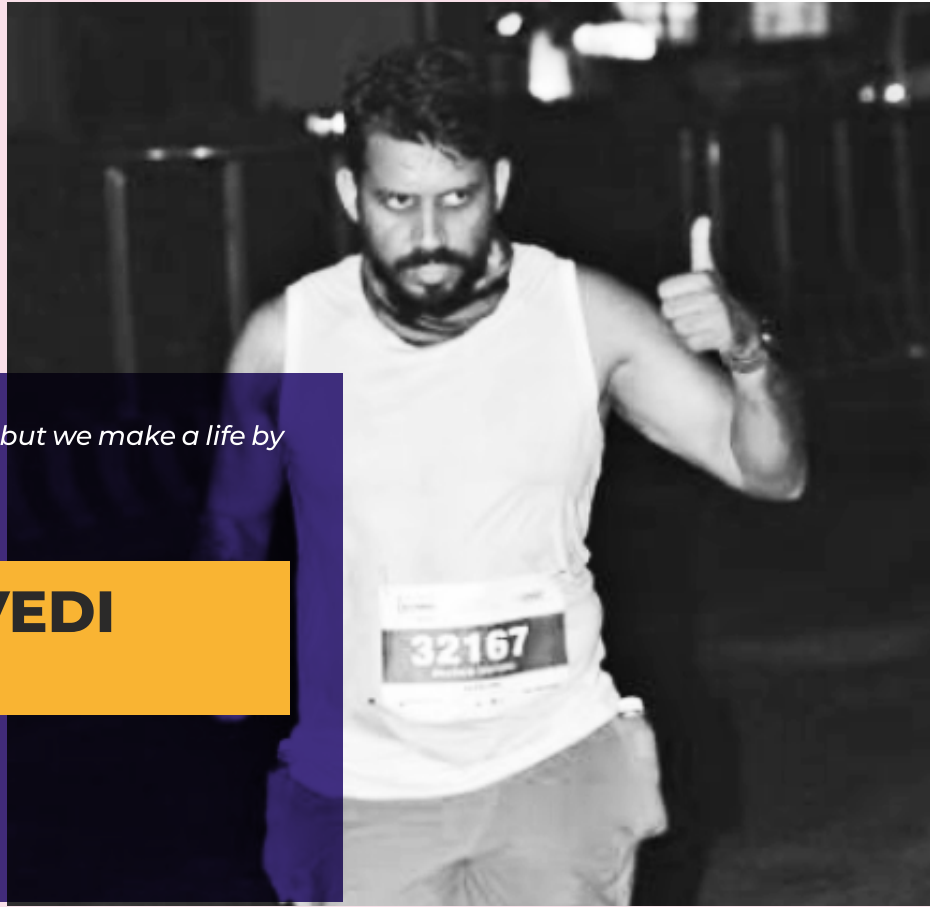


INDIVIDUAL FUNDRAISERS

"We make a living by what we get, but we make a life by what we give."

PRAMOD DWIVEDI
for Save Aravali Trust

RAISED
₹ 95,328



"I believe that children are the future, and it was an enriching experience to use my passion for running to create an impact towards supporting a cause that would help build a better tomorrow."

KETAKI SATHE
for Neonates Foundation of India

RAISED
₹ 94,505

FUNDRAISERS	SUPPORTING NGO	FUNDS RAISED
SRIDHAR PILLALAMARRI	Indian Cancer Society	₹ 89,327
CHANDRASEKARAN SUBRAMANIAN	ASTHA	₹ 71,331
TALUPULA RAMESH	Each One Educate One Foundation	₹ 66,169
SHAILAJA PARTHASARATHY	Amar Seva Sangam	₹ 60,733
VARSHA	Each One Educate One Foundation	₹ 58,876
RACHELIN SUJAE	Reaching Hand	₹ 58,061
KAVITA JHUNJHUNWALA	Make-A-Wish Foundation Of India	₹ 55,452
JAYAN GEORGE	Reaching Hand	₹ 54,895
VIDHYA R	Each One Educate One Foundation	₹ 50,315

CORPORATE TEAMS

The Corporate Teams category is the perfect chance to merge CSR, employee engagement and marketing objectives through the TCS World 10K Bengaluru, 2023. Corporate teams participate with unmatched enthusiasm and celebrate a new wave of change through the event. The companies choose NGOs of their choice from the aidbees platform and contribute funds towards a cause. This year, a total of more than ₹ 1 Crore was contributed to various NGOs by 28 participating companies. These funds will not only help the NGOs in their work but will also give their noble work visibility and acknowledgement.





Atkins
(Member Of The SNC-Lavalin Group)
Contributed ₹ 18,00,000

The vision of Atkins is focused on engineering a better future for the planet and its people. They work with clients across all major infrastructure sectors and bring deep technical expertise to the world's most ambitious infrastructure projects. Atkins creates sustainable solutions that connect people, data and technology to design, deliver and operate the most complex projects. Their CSR motto is to make a positive impact in society by harnessing sustainable initiatives, improving the quality of life through nurturing talents and creating opportunities for progress. Right to Live works towards digital interventions in education for children.

"I'm immensely proud of our commitment to philanthropy and making a positive impact. For years, Atkins has been actively involved in various initiatives focusing on education, disability, sustainability, and community development. We believe in the transformative power of running, especially when coupled with a meaningful cause. It adds a vibrant dimension to the event, inspiring runners to push their limits. I couldn't be prouder of the enthusiasm and efforts of our 160 team members who ran."

- SOMNATH BHAGAVATULA
VICE PRESIDENT HR - ATKINS

HIGHEST
CONTRIBUTING CORPORATE

In support of

**right
to live**
Join Hands. Change Lives.

2ND HIGHEST CONTRIBUTING CORPORATE

In support of



Informatica is an Enterprise Cloud Data Management leader that empowers businesses to realize the transformative power of data. Informatica India is the biggest Global Capability Center for Informatica with 2500+ employees representing product innovation, customer support, IT, and professional services. They are committed to demonstrating the core value to “Do Good” for the community in every possible way. In this journey, the employees step in for each noble cause. TCS World 10K Bengaluru is one such platform to encourage and promote healthy living, thinking, doing and sharing. In 2023, 120+ Informaticans ran together for the "Smile Foundation - Shiksha Na Ruke" campaign to support underprivileged kids' education.

"At Informatica, we have a robust CSR framework to address various pressing issues of our societies. At the same time, our workforce fosters a culture of contributing in every smallest way to support our surrounding communities. We take pride in participating in the TCS World 10K Bengaluru, and are humbled to contribute to a noble cause."

- KRISHNA NARASIMHAN
MD, INFORMATICA INDIA & GVP CCS

Informatica Business Solutions Private Limited
Contributed ₹ 13,90,000





Karma Capital Advisors Pvt. Ltd.
Contributed ₹ 7,27,500

Karma Capital is a specialized asset management firm established in 2005 managing India public equities. They cater to foreign Institutional Investors and domestic Ultra HNIs managing their money in India through a combination of Portfolio management services and AIFs. The differentiated approach to fund management, especially early cycle investing, is the reason clients invest with them. Karma Capital decided to participate in the event so that the NGOs they are representing get a wider reach. It's another way of raising awareness by not just helping monetarily for the causes. The two main themes for them were environment and special needs children. They supported Save Aravali Trust as it works with the local society themselves to rebuild forests. Sense Kaleidoscopes is providing gifted special needs children an ability to significantly enhance and invest in their talent.

"Karma Capital has ethics and philanthropy deeply rooted in its DNA and we firmly believe giving back to society is definitely an integral part of any successful enterprise."

- RAJNISH GIRDHAR
CEO, KARMA CAPITAL ADVISORS PVT. LTD.

