

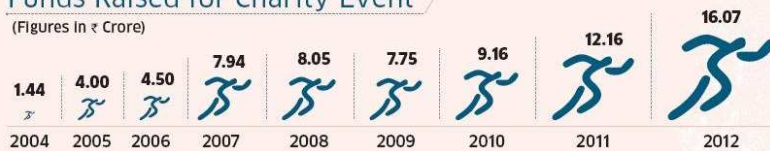
India Inc Shows It's Fit for the Long Run

Goodwill Running

Over the past 9 years, the charity drive associated with the Standard Chartered Mumbai Marathon has seen a phenomenal growth and the event now stands unsurpassed and unchallenged as the country's largest charity-raising platform. Over 9 years, the Mumbai Marathon has helped raise around ₹71.07 crore, benefitting hundreds of NGOs and touching the lives of countless individuals. What began as a novel and unique concept in 2004 was soon embraced by people from all walks of life, who, in their own way, made efforts to raise money for charity.

Funds Raised for Charity Event

(Figures in ₹ Crore)



This Year's Milestones

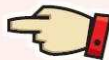
₹ 17.05 crore

Amount likely to be raised, according to United Way of Mumbai

United Way of Mumbai serves as the cause neutral credible charity facilitator for the Standard Chartered Mumbai Marathon

₹ 14.4 crore

Already logged for 232 NGOs through the support of 166 companies, fielding 257 teams, 2,620 charity fund raisers and above 24,000 donors



165

Total number of corporates participating

35,654

Total number of runners



PHOTOS: BHARAT CHANDRA

Working out for their best show

(1) V Vaidyanathan (2) Rashesh Shah and (3) YM Deosthalee

Best foot forward RPG Group staff train for the marathon. 327 of them will run in support of the RPG Foundation

Participants Category	Best Time	Company	Designation
Sajjan Jindal Dream Run	34 minutes	JSW Steel	CMD
Anand Mahindra Dream Run	NA	M&M	Chairman
Anil Ambani Half Marathon	NA	Reliance ADA Group	Chairman
Rashesh Shah Half Marathon	2 hours 13 minutes	Edelweiss	CEO & Chairman
Natarajan Chandrasekaran Half Marathon	2 hours 34 minutes	TCS	CEO & MD
YM Deosthalee Dream Run	NA	L&T Finance Holdings	CMD
V Vaidyanathan Full Marathon	4 hours 9 minutes		
Half Marathon	1 hour 49 minutes	Capital First	CEO

Industry captains will once again don their running shoes and go the distance on Sunday morning to showcase & support various causes

OUR BUREAU MUMBAI

India Inc's best and the brightest will wake up to a different morning on Sunday, January 20. No elaborate brunches, no golf outings or even spending time with family. Instead, they will don their expensive running shoes, strap cool, high-tech gadgets on their shoulders or legs and run in the Standard Chartered Mumbai marathon.

True, long haul running is not for everyone. Often, running a marathon is used as a metaphor for loneliness. Early hours of training, early nights, are a must to develop stamina to run the full distance. It will ensure participants to give up on lesser pursuits, for months before the event.

For individuals like DV Subbarao, the RBI governor, who is often seen ploughing a lone furrow by ignoring unsolicited signals from powers that be to cut key rates, running has to be a disciplined approach. "He's an avid gym enthusiast and jogs every day," a person who knows his exercise regimen said. When Subbarao is not in the city, which is often, he hits the treadmill every morning for about 45 minutes, the source said. Subbarao, for the record, will be accompanied by 200 central bankers participating in varying distances. This time, however, RBI will miss the presence of Ashok Joshi, 60 years, the only person from the central bank to run the full distance. Joshi retired this year.

For others, like Deepak Parekh, chairman of HDFC, it's often been a breeze. This is the ninth successive year that HDFC, under Parekh, is taking part in the city's marathon run. "I am looking forward to the Mumbai Marathon experience, once again. Not only will it give me a chance to join 135 HDFCites from Mumbai and Pune, but will also give me the opportunity to showcase and support causes that are significant and need to be sustained," Parekh said. "Parekh runs most of the time, trouble shooting for others, that he hardly needs any practice," a person close to him said.

