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Introducing the 5th Edition of **TATA MUMBAI MARATHON'S** Socio-Economic Health Impact Report



Building on Four Editions of Social, Economic,
Health and Sustainability Impact.



From The **PROMOTER'S DESK**

As we step into the third decade of the Tata Mumbai Marathon, we are humbled to see the “Possible Dream” of the Mumbai Marathon come to life in ways we could have scarcely imagined.

Since its inception, we have been guided by a simple purpose: to help this sporting event grow into a movement, one that encourages healthier lifestyles, brings communities together, supports philanthropy, and demonstrates how distance running can be a catalyst for greater social good.

The findings in this report reaffirm that belief. Today, the Tata Mumbai Marathon has evolved into a platform that is creating meaningful social, economic, health and environmental impact.

Its contribution of ₹663.22 crore to the economy reflects the growing influence of participative sport, supporting sectors ranging from health, hospitality and retail to travel and local enterprise, while strengthening India's expanding fitness ecosystem.

Yet beyond these numbers lies something even more meaningful, the spirit of the marathon itself: a shared belief that every step taken can contribute to positive change.

Perhaps the legacy we cherish most is the culture of giving that the Mumbai Marathon has helped foster. By making fundraising more accessible, the Tata Mumbai Marathon has enabled individuals, corporates and non-profit organisations to come together in support of diverse causes, strengthening India's social sector through collective action.

Sustainability remains integral to our journey. Through responsible planning and execution, we continue our approach to sustainable race management, an ongoing commitment that is recognised under World Athletics “Athletics for a Better World” framework. Beyond race day, the TMM Agro Forest initiative, in Sholapur district, reflects our commitment to supporting sustainable livelihoods, strengthening climate resilience, and building a legacy that extends far beyond the finish line.

These achievements belong to an extraordinary community. We extend our heartfelt gratitude to Tata Sons, TCS, IDFC FIRST Bank, all our Partners, IISM, the Government of Maharashtra, the Government of India and its allied agencies, the Athletics Federation of India, World Athletics, our volunteers, medical officials, and the citizenry, who many years ago took a leap of faith with us.

Together, they have embodied a remarkable Can-Do, Will-Do spirit—one that will continue to inspire generations to dream bigger, soar higher, and persevere to enrich society in different ways.

With our sporting best, always.

Anil & Vivek Singh

Promoters, Procam International





Message From **TATA SONS**

ADRIAN TERRON

Head, Corporate Brand and Marketing



At the Tata Group, our association with the Tata Mumbai Marathon (TMM) goes far beyond sport. Over the years, TMM has evolved into a powerful platform that brings together economic vitality, community well-being, environmental responsibility, and collective purpose. The 21st edition once again demonstrated how a participative sporting event can meaningfully influence lifestyles, livelihoods, and long-term societal outcomes.

This enduring impact reflects a belief articulated by J.R.D. Tata, who observed that “the most significant contribution organised industry can make is by identifying itself with the life and the problems of the people of the community to which it belongs, and by applying its resources, skills and talents... to serve and help them.” The Tata Mumbai Marathon exemplifies this philosophy in action. Beyond the race itself, it promotes healthier lifestyles, fosters inclusion, enables philanthropy, supports livelihoods, and encourages environmental responsibility. Equally important, it brings together participants, partners, NGOs, volunteers, and public stakeholders in pursuit of a shared purpose, creating value that extends far beyond race day.

This Socio-Economic, Health and Sustainability Report for TMM 2026 captures the depth and breadth of that contribution. From driving significant economic activity and encouraging preventive health behaviours to advancing sustainability across event operations, the marathon continues to demonstrate how large-scale sporting events can serve as a force for positive societal change. More importantly, the report highlights the collective effort and shared commitment that supports TMM's success year after year.

We extend our appreciation to Procam International and the International Institute of Sports Management for documenting this journey with rigour and insight. We hope this report both informs and inspires continued progress.



Message From **IDFC FIRST BANK**

SHREEPAD SHENDE

Chief Marketing Officer



There's something special about marathons. People from every walk of life show up at the same start line, chasing the same goal. What connects them is simple grit and discipline. But the real story isn't just about crossing the finish line. It's everything a marathon leaves behind. Healthier habits. Closer communities. A city that feels a little more alive.