3RD HIGHEST
CONTRIBUTING CORPORATE


In support of



COMPANY NAME	NGOs SUPPORTED	CONTRIBUTED
AHANA SYSTEMS & SOLUTIONS PVT. LTD.	Right to Live-KOTE FOUNDATION	₹ 1,50,000
ANTHEM BIOSCIENCES	Aim For Seva	₹ 2,50,000
ASM TECHNOLOGIES	GoSports Foundation	₹ 6,81,000
BLACK ROCK	Concern India	₹ 1,50,000
CENTUM ELECTRONICS PVT. LTD.	proVision Asia	₹ 2,50,000
CISCO SYSTEMS INDIA PVT. LTD.	Adventures Beyond Barriers Foundation	₹ 3,50,000
CLOUD SOFTWARE GROUP (FORMERLY CITRIX)	Motivation India	₹ 3,50,000
DCB BANK PVT. LTD.	Concern India	₹ 1,50,000
ENOAH ISOLUTION INDIA PVT. LTD.	Udhavum Ullangal Public Charitable Trust	₹ 1,50,000
FUTURE BUSINESSTECH INDIA PVT. LTD.	Shrimad Rajchandra Love & Care	₹ 1,50,000
FUTURES FIRST INFO SERVICES PVT. LTD.	Akshara Foundation	₹ 3,50,000
GEBERIT PLUMBING TECHNOLOGY INDIA PVT. LTD.	Adventures Beyond Barriers Foundation	₹ 1,70,000
KARLE INFRA PVT. LTD.	Habitat for Humanity	₹ 2,50,000

*Listed in alphabetical order

COMPANY NAME	NGOs SUPPORTED	CONTRIBUTED
KHAITAN & CO LLP	Akshara Foundation	₹ 2,50,000
MICRO LABS LTD.	Shrimad Rajchandra Love & Care	₹ 3,50,000
MICROSOFT CORPORATION INDIA PVT. LTD.	Sence international India	₹ 1,50,000
MILLERKNOLL FOUNDATION	Bangalore Kidney Foundation	₹ 4,00,000
MOOG INDIA TECHNOLOGY CENTER PVT. LTD.	proVision Asia	₹ 2,50,000
NEW INDIA ELECTRICALS LTD.	Shrimad Rajchandra Love & Care	₹ 1,50,000
OCWEN FINANCIALS SOLUTIONS PVT. LTD.	Right to Live-KOTE FOUNDATION	₹ 3,50,000
OPTEAMIX INDIA BUSINESS SOLUTIONS PVT. LTD.	Right to Live-KOTE FOUNDATION	₹ 3,50,000
RAMBUS CHIP TECHNOLOGIES INDIA PVT. LTD.	Motivation India	₹ 1,50,000
RECIPHARM PHARMASERVICES PVT. LTD.	Shrimad Rajchandra Love & Care	₹ 2,50,000
SPRINKLR INDIA PVT. LTD.	PRAJAYATNA	₹ 2,50,000
SQUAREPOINT TECHNOLOGIES INDIA PVT. LTD.	Cuddles Foundation	₹ 3,50,000
SUMAN ELECTRIC UDYOGS PVT. LTD.	Shrimad Rajchandra Love & Care	₹ 1,50,000



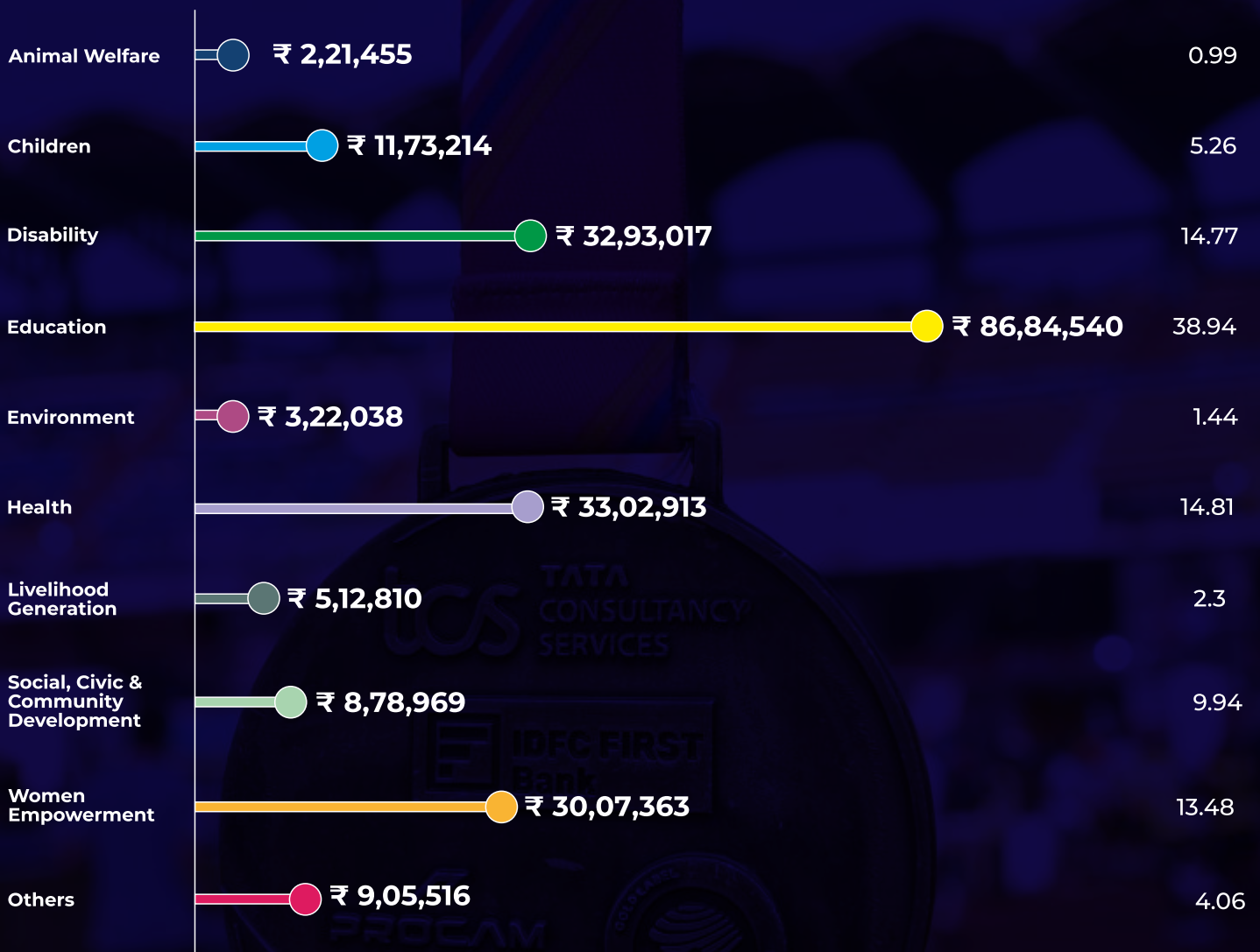
Non profit organisations or NGOs more often than not face the challenge of reaching out to the masses and furthering their cause. Their grassroot level work, attempts to benefit the last person standing in the queue and their willingness to change the world are pillars that drive these NGOs in making a huge impact. These NGOs are also the backbone of the Philanthropy pillar at the TCS World 10K as they bring the essence of true giving and kindness alive. The participating NGOs raise funds and also get CSR contributions to allot to their projects and appeals. They use these funds to drive their action based agenda and help beneficiaries.

In this edition of the TCS World 10K, Bengaluru 80+ NGOs participated across 10+ social themes and raised funds for various projects. The enthusiasm on the track and on the philanthropy charts was nothing short of a blockbuster this year.

PARTICIPATING NGOs



CAUSE-WISE FUNDS RAISED





RIGHT TO LIVE - KOTE FOUNDATION

Education

Raised ₹ 27,63,569

Supported by 1 Kindness fundraiser, 4 corporates and 15 donors.

HIGHEST IN EDUCATION
CAUSE CATEGORY

right
to live

Join Hands. Change Lives.

Right to Live, with the higher objective of Transforming Lives Through Quality Education and Health, has experience setting up 94 Smart Classrooms and 41 Computer Labs at Government educational institutions across Karnataka, for the digital upgradation of underprivileged communities. Right to Live has been raising funds through this platform for the second consecutive year and has received an overwhelming response from the well-wishers.

The proceedings from the Event in the past year were used in the Digital Upgradation of a Government High School in Tumkur district, Karnataka. The motivation was building trust with the Partners (Corporates and Individuals) by engaging them in the Run, which would improve rapport, promote the cause, as well as open doors for larger donations towards their initiatives on digitization in the future.

"Our intention is to reduce the digital divide, so that government school students will be on par with any of the urban private school students. Thanks to all our partners and individuals who joined hands with us through TCSW10K for this cause."

- Sridhar TV

Executive Director, Right to Live

HIGHEST FUNDRAISING NGO

2ND HIGHEST FUNDRAISING NGO

Shrimad Rajchandra Love and Care (SRLC) is a benevolent initiative of Shrimad Rajchandra Mission, Dharampur, dedicated to serving the underserved sections of tribal society. Shrimad Rajchandra Educational Trust (SRET), one of the three trusts associated with SRLC, plays a crucial role in the education sector. Since its establishment in 2004, trust has undertaken various projects, including primary, secondary, and higher secondary schools, a degree science college, scholarships, educational aids

distribution, coaching support, educational and vocational outreach, skill development, and women empowerment programs. The trust & commitment to transparency and accountability has been acknowledged through the prestigious Platinum Seal of Transparency awarded by GuideStar. The dedicated volunteers of Shrimad Rajchandra Educational Trust recently accomplished a successful fundraising campaign during TCS World10K Bengaluru Marathon 2023.