The causes Parekh is running for are — The Bombay Community Public Trust, towards setting up community learning centres across Mumbai's slums, Light of Life Trust — towards supporting their rural empowerment centre's initiative called Anando and Indian Association for Promotion of Adoption & Child Welfare — to

wards supporting and raising awareness towards the cause of responsible adoption practices.

Anand Mahindra, one of the articulate businessmen in India, and arguably with the fastest fingers when it comes to tweeting, is donning his running shoes this time. "I'm really looking forward to participate in this spectacular event with the rest of the city," said Anand Mahindra, chairman of Mahindra & Mahindra Group, Mahindra, the ambassador for Nanhi Kali — an NGO for the girl child — has enlisted for the dream run.

For Mahindra, there is a daily preparation that goes behind the run. "The Mumbai Marathon is an event which resonates with every Mumbaikar. I follow a consistent fitness regime through the year. And this year, Stepathlon — a unique, pedometer-based, mass participation event, which seeks to encourage fitness in the corporate world — has added fuel to my efforts," Mahindra told ET. Mahindra will be taking part in the dream marathon.

Sajjan Jindal, chairman of JSW Steel, has been an ardent participant in the event since its inception. "I have been an avid squash player and athlete for many years now and since the Mumbai marathon is such a great event where the entire city gets together, being a part of it is a real pleasure," he says. Cities globally embellish their individual character, through their marathon. Jindal who plans to run with his son Parth, alludes to this characterisation of the marathon, when he says the event is another way in which Mumbai shows the rest of the country, "who's the boss. The turnout every year is better than the last."

Jindal, who is supporting the Maharashtra Dyslexia Association, Save the Children and Swayamsidh, is persuading his two daughters and sons-in-law to run the dream run with him.

For YM Deosthalee, chairman and managing director of L&T Finance Holdings, this is the fourth 7-km 'Dream Run' he is participating. "I love walking and do that everyday, so that was a motivation behind participating," he said. Another reason for Deosthalee to do so is the fact that a lot of organi-

sations are doing great public service. "The marathon is a good time to give them public recognition."

He is running to support the Nana-Nani Foundation, which works for senior citizens, and 'Seeing is believing', a Standard Chartered-backed initiative to help tackle avoidable blindness. "Last year, L&T's financial services team ran the marathon for the first time with 25-30 people. This has increased five-fold."

If Subbarao, Parekh, Mahindra and Jindal are sporting enough to take part in the event, and register their contribution for a noble cause they represent, there are few in Mumbai who take the Olympic motto of Citius, Altius, Fortius; Latin for 'Faster, Higher, Stronger'.

For Rashesh Shah, 47 years, chairman and CEO of Edelweiss Group, this has always been a race to improve the previous year's timing. Last year, Shah, whose ambition is to set up a bank, completed the half marathon in 2 hours, 13 minutes. For Sunday's marathon, Shah plans to shave off 10 minutes from his overall timing and finish the race in 2 hours and 3 minutes. He's been training for six months and had taken part in the Amsterdam Marathon. Shah says running marathons have been a "meditative experience".

"It's the biggest sporting event happening in India helping the entire generation of runners," says V Vaidyanathan chief executive officer of Capital First. Jindal echoes the sentiment. "Fitness being so important, corporates should encourage employees to run," he says.

For Vaidyanathan, this is his eighth half marathon. He has run seven full marathons and his best time is 4 hours 9 minutes. His best half marathon time is 1 hour 49 minutes. For the last 10 years, he has been running for an orphanage called Bal Asha.

Executives from the RPG Group are also participating. They have been training every day at various places including at Worli Sea Face, close to their headquarters. For Anil Ambani, who's often seen training at the Marine Drive with trainers keeping pace, his niece's wedding could have interrupted the schedule. Wedding ceremonies are being held in Chennai, but people knowing him say he would not miss the training for the event. He would allocate early hours for the run. His timing is a secret, but people who've seen him run, say he clocks a mean timing for the half marathon.