Which is why at IDFC FIRST Bank, we are proud to have been associated with Tata Mumbai Marathon year after year. We've always believed that real progress comes from doing things that genuinely make life better for people. And that's exactly what this event does - it brings people from all walks of life together, building communities around a larger purpose.

Because when you think about it, this is what sport does best. It gets us moving, brings us closer, and helps build a future we can all feel good about.

Over the years, the Tata Mumbai Marathon has become so much more than a race. It's become a movement and this report shows just how far that movement travels. Since 2020, more people have joined in, and with them, a real fitness culture has taken root. Local businesses have felt the buzz. Visitors have poured in. And best of all, people are simply living healthier. That's the kind of change that stays with you long after race day.



Message From **IISM DIRECTORS**

**MR. NILESH KULKARNI AND
MRS. RASIKA KULKARNI**
Founder Directors, IISM



On behalf of the International Institute of Sports & Management (IISM), we extend our sincere gratitude to Procam International and its visionary Managing Directors, Mr Vivek Singh and Mr Anil Singh, for building and nurturing a remarkable running legacy in India. Through their unwavering commitment, running has evolved from a simple sport into a powerful movement—becoming a habit, a community experience, and truly the pulse of Mumbai.

We are deeply thankful to Procam International for placing its trust in IISM to develop the Socio Economic Health Impact Report of the event over the years. Beginning in 2020 and continuing through 2023, 2024, 2025, and now 2026, this work has gradually evolved into a legacy document that captures not only the scale of the event but also its meaningful contribution to society, health, tourism, and the local economy.

We would also like to place on record our appreciation for the entire Procam team, whose wholehearted support and collaboration have made this research effort possible year after year. Their openness and commitment to evidence-based insights have significantly strengthened the report's impact and credibility.

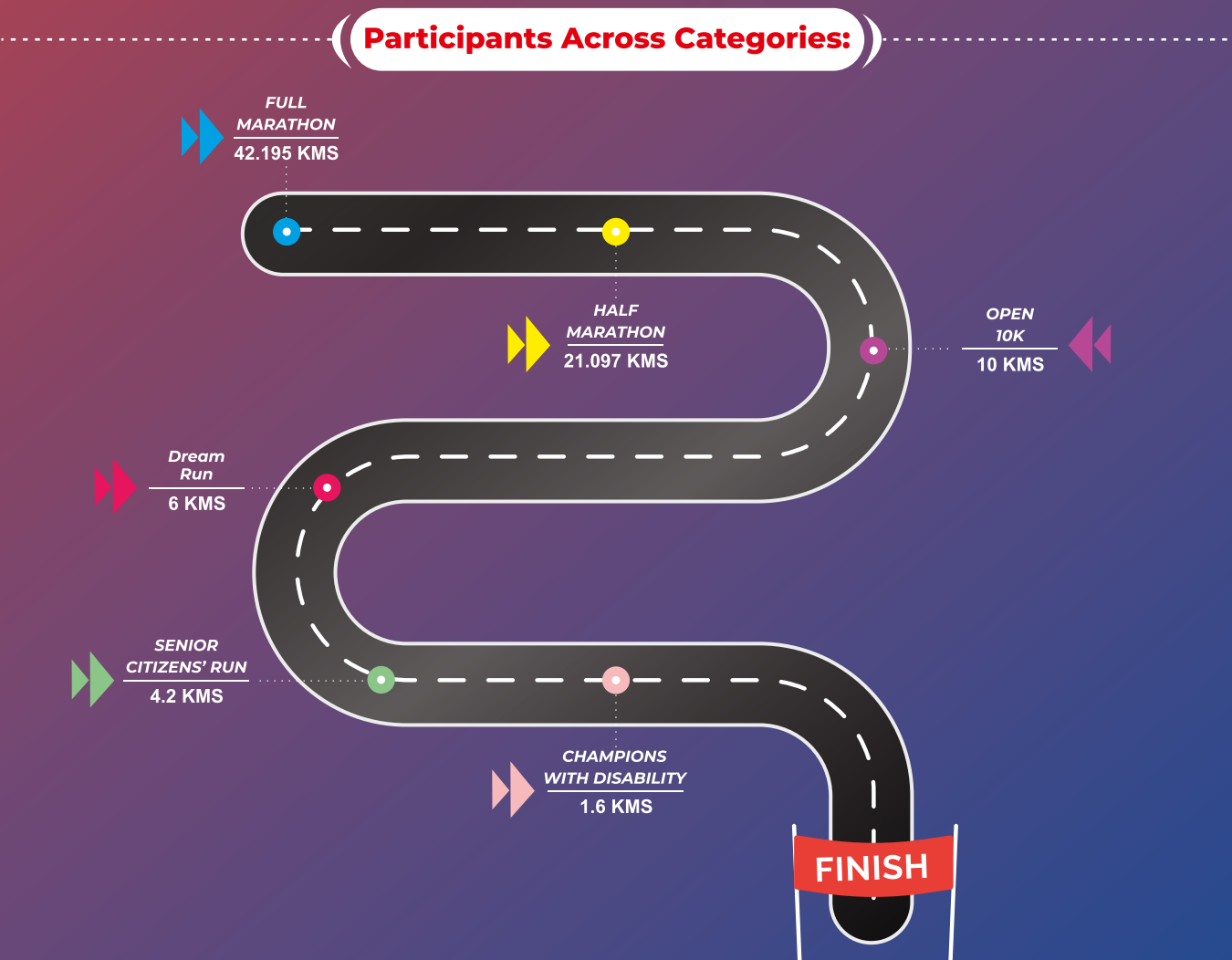
My sincere thanks also go to the Associate Dean of IISM for academic guidance and to our faculty members who have devoted significant effort to the research process. A special acknowledgement goes to our students, who played a crucial role in collecting primary data on the ground and engaging with participants, stakeholders, and the community to ensure the findings reflect authentic and meaningful insights.