"Our primary goal was to raise awareness about the impactful work carried out by SRLC. With over 20,000 participants in the TCS World 10K Bengaluru, we recognized it as an excellent opportunity to connect with a wide audience and spread our message."

- DR. BIJAL MEHTA

Trustee and Head of Fundraising at Shrimad Rajchandra Love and Care



**SHRIMAD RAJCHANDRA
LOVE AND CARE**

**Women Empowerment
Raised ₹ 18,45,351**

Supported by 5 Kindness fundraisers, 1 individual fundraisers, 5 young leaders, 5 corporates, 161 donors.

**HIGHEST IN WOMEN EMPOWERMENT
CAUSE CATEGORY**





EACH ONE EDUCATE ONE FOUNDATION

Education

Raised ₹ 15,92,868



Supported by 6 Kindness fundraisers, 30 individual fundraisers, 1 young leaders, 1 corporates, 495 donors.

Each One Educate One Foundation is a For-Impact NGO that offers quality education to underprivileged children residing in rural India irrespective of their caste, creed, colour, race, religion, gender or geography. It is an endeavour of the alumni of the Sri Sathya Sai

educational institutions to collectively pay it forward through the sponsorship of the education at the Sri Sathya Sai Loka Seva Gurukulam schools and the Sri Sathya Sai University for Human Excellence.

"Participating in the TCSW10K event has helped us raise awareness about the cause, facilitating a connection with like-minded patrons, and mobilising resources for the upliftment of the rural underserved. The encouraging outcome from the TCSW10K is a testament to our organisation's tireless efforts and the significant impact we continue to make in the lives of marginalised children & youths in rural India. The aidbees platform has helped us reach out to a much wider audience, and we are happy to associate for our mission of Empowering Rural India through Holistic, Values-based Education."

- Sri. Sunil Narang

Trustee, Each One Educate One Foundation.

**3RD HIGHEST
FUNDRAISING NGO**

4TH HIGHEST FUNDRAISING NGO



Work as a catalyst in bringing sustainable change in the lives of lesser privileged children and families with a life-cycle approach of development.

SMILE FOUNDATION

Education

Raised
₹ 14,97,226



5TH HIGHEST FUNDRAISING NGO

HIGHEST IN HEALTH
CAUSE CATEGORY



Neonates
Foundation of India

NFI provides access to curative healthcare for critically ill newborns by addressing the two major roadblocks of lack of access due to location and lack of financial resources. They work to improve the health care systems in the remote areas to increase survival rate.

NEONATES FOUNDATION OF INDIA

Health

Raised
₹ 12,41,337



To build an inclusive world for Persons with and without Disability.

Adventures Beyond Barriers Foundation

₹ 5,20,010 Disability

Be India's Pioneer in Aiding Warriors inflicted with Autoimmune Diseases of Joints and Bowels.



Aidkriya (Gita and Susil Kumar Das Foundation)

Health ₹ 38,035



To transform society through a network of Seva, of caring, to bridge the urban-rural divide, empowering every person to contribute to the progress of the nation.

AIM for Seva

₹ 2,51,010 Education

The organisation works to provide quality education to underprivileged children through the means of digital resources and infrastructure. Akshara invests in programme management at State and District levels and collaborates with various stakeholders.



Akshara Foundation

Education ₹ 6,16,744



To establish a valley for the Disabled, whereby physically / mentally challenged persons live in a pro-active society where equality prevails irrespective of physical, mental or other challenged with the rest of the society. It is a futuristic vision whereby Amar Seva Sangam plays the role of an enabling agent to get the physically / mentally challenged "equality of status, equality in opportunities and equality in access".

Amar Seva Sangam

₹ 60,834 Disability

Is to educating children and young adults about caring for animals, animal rights, prevention of cruelty to animals etc.

HIGHEST IN ANIMAL WELFARE CAUSE CATEGORY



Animal Care Trust

Animal Welfare ₹ 2,20,877



To educate and empower underprivileged children and support them till they are gainfully employed. To do our best so that the current generation of underprivileged children living below the poverty line integrate seamlessly into mainstream society

Ashwini Charitable Trust

₹ 1,01,500

Education

In collaboration with a local NGO in Monday Market, Kanyakumari we have constructed tennis court that is completely functional. We are running short of fund for few basic needs for the facility to be used by citizens with disabilities 1. Accessible Toilets 2. Pathway to reach the courts 3. Store room for equipment. Hope you can contribute as much as possible and create a lasting difference



ASTHA

Disability

₹ 92,792



iShaala™ is a model school designed for small schools with under ~100 children, that is Innovative, Inclusive, Interactive, Internet Powered and Inspires Communities.

Bal Utsav - Child Empowerment Foundation India

₹ 1,51,712

Education

In action since more than 40 years, the organisation is dedicated to the awareness, prevention and treatment of kidney disease benefiting a large number of patients from marginalised sections of society and their families.



Bangalore Kidney Foundation

Health

₹ 11,02,413



Is for every Indian to volunteer for causes such as child education, and community welfare, among many others.

Bhumi

₹ 6,80,897

Education

Using talk therapy and Arts based approaches, the organisation works towards mental health initiatives. It also works to strengthen mental health component in organizations and institutions through capacity building and para-professional training.



Chetana Foundation

Health

₹ 14,775



Empowered young people living by the values of democracy, in harmony with nature, engaged in collective action for equitable development.

Children's Movement for Civic Awareness

₹ 29,526 Education

The organisation is running Colours Centre for Learning (CCFL) devoted to the cause of Autism and it aims to provide a safe, conducive and holistic learning environment for autistic individuals through aspects like art, special education, computers, sports, yoga, dance, music, drama and pottery.



Colours Learning Education Trust

Disability ₹ 33,030



Concern extends support to the disadvantaged, through initiatives in education, health, environment and community development. Headquartered in Mumbai, the teams work in Maharashtra, Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, West Bengal and Odisha. The major project revolves around providing education and basic needs.

Concern India Foundation

₹ 3,00,010 Education

Cuddles Foundation has been focused on giving children fighting cancer in India a chance at a cure through holistic nutrition. It works with government and charity cancer hospitals, trains nutritionists and provides supportive aid to the children.



Cuddles Foundation

Children ₹ 3,50,100



To see individuals with a disability and their families alive with dignity and pride in the present and operating with love, respect and confidence in the future.

Diya Foundation

₹ 53,760 Disability

To advance fundamental knowledge of water and environment, their basic qualities and the physical laws governing their interaction with aesthetic, economic and biological needs of the Earth's inhabitants.



Environment Association Of Bangalore

Environment ₹ 2,52,750



To enable quality in education for the children of rural India. It is realized by connecting passionate individuals as volunteer teachers from across the world with the Govt elementary schools in remote and rural villages of India, leveraging technology. It is focused on the children in the age group of 10-14 (5th to 8th grade), delivering live interactive classes in the local medium, through a powerful partner eco system.

evidyaloka

₹ 2,57,390

Education

Growing as an idea across regions, economies, and countries using urban surplus material as a tool to address basic but neglected issues of the financially and materially poor, involving them in designing and implementing their own solutions, with their own efforts, knowledge, and dignity, and material as a reward for their participation.



GOONJ

Social, Civic & Community Development

₹ 12,203

**HIGHEST IN OTHERS
CAUSE CATEGORY**



It is a National Award-winning not-for-profit organisation, working towards the development of 200+ athletes emerging and elite Indian athletes across Olympic and Paralympic disciplines, through athlete scholarships and knowledge-building programmes.

GoSports Foundation

₹ 8,88,939

Others

The housing organization has become a leading global non-profit working in more than 70 countries. In India, since 1983, Habitat for Humanity has supported more than 38 million people to build or improve a place they can call home through financial support, volunteering or adding a voice to support affordable housing.



Habitat For Humanity India

Social, Civic & Community Development

₹ 2,50,010



It operates through a community of volunteers and is working towards bringing down the cancer incidence and mortality rates in the region through increased awareness levels, early detection and early intervention.

Indian Cancer Society

₹ 1,33,705

Health

To strive for the inclusion of all individuals with intellectual & developmental disabilities in INDIA by maximizing their potential.



Jai Vakeel Foundation and Research Centre

Education

₹ 22,155



To advance fundamental knowledge of water and environment, their basic qualities and the physical laws governing their interaction with aesthetic, economic and biological needs of the Earth's inhabitants.

