



TCS/PR/SE/04/2025-26

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**National Stock Exchange of India Limited**  
**Exchange Plaza, C-1, Block G,**  
**Bandra Kurla Complex, Bandra (East)**  
**Mumbai - 400051**  
**Symbol - TCS**

**BSE Limited**  
**P. J. Towers,**  
**Dalal Street,**  
**Mumbai - 400001**  
**Scrip Code No. - 532540**

Dear Sirs,

**Sub: Press Release**

We are sending herewith copy of the Press Release titled “**TCS Sponsored Marathons Generate \$2.25 Billion for Local Economies and Spark \$279 Million in Donations to Charity; Boosts the TCS Brand Globally**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,  
For **Tata Consultancy Services Limited**

**Yashaswin Sheth**  
**Company Secretary**

Encl: As above

**TATA CONSULTANCY SERVICES**

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## **TCS Sponsored Marathons Generate \$2.25 Billion for Local Economies and Spark \$279 Million in Donations to Charity; Boosts the TCS Brand Globally**

*Amid a global running boom, TCS-powered races are setting new records in economic impact, technology adoption and fundraising, proving that investing in running is a winning brand play, according to a new report from Brand Finance*

*10 of TCS' partner marathons feature in the list of the Top 50 Marathons. This includes all top 3 podium positions, which went to the TCS London Marathon, TCS New York City Marathon and the Schneider Electric Paris Marathon*

**LONDON | MUMBAI, INDIA, APRIL 24, 2025:** [Tata Consultancy Services \(TCS\)](#) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions, continues to make a lasting impact on the global running community through its sponsorship of major marathons, reinforcing its commitment to innovation, sustainability, and community engagement. The inaugural Brand Finance 'Marathons 50 2025' report proves that marathon sponsorships are not just a sporting play – they are a strategic business growth engine, which are powering the economies of the cities that host them. In 2024, the top 50 marathons contributed \$5.2 billion to their local economies while raising \$425 million for charitable causes, reinforcing the broader value of marathon events, beyond the finish line.

Within this, the impact of TCS' partner ecosystem is significant. The report reveals that marathons sponsored by TCS generated a \$2.25 billion impact on their local economies in 2024, while raising \$279 million for charitable causes. This strategy of supporting marathons has also helped power-up TCS' brand globally. Since entering this space 15 years ago, TCS' brand value has surged from \$ 2.1 billion in 2010 to \$21.3 billion in 2025, a testament to the power of purpose-driven brand alignment. A sponsor of 14 marathons and endurance running races, TCS saw brand consideration at 27% amongst non-runners and 67% amongst marathon runners, highlighting the strong impact of its association with the running community on its business, according to Brand Finance. Among the major sponsors of marathons, TCS, along with Standard Chartered, demonstrated the highest uplift in brand consideration through their sponsorships.

**Abhinav Kumar, Chief Marketing and Communications Officer, TCS,** said, *"The Brand Finance Marathons 50 report confirms what we have seen firsthand at TCS—partnering with marathons can ignite positive change for the communities and cities that organize them. Marathons inspire movement, promote wellbeing, and strengthen communities, while bringing important incremental economic growth to their host cities. With exponential growth in the sport of running, these marathons have become a powerful force for good in our world. I congratulate all the 50 top races that stand recognized today – including 10 marathons that TCS is so proud to be a longstanding partner to. These partnerships allow us to connect authentically with clients, employees, and communities, and to demonstrate how technology can enhance the human experience—whether in helping people run better, live healthier, or build a more sustainable and inclusive future."*

**David Haigh, CEO and Chairman, Brand Finance**, said, *“Brand Finance is interested in marathons because they sit at the intersection of many of our areas of specialization, particularly sponsorship effectiveness, sustainability, place branding, and soft power. Elite and amateur runners often share the same course, elevating the importance of brand attributes such as accessibility, sustainability, and technology. This spirit of inclusivity and the emotional impact of crossing the finish line are deeply, personally engaging for runners and spectators. For organizers, host locations, and sponsors the unique qualities of marathons present opportunities to distinguish marathon brands through strategic management and to resonate with a diverse audience. Companies like TCS and other major sponsors of marathons are clearly on the right track here.”*

TCS has redefined marathon sponsorship beyond branding, transforming the marathon experience with advanced technology and AI-powered solutions that enhance running and race-day engagement. As the title sponsor and technology partner of iconic races – including five of the seven Abbott World Marathon Majors such as the TCS New York City Marathon, TCS London Marathon, and TCS Sydney Marathon – the company has leveraged its expertise in advanced technology to develop the first digital twin heart of a pro-runner. This initiative leverages data, AI, and digital twin technology to help people unlock their full potential and improve their overall quality of life.

Beyond technology, TCS remains committed to the social and environmental impact of marathons. The Brand Finance report highlights that TCS is among the sponsors most recognized for their dedication to sustainability, ensuring that major marathons continue to prioritize environmental stewardship and community well-being. In fact, 53 sporting events and organizers have been certified by the Council for Responsible Sport using ReScore, an app developed by TCS.

As TCS continues to deepen its support for marathons, it remains dedicated to advancing the sport through technology, sustainability, and meaningful community engagement for the long run.

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## About Tata Consultancy Services

Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) is a digital transformation and technology partner of choice for industry-leading organizations worldwide. Since its inception in 1968, TCS has upheld the highest standards of innovation, engineering excellence and customer service.

Rooted in the heritage of the Tata Group, TCS is focused on creating long term value for its clients, its investors, its employees, and the community at large. With a highly skilled workforce of over 607,000 consultants in 55 countries and 180 service delivery centres across the world, the company has been recognized as a top employer in six continents. With the ability to rapidly apply and scale new technologies, the company has built long term partnerships with its clients – helping them emerge as *perpetually adaptive enterprises*. Many of these relationships have endured into decades and navigated every technology cycle, from mainframes in the 1970s to Artificial Intelligence today.

TCS sponsors 14 of the world’s most prestigious marathons and endurance events, including the TCS New York City Marathon, TCS London Marathon and TCS Sydney Marathon with a focus on promoting health, sustainability, and community empowerment. TCS generated consolidated revenues of US \$30 billion in the fiscal year ended March 31, 2025. For more information, visit [www.tcs.com](http://www.tcs.com)

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