Together, this collaboration demonstrates how sport, research, and education can create measurable socio-economic impact. We are proud to be part of this journey and look forward to continuing this meaningful partnership in the years ahead.

TATA MUMBAI MARATHON 2026

Tata Mumbai Marathon is amongst the top 10 marathons in the world and has put India on the global map of distance running. Thousands of runners across the country and around the world eagerly look forward to this mega running event held on the 3rd Sunday of January.

This year the Tata Mumbai Marathon was special, as it celebrated its 21st edition on 18th January 2026. What started with a few thousand runners in 2004 attracted 70,065 runners at this year's Tata Mumbai Marathon. As every year, the Tata Mumbai Marathon is spread across different categories, including the Marathon, Half Marathon, Open 10K Run, Dream Run, Senior Citizens Run, and Champions with Disability Run.



What makes the Tata Mumbai Marathon special, and what attracts participants from around the world is its scenic route, which showcases the city's iconic landmarks such as the Bandra-Worli Sea Link, Marine Drive, Haji Ali, and Chowpatty, offering runners a truly once-in-a-lifetime experience. This year, the newly constructed Mumbai Coastal Road was also incorporated into the route, offering participants a unique opportunity to run along one of the city's newest and most spectacular infrastructure projects.

A standout feature of the Tata Mumbai Marathon 2026 was the participation of Andre De Grasse, a 7-time Olympic medalist who served as the edition's event ambassador. Recognized as one of the most decorated Olympians in Canadian history, De Grasse added significant prestige to the event.

This year as well, the Tata Mumbai Marathon remained committed to environmental sustainability by joining the Agro Forest initiative and further contributing to the environment. Likewise, the Green Bib initiative, introduced in 2024, was a key highlight in 2026 as well, with participants paying an extra charge for the green bib and contributing towards environmental preservation.

Events like this not only help keep people physically healthy but also strengthen the values within society. It is heartwarming to see such a large participation from NGOs—309 NGOs took part this year. The Tata Mumbai Marathon contributes to the social health of society, not just the personal health of individuals, and that is extremely important today.

H.H. Gurudev Sri Sri Ravi Shankar



Starting from the iconic CSMT, the race passes through almost the entire city. The Tata Mumbai Marathon is the pride of the city.

Shri Rahul Narvekar,

**Hon'ble Speaker of Maharashtra
Legislative Assembly, Government of Maharashtra**

This marathon is a great beginning for women—not just for physical and mental well-being, but for building resilience, competitiveness, and the determination to cross every finish line in life.

Smt. Amruta Fadnavis,
Philanthropist and Social Activist



I welcome everyone to Mumbai—the maximum city of India. As the financial and one of its most tech-enabled hubs, it's fitting that this race, with over 70,000 participants, is powered by technology—from precise timing systems to runners tracking pace and heart rate on smartwatches. Today, everyone is connected, tech-savvy, and more conscious of their health.