Jude Felix Hockey Academy Charitable Trust

₹ 85,394

Social, Civic & Community Development

Of granting the true wishes of children with life threatening medical conditions to enrich the human experience with hope, strength, and joy.



Make-A-Wish Foundation Of India

Health

₹ 55,463



An inclusive and empowered community, where people with disabilities, their families, and other disadvantaged groups, have equal access to education, health, livelihood, and enjoy a good quality of life.

Mobility India

₹ 2,82,176

Disability

We envision a world in which people with disabilities are included and fully participate in all aspects of life."



Motivation India

Disability

₹ 5,00,010

**HIGHEST IN SOCIAL, CIVIC & COMMUNITY
DEVELOPMENT CAUSE CATEGORY**



Building Odisha as a most progressive, inclusive and sustainable State for all.

Odisha Rising Foundation

₹ 5,23,619

Social, Civic & Community Development

It is working to improve the public education system in India. Prajayatna has been working with different stakeholders, especially communities, local government bodies and the education bureaucracy, towards the holistic development of schools.



Prajayatna

Education

₹ 2,51,575



To inspire hope by providing an environment that fosters holistic transformation; enabling people affected by disability to experience Abundant Life—to reach their highest potential for which they were created.

proVISION ASIA

₹ 5,00,010 **Disability**

**HIGHEST IN CHILDREN
CAUSE CATEGORY**



The NGO has worked with underprivileged children, vulnerable youths & disadvantaged women. It envisions an empowered future for all by acting as a catalyst for social change. Reaching Hand empowers the children, youths and women through its innovative programs.

Reaching Hand

Children **₹ 6,08,745**

**HIGHEST IN ENVIRONMENT
CAUSE CATEGORY**



Mission is to save one of oldest mountain of India, but also to ensure greener and cleaner tomorrow.

Save Aravali Trust

₹ 3,22,038 **Environment**

Is of a world in which all children and adults with deafblindness and multiple disabilities can be full and active members of society.



Sense International India

Disability **₹ 1,55,094**

**HIGHEST IN DISABILITY
CAUSE CATEGORY**



Is to create PROFESSIONAL ARTISTS from the AUTISTIC SPECTRUM.

Sense Kaleidoscopes- A Unit of Ayathi Trust

₹ 6,29,341 **Disability**

The Vibrant organization empowers lives through social inclusion and to support self-reliance.



Sevabharathi

Disability **₹ 14,744**



Sri Krishna Charitable Trust has established a holistic center to give the life to orphans, abandoned children or children with neuromuscular disorders locomotor and visual disabilities. It provides with care, love, educational and security to orphans.

Sri Krishna Charitable Trust

₹ 2,07,145 Children

It is a development organization engaged in building a new civil society in India through its grassroots to policy level action in Health, Education, Socio Economic Empowerment, Training & Research sectors. SVYM works with the deserving community of Tribals, the rural & urban marginalised, and other vulnerable communities.



Swami Vivekananda Youth Movement

Health ₹ 60,093



Promote a child's age-appropriate growth and development and support families during the early critical years. Ensure early detection, intervention, equal opportunities and social inclusion for the children.

The Association Of People With Disability

₹ 1,98,456 Disability

Building a selfless society that helps people in distress, poverty, and during a crisis.



Udhavum Ullangal Public Charitable Trust

Health ₹ 6,25,882

VEER RATNA
FOUNDATION



It is a public charitable trust based in Bangalore working towards empowering & transforming families of battle casualties. They work for well being and community building of war veterans, Veer Naaris and families of these war heroes.

Veer Ratna Foundation

₹ 11,61,949 Women Empowerment

WeLive Foundation is a 3-year old, Bengaluru-based NGO providing residential and non-residential Bridge Programs for young people (care leavers) who step out of childcare institutions (CCI) at the age of 18.



WeLive Foundation

Others ₹ 14,577

HIGHEST IN LIVELIHOOD
GENERATION CAUSE CATEGORY



A world where every person has opportunities to realise their inherent potential to live a positive, confident, purposeful and socially productive life.

Headstreams

₹ 5,12,810 Livelihood Generation

OTHER PARTICIPATING NGOS

NGO		CAUSE
Aide Et Action [INDIA]		Education
AarogyaSeva (Doctors For Seva Arogya Foundation)		Health
Aashwasan Foundation		Health
Baale Mane Trust		Children
Biswa Gouri Charitable Trust		Disability
Centre for Community Economics and Development Consultants Society- CECOEDECON		Others
Child Help Foundation		Children
CURE International India Trust		Elderly Care
Desire Society		Children
EnAble India		Disability
Enfold Proactive Health Trust		Children
Federation Of Indian Animal Protection Organisations		Animal Welfare
Fourth Wave Foundation		Children
Human & Institutional Development (HID) Forum		Education
Impact Guru Foundation		Health
Karnataka Sports Network		Social, Civic & Community Development

*Listed in alphabetical order

OTHER PARTICIPATING NGOS

NGO		CAUSE
Keshava Kripa Samvardhana Samiti		Education
Lakshya Institute		Arts Culture & Sports
Love And Acceptance		Disability
Mahesh Foundation		Health
Navasrushti International Trust (DBM INDIA)		Livelihood Generation
Rights Education And Development Centre READ		Women Empowerment
Ritham Charitable Trust		Education
Sabuj Sangha		Health
Sambhav Foundation		Social, Civic & Community Development
Sichrem (Manasa)		Social, Civic & Community Development
Social Action for Manpower Creation-SAMPARC		Children
Step Up for India		Education
The PRIDE India		Health
Vrutti		Livelihood Generation
Water For Voiceless		Animal Welfare



All funds raised through the TCS World 10K Philanthropy pillar go directly to the NGOs via the payment gateway. With an expansive portal to donate and contribute to the NGOs, the philanthropy aspect runs on the trust, efforts and dedication of all stakeholders. aidbees believes in the ethos of transparency and trust. For all Corporate contributions, aidbees charges a service charge of 10% while Individual donations made via the platform are charged a maximum of 5.5%. There is no amount retained or charged by aidbees apart from the above 5.5%. This also includes the 2.5% of the payment gateway charges. 100 percent of funds received by the NGOs are utilised for their groundbreaking work.

FINANCIALS OF FUNDRAISING



ABOUT aidbees

Started in 2020, aidbees is the world's first social kindness platform striving to make the world a kinder place with its various initiatives. At aidbees, we provide a comprehensive and one destination safe space for all social work needs.

1. Connect and share acts and aspects of kindness with like-minded peers.
2. Donate to 70+ verified NGOs across 10 social themes and get an automatic 80G certificate.
3. Corporate Consultancy and Retail Fundraising initiatives
4. Kindness Curriculum and Implementation
5. Volunteer one's time and skill for a noble cause, even remotely.

With an experienced team of 20+ years from the social work spectrum, aidbees is aiming to make an impact on each individual and help NGOs to amplify their cause and efforts. aidbees looks at disrupting the Indian market place and growing into a

global leader in the space of social kindness. aidbees aims at connecting donors, volunteers, corporates, schools and all relevant institutions to trusted NGOs to help achieve their goals. For more information, please visit <https://aidbees.org/>.

Philanthropy Partner





EVENT HIGHLIGHTS



Associate Sponsor



IDFC FIRST
Bank

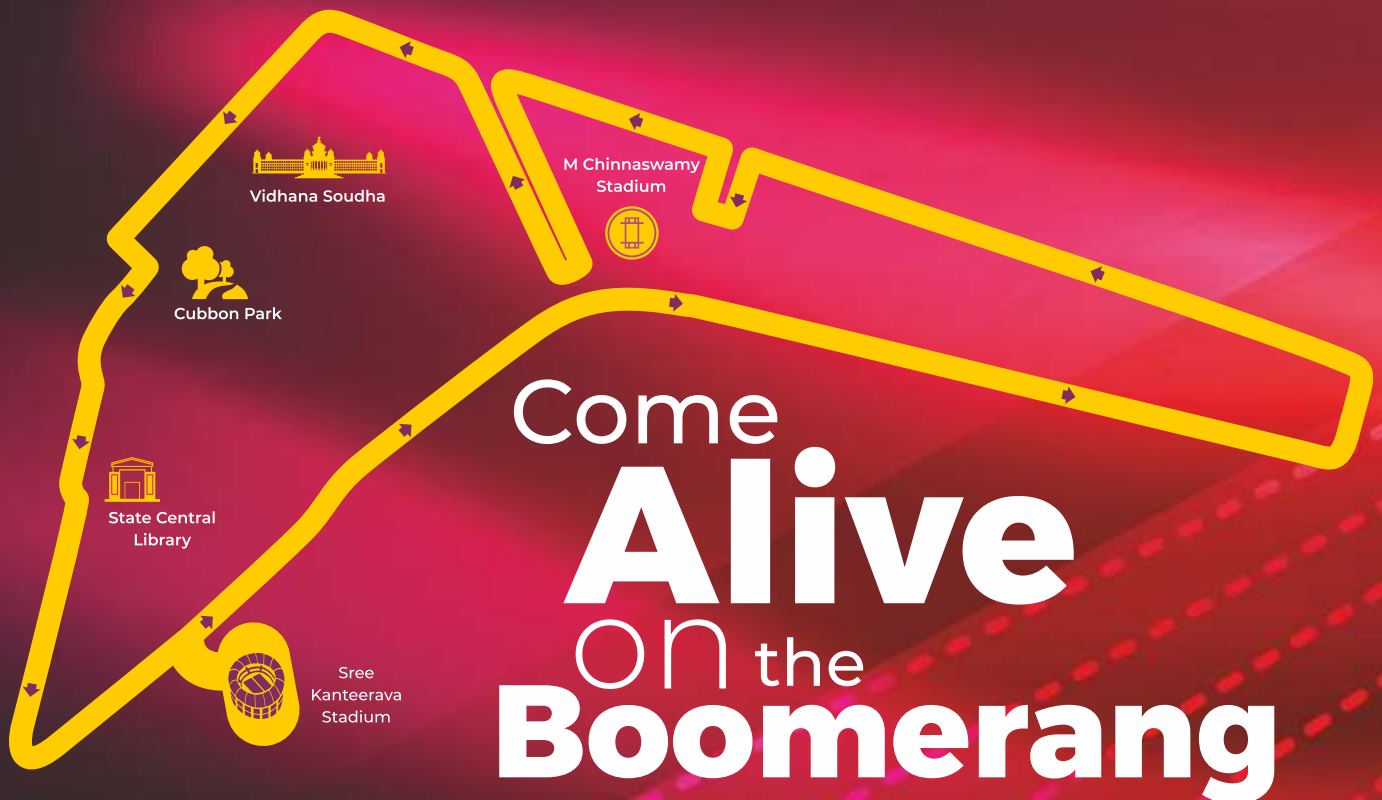
Ode to the Boomerang

*It swerves, yet is unswerving
It's faithful, and it's true*

*It's flamboyant, yet grace personified
It's for everyone, not the chosen few*

*It joins, yet has no divide
It's memories forever, not just a year or two*

Bring alive what it means to you





LAUNCH PRESS CONFERENCE

Registrations for the landmark 15th edition of the TCS World 10K Bengaluru was launched on 1st March 2023. The World Athletics Gold Label accredited road race unveiled the iconic Boomerang shaped course that traversed the city's most scenic and historic locations, including Vidhana Soudha, Cubbon Park, and Chinnaswamy Stadium.

The event also welcomed three new partners on board: Cadbury Fuse as Snacking Partner, aidbees as Philanthropy Partner, and Vedanta Limited, Social Connect Partner.

The registrations launch was in the presence of distinguished dignitaries and partners.



At the registration launch of the TCS World 10K Bengaluru, 2023 (L to R), Akshay Oleti, Vice President and Business Head of Fortis Bengaluru; Zamrooda Khanday, CEO, aidbees; Manjunath Bhandari, MLC; Rajendra Kataria, IAS, Principal Secretary Transport, Horticulture & Sericulture, Government of Karnataka; Dr. Ashwathnarayan C. N., former Minister of Information Technology - Biotechnology, Higher Education, Science & Technology, Government of Karnataka; Sudhakar Rao, former Chief Secretary, Govt. of Karnataka; Sunil Deshpande, Regional Head-Tata Consultancy Services, Karnataka; Naarayan TV, Chief Marketing Officer, IDFC FIRST Bank; Dr. Vivek Jawali, Chairman, Cardiovascular Sciences & Medical Advisory Council, Fortis Hospitals & TCS World 10K Medical Director and Vijayaraghavan Venugopal, CEO & Co-Founder FAST&UP; P N Sankaran, Procam International; Dr. Umesh Kumar, President-Cubbon Park Walker Association; Deepak Menezes, General Manager - ITC Windsor and Vivek Singh, Jt. MD, Procam International.



A photograph of four men in suits standing behind a table, holding up two t-shirts. The man on the far left is holding a red t-shirt, and the man on the far right is holding a yellow t-shirt. Both t-shirts feature the ASICS logo and the event name. The background is a white backdrop with logos for 'TCS WORLD 10K BENGALURU', 'ASICS', 'Tiago.ev', and 'Entertainment'.

COUNTDOWN PRESS CONFERENCE

It was announced during the Countdown press conference that registrations were oversubscribed across all categories, with a record 27,000+ participants signing up.

The official Sportswear Partner, ASICS, launched the exclusive event **Finisher Tee** with India cricketer and Brand Ambassador **Prasidh Krishna**.

The ASICS Finisher Tee was unveiled by (L to R) Deepak Menezes – GM, ITC Windsor, Hardik Jain, Regional Head, IDFC FIRST Bank, Prashanth Prabhakara, Regional Head, IDFC FIRST Bank, Rajendra Kataria – Principal Secretary Govt. of Karnataka, Prasidh Krishna, India Cricketer & Asics Athlete, Sunil Deshpande, Regional Head - TCS Bengaluru, Ajay Raj, Sports Marketing Lead, ASICS India, Jamuna Ravi, CEO, Vayah Vikas and Vivek Singh, Jt. MD, Procam International.



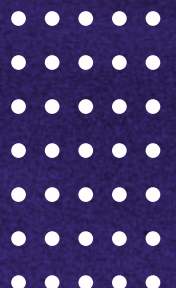
21 May 2023

MEDIA CENTER



MEDIA CENTER

The event Media Center at the iconic Sree Kanteerava Stadium was the focal point of all race week activities. 160+ accredited media were part of various press conferences and engaged with stakeholders for all event-related information.



PHILANTHROPY PRESS MEET



The 2023 edition raised ₹ 1.75+ crore* benefitting 78 Civil Society Organisations (CSOs/NGOs).

The press interaction was attended by (L to R), Shambhavi from Right to Live (Kote Foundation); Arati Kakatkar, VP, Procam International; Fundraiser & Runner Gautham CB; Zamrooda Khanday (CEO aidbees); Somnath Bhagvatula (VP, HR Atkins); Hemanshu Desai (Shrimad Rajchandra Love & Care); and youngest fundraisers Kiva Mehta and Sahaj Mehta.

**Data as on 5th May 2023.*



The Technical press meet outlined race day arrangements undertaken for all participants including the new race route, medical facilities, refreshments & hydration along the course, and transport facilities, among others.

TECHNICAL PRESS MEET

The route map for 10K was unveiled by (L to R), P.N. Sankaran - Director Operations, Procam International; Dr. Priya Shreedharan, Director, Medical Operations, Fortis Hospitals Bengaluru; Hugh Jones, Race Director; A Raja Velu, Secretary, Karnataka Athletics Association (KAA) and Vivek Singh, Jt. MD, Procam International.





The International Elite Athletes interacted with the media at the event media centre. (L to R) Defending Champion Nicholas Kipkorir; Vicoty Chepngeno; Tsehay Gemechu; Sebastian Sawe; Stephen Kissa; Jesca Chelangat.

CHAMPIONS AT THE STARTLINE

K BENGALURU, 2023



A full-page photograph of Sanya Richards-Ross standing in front of the Government of Karnataka building in Bengaluru. She is wearing a bright pink long-sleeved shirt and dark blue jeans, with her arms outstretched in a celebratory gesture. The building behind her is a large, ornate structure with a central dome and multiple smaller domes, featuring classical architectural elements like columns and arches. A black metal fence with decorative finials is in the foreground. The sky is overcast.

SANYA RICHARDS-ROSS

The Olympic and World 400m champion was the event's International Event Ambassador.

"To see the growth of running in India, to see 27,000 + people run at the TCS World 10K Bengaluru, just shows the power of sport and the power of running. It means the world to me to be here, and I hope that this event will inspire more people to go out and run and fall in love with running," the two-time Female World Athlete of the Year said.

As the international event ambassador, Sanya engaged in a series of activities and charmed all with her dynamic presence.



Sanya Richards-Ross interacting with the All - Women Pacers squad.

IDFC FIRST Bank, Associate Sponsor conducted a special coaching clinic for school kids.





Honourable Governor of Karnataka Shri Thawar Chand Gehlot hosted the team at the majestic environs of the Raj Bhavan.