Shri Rajesh Aggarwal,

IAS, Chief Secretary, Government of Maharashtra





The Tata Mumbai Marathon has been a launchpad for many Indian Army athletes, helping them rise through the ranks and even progress to representing India at the Olympic level. That is how we view the importance of events like the Tata Mumbai Marathon—as platforms that nurture talent and take athletes to the highest levels of global sport.

Lt. General DS Kushwah,
AVSM, SM General Officer Commanding, MG & G Area

The Tata Mumbai Marathon brings all Mumbaikars together. The slogan, Har Dil Mumbai, truly reflects the spirit of the marathon and highlights how important this event is for Mumbai. I ran the half marathon—an early start, a superb course and a vibrant vibe with excitement, smiles, and happiness all around.

Vice Admiral Krishna Swaminathan,
AVSM, VSM Flag Officer Commanding-in-Chief, Western Naval Command



The Tata Mumbai Marathon is a masterclass in crowd synergy, where 65,000+ participants, citizens and the police move in perfect harmony. Our teams have worked tirelessly with all the pressure, especially after the election duty on hand to ensure a seamless race for everyone. Moreover, our teams in the Police Cup proved that resilience is second nature to this force. Many congratulations to all!

Shri Deven Bharti,
IPS, Commissioner of Police, Mumbai

The MCGM's association with TMM has grown stronger with every passing year. Our partnership reflects Mumbai's commitment to sustainability and world-class urban management—from zero mile waste disposal and enhanced pollution-control measures to the seamless integration of new infrastructure such as the Coastal Road. This iconic race not only celebrates the spirit of the city but also showcases the very best of Mumbai to the world.

Shri Bhushan Gagrani,
IAS, Commissioner, MCGM





“The race has truly inspired the department to place greater emphasis on fitness, and we had over 250 employees participating this year. Fitness promotes overall health and contributes to a positive work environment, and that has been our experience.”

Smt. Malathi Sridharan,
IRS, Principal Chief Commissioner of Income Tax, Mumbai

“This race has done something for not only the city, but the whole sporting ecosystem. It has got people running and helped form a sporting culture. And if India needs to win medals, a sporting culture is very important. And to build a sporting culture takes two to three decades. And this is the spark that has lit the whole fire.”

Shri Adille Sumariwalla,
Vice President, World Athletics



“Mumbai’s lifeline is its railways, and we are always happy to extend full support to the Tata Mumbai Marathon by running additional services and ensuring participants from far-flung areas can reach the venue early in the morning, ready to take part.”

Shri Vivek Kumar Gupta,
General Manager, Central and Western Railways



INTERNATIONAL
EVENT AMBASSADOR

**ANDRE
DE GRASSE**

World-Renowned Sprinter | 7× Olympic Medallist

Canadian sprinting icon and a modern day track and field great, Andre De Grasse served as the Event Ambassador for the Tata Mumbai Marathon 2026. A seven-time Olympic medallist, his crowning achievement came at the Tokyo 2020 Olympic Games, where he won the gold medal in the 200m, a historic feat that established him as one of the greatest sprinters of all time. In addition to his individual success, he has played a crucial role in Canada's relay teams, contributing to multiple Olympic and World Championship medals. Known for his explosive acceleration, consistency under pressure, and sportsmanship, De Grasse has earned widespread respect not only for his performances but also for his character on and off the track.

"Running teaches discipline, belief, and resilience – values that stay with you long after the race is over. The Tata Mumbai Marathon embodies the power of sport to unite people, inspire courage, and encourage everyone to take the first step towards their own goals. I am honoured to be part of the 21st edition of this iconic event as the International Event Ambassador, standing alongside runners of all abilities who are driven by purpose, passion, and the joy of movement."

EXECUTIVE SUMMARY

The Tata Mumbai Marathon 2026 continues to demonstrate how a mass participation sporting event can generate impact far beyond race day. Bringing together over 70,000 participants, the event has evolved into a powerful platform that promotes healthier lifestyles, stimulates economic activity, advances social causes, and strengthens community engagement. Its sustained growth and expanding reach reinforce its position as one of India's most influential sporting properties and a catalyst for long-term behavioural change.

Expanding Participation

Participation increased by 7% over the previous edition, with runners representing 37 States/UTs and multiple countries, reflecting the marathon's growing national and international appeal. Female participation recorded an impressive 11.6% year-on-year increase, while women accounted for nearly 41% of Open 10K participants, highlighting the event's increasing inclusivity. The continued growth in marathon participation since 2023 further signals the maturation of India's running ecosystem, with more individuals embracing structured training and long-term endurance goals.