Meet & Greet with TCS employees at TCS Office.

Sanya Richards-Ross was felicitated by Honorable Governor of Karnataka Shri Thawar Chand Gehlot at the Raj Bhavan.



ABBF PROMO RUN

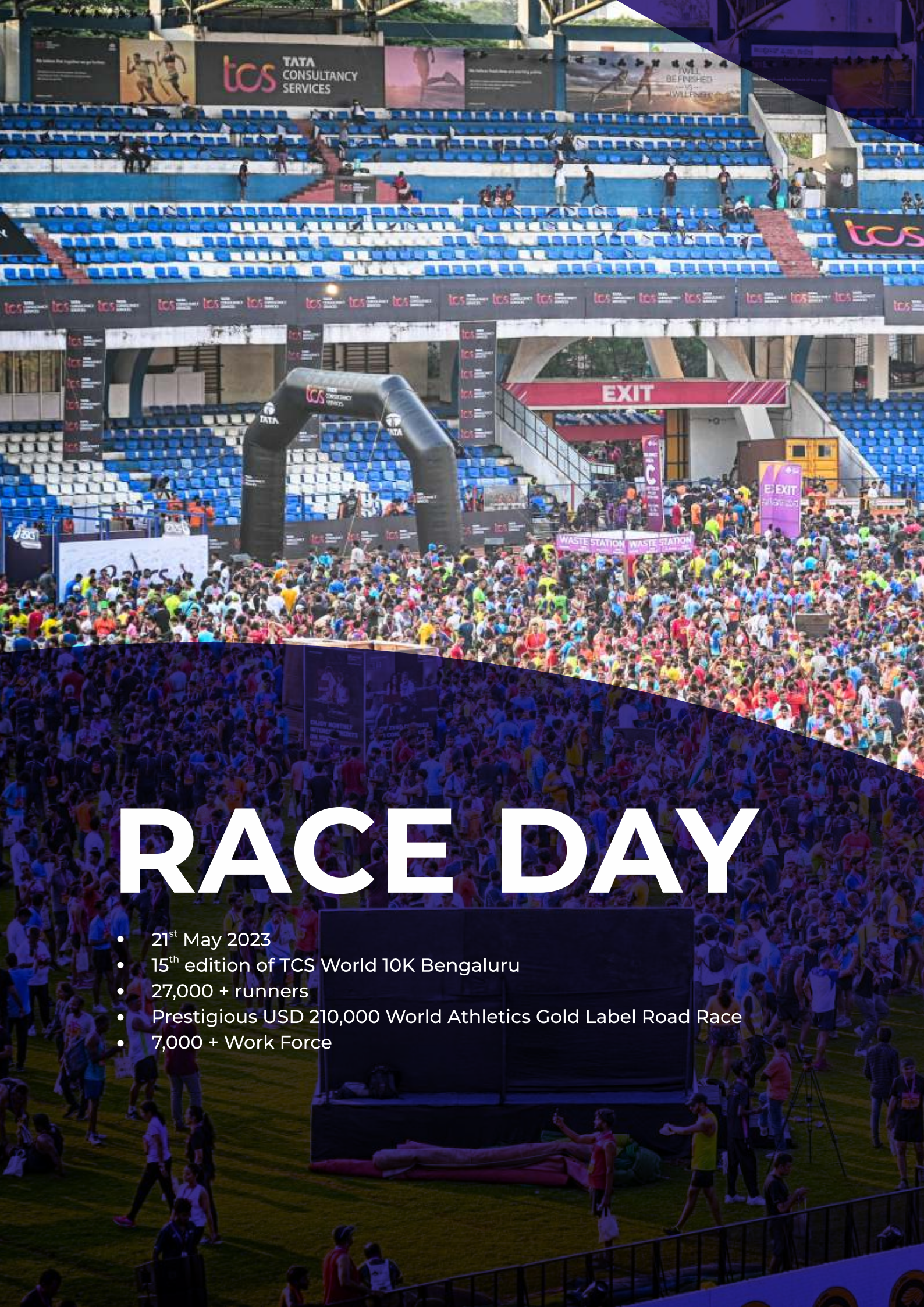


ABBF, the Inclusion Ally for the TCS World 10K Bengaluru, has played a vital role in enabling this partnership between persons with disabilities and corporate leaders. This groundbreaking initiative has witnessed 60 corporate leaders stepping up to be allies, offering their support and guidance during the race.

For first-time allies, the promo run served as a valuable opportunity to familiarize themselves with the intricacies of running alongside persons with disabilities.

By engaging corporate leaders in this unique experience, the event aimed to foster meaningful interactions and promote a more inclusive mindset within society.





RACE DAY

- 21st May 2023
- 15th edition of TCS World 10K Bengaluru
- 27,000 + runners
- Prestigious USD 210,000 World Athletics Gold Label Road Race
- 7,000 + Work Force



TATA
CONSULTANCY
SERVICES

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WASTE STATION WASTE STATION



EMINENT DIGNITARIES AT THE MAJJA RUN FLAG-OFF





Bengaluru 2023

Bengaluru 2023



tcs
WORLD 10K
BENGALURU

Supported by

Under the aegis of



TCS WORLD 10K BENGALURU

21 May 2023

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TCS
WORLD 10K
BENGALURU
21 May 2023



TCS
WORLD 10K
BENGALURU
21 May 2023



(L-R) – Sanya Richards-Ross; Ashwini Akkunji, Former Asian Gold Medalist; Naarayan TV, Chief Marketing Officer, IDFC FIRST Bank; along with Indian elite women podium finishers.

PRIZE DISTRIBUTION

10K BENGALURU

World 10K Women's Start



World 10K Men's Start





Start of Open 10K

START/ FINISH





Kenya's Sabastain Sawe crosses the finish line in 27:58 seconds to win the overall Men's title. At the finish line he was greeted by Dr. G. Parameshwara, Home Minister, Govt. of Karnataka and Sunil Deshpande, Region Head - TCS Bengaluru.

TCS WORLD 10K BENGALURU 2023 CHAMPIONS

Ethiopia's Tsehay Gemechu crosses the finish line in 31:38 seconds to win the overall Women's title. She was greeted by International Event Ambassador Sanya Richards-Ross & Anju Bobby George, Vice President, Athletics Federation of India.





Murli Gavit clocked 29:58.03 to win the Indian men's title



Debutant Tamshi Singh won the Indian women's title by crossing the finish line in 34:12



The winners were felicitated by Shri Praveen Sood, CBI Director.

Winner: Thejaswi N L, Jayamala Jakati, Poornima C - 02:20:51
1st Runner-Up: Prema U, Geeta N Hiretanad, Sushmitha Pawar - 02:53:14
2nd Runner-Up: Sairabanu Pailwan, Naveena Kumari K S, Arpitha Reddy - 03:18:55

POLICE CUP WINNERS

Winner: Guruprasad, Akash Kamalakar, Parashuram Nayakar - 01:50:34
1st Runner-Up: N D Sunil, Chetan J, Sandeep T S - 01:54:47
2nd Runner-Up: V Chandra Naik, Manju, Naveen K N - 02:02:35

A man and a woman are posing for a photo at an outdoor event. They are both wearing bright yellow and orange costumes. The woman on the left is smiling and making a heart shape with her hands. The man on the right is wearing sunglasses and also making a heart shape with his hands. They are standing in front of a blue sky and some trees. The image has a purple overlay at the top and bottom.

RUN IN COSTUME - COSPLAY YOUR WAY TO THE FINISH LINE!

With the rising popularity of cosplay in India, this year Run in Costume encouraged participants to dress up as their favorite characters from pop culture. The competition was judged by film actor & model Santosh Reddy and TV anchor Chaitra Vasudevan.





WINNER
Prakash Gera



1ST RUNNER-UP
Manas Kumar



2ND RUNNER-UP
Anand Raj B.S.N

INDIVIDUAL CATEGORY WINNERS

WINNER
Samudra Foundation



GROUP CATEGORY WINNERS



1ST RUNNER-UP
Millerknoll H



2ND RUNNER-UP
Richa Sameet

In keeping with the tradition of gender equality and women empowerment, the event continued with an all-women pacer squad.



MEHWISH HUSSAIN

50:00 Mins Bus

YASMIN GULAB

55:00 Mins Bus



DEEPA BHAT

60:00 Mins Bus

DR. LAKSHMI ROOPESH

65:00 Mins Bus



KAVITHA NARAYAN

65:00 Mins Bus

NIHA HIEMATH

70:00 Mins Bus



SANDHYA BN

70:00 Mins Bus

DR. RANJANI RAMANUJAM

75:00 Mins Bus



NANDINI ASHOKUMAR

80:00 Mins Bus

ALL-WOMEN PACER SQUAD

KAVITHA NARAYAN
PACER

IGFC FIRST Bank

ASICS WARM-UP ZONE

ASICS arranged a warm-up session for Open 10K runners along with their trainers and coaches.



HYPERICE RECOVERY ZONE

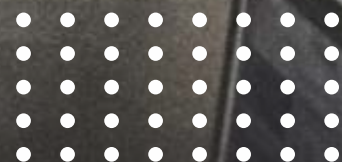
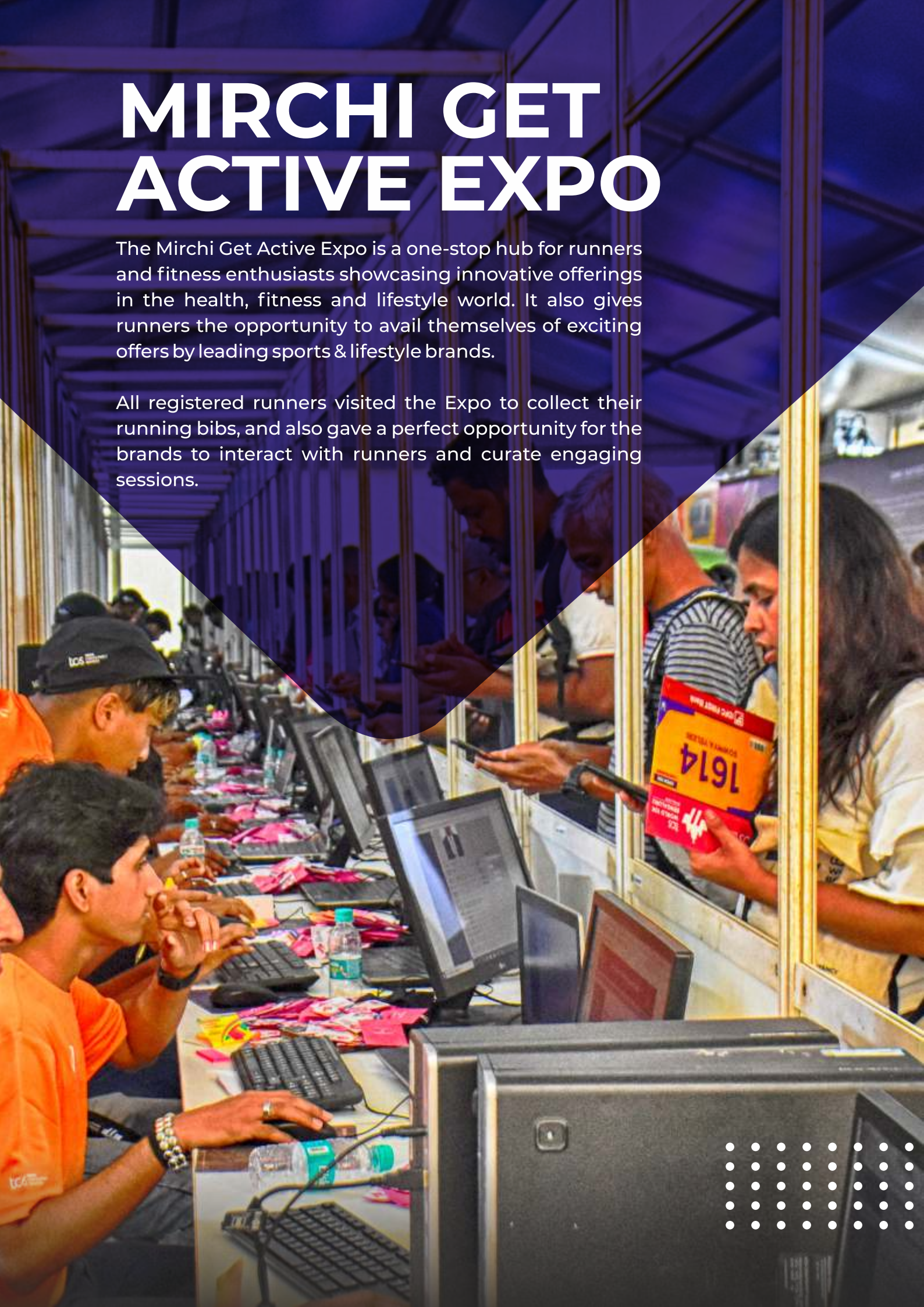
100 Physiotherapist were present at the Hyperice recovery zone to assist participants post their run.



MIRCHI GET ACTIVE EXPO

The Mirchi Get Active Expo is a one-stop hub for runners and fitness enthusiasts showcasing innovative offerings in the health, fitness and lifestyle world. It also gives runners the opportunity to avail themselves of exciting offers by leading sports & lifestyle brands.

All registered runners visited the Expo to collect their running bibs, and also gave a perfect opportunity for the brands to interact with runners and curate engaging sessions.



INTERACTIVE STALLS BY EVENT PARTNERS





MIRCHI GET ACTIVE EXPO INAUGURATED BY ASHWINI AKKUNJI,
FORMER ASIAN GOLD MEDALIST

SANYA RICHARDS-ROSS AT THE CADBURY FUSE STALL



Beyond the Finish Line a platform to Recognise, Reward & Reinforce catalysts of Indian sport. The glittering event was hosted by ITC Windsor, event's hospitality partner, IDFC FIRST Bank, associate sponsor, BIRA 91 as official countdown partner and empowered by GoSports Foundation. The evening was moderated by renowned journalist Sharda Ugra and brought together a diverse group of accomplished individuals to delve into the untold stories and challenges face by female athletes beyond their sporting triumphs.



BEYOND THE FINISH LINE



The panellist of the evening were renowned journalist Sharda Ugra; Indian Olympic Swimmer and Arjuna Awardee Nisha Millet; Indian Hockey Player, Padma Shri Rani Rampal; FIM Bajas World Cup Champion Aishwarya Pissay; International Event Ambassador Sanya Richards-Ross; Khel Ratna Awardee and Indian Cricketer, Sq Ldr (Retd.) Shikha Pandey; Asian Para Games Gold Medallist Rakshitha Raju; CEO, GoSports Foundation, Mission Olympic Cell Member, TOPS Deepthi Bopaiah and Indian Rugby Football Union President and Social Activist, Actor Rahul Bose.



All the panellist of the BTFL along with sponsors & partners.

Winners of Pasta Cook Out:
Sunil Deshpande, Regional
Head TCS Bengaluru and
Deepak Menezes, General
Manager - ITC Windsor
Bengaluru



PASTA COOKOUT

Celebrating the age-old tradition of carb-loading, this year the pasta Cookout was powered by Bira91. All partners and key dignitaries engaged themselves in a fun, interactive pasta cookout like Sunil Deshpande, Regional Head TCS Bengaluru; Gargi Gupta, Manager Corporate Communications, IDFC FIRST Bank; Deepak Menezes, General Manager - ITC Windsor Bengaluru; Toru Makino, Deputy MD, ASICS; Anil Singh, MD, Procam International including Sanya Richards-Ross at Bira Taproom.



Champions Dinner is a special evening to celebrate the achievements and success stories of the event. The gathering is an occasion to felicitate the winners for their outstanding performances, thank all the sponsors, partners, and the city machinery for their support, and also acknowledge the pacers for their selfless efforts.

CHAMPIONS DINNER





ECO-STRIDE

Apart from being a globally acclaimed sporting event, the TCS World 10K created a phenomenal impact in terms of social change establishing itself as the largest sporting charity platform in South India.

This mass participation event committed to putting environment first, implemented several sustainable measures to mitigate waste generation.

Primarily focusing on the reduction of Plastic, segregation of Waste and distribution of surplus Food, the event worked closely in partnership with the BBMP and Hasiru Dala Innovations, a social enterprise- focused on creating better livelihoods for waste pickers.

Zero to Landfill

TCS World 10K once again achieved Zero waste to Landfill. All the waste generated from the event was either reused, recycled, composted or processed in a bio-gas facility.



Limited Plastic Use

All Branding and Signage banners put out on race day were printed on cloth. After the event, all these cloth banners were stripped off the frames and collected for recycling.

Branding Material from previous year's event was recycled and converted into this year's garbage collection bags.

Food and Refreshments on Race Day were given out in handy, reusable cloth bags.

Runner Sling Bags handed out at the Expo were also made from cloth.

Majja Run medal – recycled

Majja Run medal was made from recycled metal.



Plastic Water Bottles limited and recycled

Water Dispensing Stations were set up inside the Venue/Holding Area/Start/Finish Area.

Drinking water at the venue was provided in 100% recyclable paper cups.

Plastic Bottles that provided in the event were properly collected and recycled.

Waste Segregation and Food Management

On Race Day at the Venue – there were large Waste kiosks (centralized waste disposal & collection stations), having separate bins – DRY for paper, tetra packs etc, PLASTIC for PET bottles, food containers and WET for food waste.



Excess edible food were distributed through an NGO to deserving communities.

Organic waste : It was collected and sent to HDI's bio gas plant in Bangalore to be converted to bio CNG.

Garden Waste : Sent to facility at Kanakapura road to farmers for composting.

Dry Waste : All the recyclable dry waste sent to the HDI aggregation centre and recycling stream in Bengaluru.

Lakhs of sq. ft. of Branding were sorted based on size. It was picked up and taken by Swabhimaan Trust. The material will be converted into waste collection bags that will be used at future events.

A few thousand units of food leftovers were picked up by NGO Swabhimaan and distributed to a large number of deserving children and families immediately after the race.



Cloth Bags given to students.



Environmental Impact Report



Recycled a total
6.56 tons of waste



Saved **17.71** trees
by recycling



Landfill area saved
61.07 cubic meters



Saved **8887.03**
kWh of electricity



Saved **10.45** litres
of fuel



Created employment
for **599** waste pickers

Recycled Waste Data



1810
Wet Waste

1375
Pet Bottles

18
Tetra Pack

872
Hoarding Material

1173
Others

466
Carpet & Cloth

297
Paper Scrap

314
Wooden Waste

745
Cardboard



SPONSOR/ PARTNER SPEAK



Thank you for your belief, Bengaluru!

The TCS World 10K fosters a sense of community and sportsmanship.

We would like to applaud everyone for turning up, for coming together to challenge their limits, and for going above and beyond their best.

Bengaluru brought in both heart and belief. TCS employees and their families participated in the TCS World 10K Bengaluru 2023 in support of TCS' charity partner.



Making **AN IMPACT, ONE RACE** at a time

As the proud associate sponsor of the **TCS World 10K Bengaluru 2023**, we announced the **IDFC FIRST Bank Runners Pledge** that aims to uplift the lives of the lesser privileged.

Under this initiative, for every participant who completed the **Open 10K run within 1 hour 15 minutes**, our bank has donated ₹1,000 to an IDFC FIRST Bank affiliated social cause of the participant's choice.

A huge thanks to all runners who made every step count to enable someone else's **#JourneyToTheStart**.

IDFC FIRST Bank thanks every participant who made their **#JourneyToTheStart**

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WORLD 10K
BENGALURU
21 May 2023



BENGALURU, OUTRUN YOUR HUNGER WITH NAMMA FUSE.

THE OFFICIAL SNACKING PARTNER

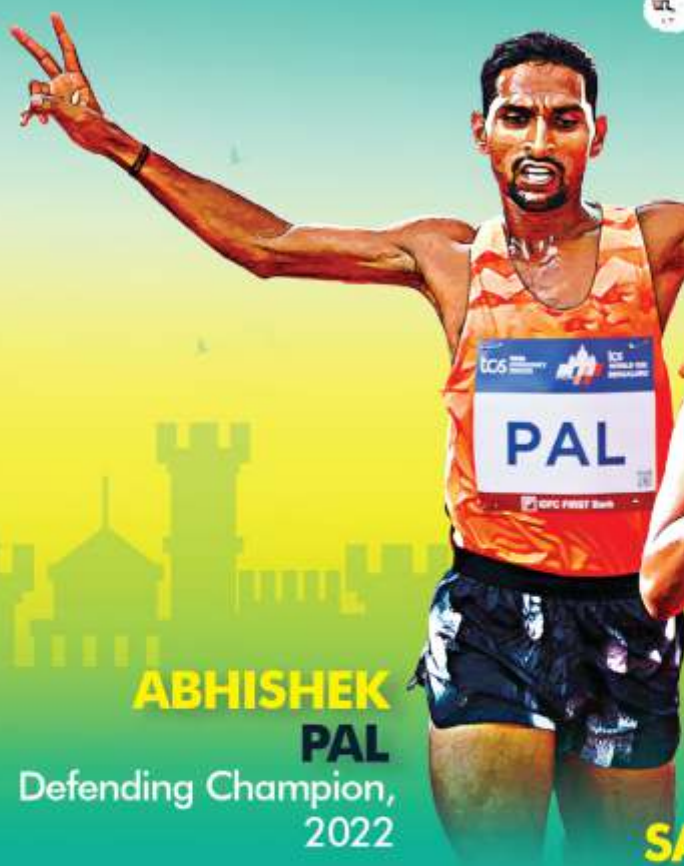


Creative Visualization

**Official Hydration
Partner**

Bisleri

**#CARRY
YOUR GAME**



**ABHISHEK
PAL**

Defending Champion,
2022



**SANJIVANI
JADHAV**

Record Holder,
2018



**NAVEEN
DAGAR**

Winner,
2017



IT WAS AN HONOUR TO RELOAD YOUR RUN

FAST&UP®

OFFICIAL ENERGY DRINK PARTNER >>>

Being the Official Energy Drink Partner of the TCS World 10K Bengaluru 2023, Fast&Up fueled the spirit of runners with over 4 hydration stations across the 10-kilometres race track. Out of 4 stations, 3 were of Reload, and 1 was for Energy Gels. At the 2023 edition, Fast&Up has served over 8000 liters of Reload and 20,000 Energy gels

Fast&Up not only energized the runners but also raised awareness about recycling plastic. We collected about 10KG Plastic from customers, as part of our Reload, Reuse & Recycle program. We initiated this cause by giving a new reload tube in exchange of every ten empty Reload tubes.



FAST&UP®
Energy Drink Partner

**For every km you run, we will donate
1 meal to the less privileged.**

#RunForZeroHunger

Nand Ghar by  **vedanta**

An initiative by Anil Agarwal Foundation



<https://nandghar.org.in/>

ANOTHER YEAR, ANOTHER MILESTONE!

ITC Windsor celebrates hosting the 15th edition of TCS World 10k.

From hosting the International Ambassador to Participating in the Majja Run, it was an eventful association yet again!





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WORLD 10K
BENGALURU

**RUN STRESS-FREE
WHEN YOUR MUSIC IS
JERK-FREE**



Entertainment
Partner



It's hot!



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WORLD 10K
BENGALURU
21 May 2023

Official Medical Partner



RUN TO LIVE LIVE TO RUN

Bannerghatta Road | Cunningham Road | Nagarbhavi | Rajajinagar | Richmond Road

Emergency Number: 96860 96860



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WORLD 10K
BENGALURU
21 May 2023

Running for a cause got a new address this year!

With exemplary efforts, grateful donations & unmatched enthusiasm,

aidbees became the destination
to spread kindness through the
TCS World 10K, Bengaluru!



aidbees
the social kindness platform

Philanthropy Partner



Strength lies in community.

And the strongest communities are built on a foundation of empathy, inclusion, togetherness.

We're proud and elated to have been a part of the TCS World 10K in Bengaluru. Because for us, this was an experience that offered a global platform upon which to stand and spread awareness about disability inclusion. An experience that was as powerful as it was well organised.

With room for branding spaces for our message, unstoppable enthusiasm from the organisers, an inspiring meet and greet with the event ambassador. And arguably most importantly, a partnership rooted in empathy, inclusion, togetherness.

Here's to many more such experiences together! Here's to a stronger community!





VayahVikas
Empowering Seniors



The 4.2km Senior Citizen Run at the TCS 10K Bengaluru was a grand success as about 900 seniors enthusiastically took part in the event.

Demonstrating their commitment & enthusiasm, Mr Kris Gopalakrishnan, (Chairman Vayah Vikas & Chairman, Axilor Ventures), Dr Alexander Thomas, (Founder member Vayah Vikas & Patron, AHPI) & Ms Jamuna Ravi (CEO, Vayah Vikas) participated in this event. Vayah Vikas joined hands with Procam international, event promoter, as an SCR facilitator for the TCS world 10k Bengaluru, to encourage 60+ seniors to join in a 4.2 km run in the city.

Vayah Vikas is a not- for- profit organisation based in Bengaluru that is driven by the philosophy of "by the seniors, for the seniors, of the seniors". The platform is focused on giving older adults charge of their wellness & well-being & opportunities for productive engagement, so that they can build dignified lives.

Our Services:

- Health & Wellness: Discounts
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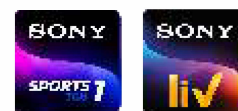
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