Social Value Creation

TMM 2026 reinforced its role as a powerful platform for social good by facilitating ₹60.68 crore towards charitable causes, taking cumulative fundraising through the event to ₹543.89 crore. Strong awareness of supported causes among participants and a growing willingness to engage in future fundraising initiatives demonstrate how the marathon successfully connects personal achievement with meaningful community impact.

Economic Contribution

The event generated a total economic impact of ₹602.54 crore, demonstrating the substantial contribution of distance running to the broader economy. Nearly half of this impact (₹277.58 crore) was driven by spending on health, nutrition, and training, highlighting the marathon's ability to inspire year-round wellness investments. Participants also contributed ₹112.88 crore towards shoes and apparel and ₹87.79 crore towards technology and performance-related products. The impact extended across Mumbai's local economy, with 64% of businesses reporting increased revenues, 67% experiencing higher customer footfall, and 43% extending operating hours during the marathon period. Together, the event generated a total socio-economic impact of ₹663.22 crore, comprising ₹602.54 crore in economic impact and ₹60.68 crore in social impact.

Health Transformation

The findings reveal a highly disciplined and health-conscious running community. Seventy-five percent of participants trained at least three times per week, while 94% believed mental preparation is as important as physical training. Widespread adoption of injury-prevention practices, structured nutrition habits, sports technology, and mental conditioning reflects a holistic approach to well-being. Participants also reported improvements in stamina, stress management, weight control, and overall health, demonstrating the marathon's role in driving sustainable lifestyle change.

A Lasting Legacy

The true significance of the Tata Mumbai Marathon lies not only in the scale of participation or the economic value generated, but in its enduring influence on people and communities. By encouraging healthier lifestyles, supporting local businesses, mobilising charitable giving, and inspiring lifelong fitness journeys, the event continues to create measurable impact across society. The findings reaffirm TMM's role as a powerful engine for public health, social progress, and economic development, while strengthening Mumbai's reputation as one of the world's leading running destinations.

KEY HIGHLIGHTS



Zero Waste to
Landfill



₹663.22 Cr
Socio-Economic
Impact



49 Tonnes CO₂e
Emissions
Avoided



70,000+
Participants



94%
Value Mental
Preparation



₹277.58 Cr
Wellness
Spending



98%
Support Strength
Training



₹120.76 Cr
Tourism
Impact



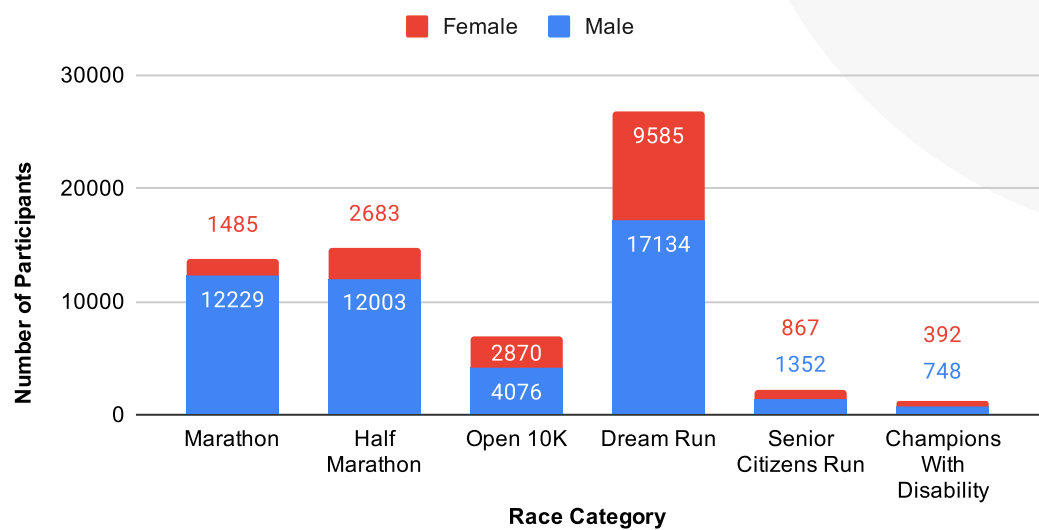
81%
Invested in
Nutritious Meals



₹543.89 Cr
Funds Raised
Till Date

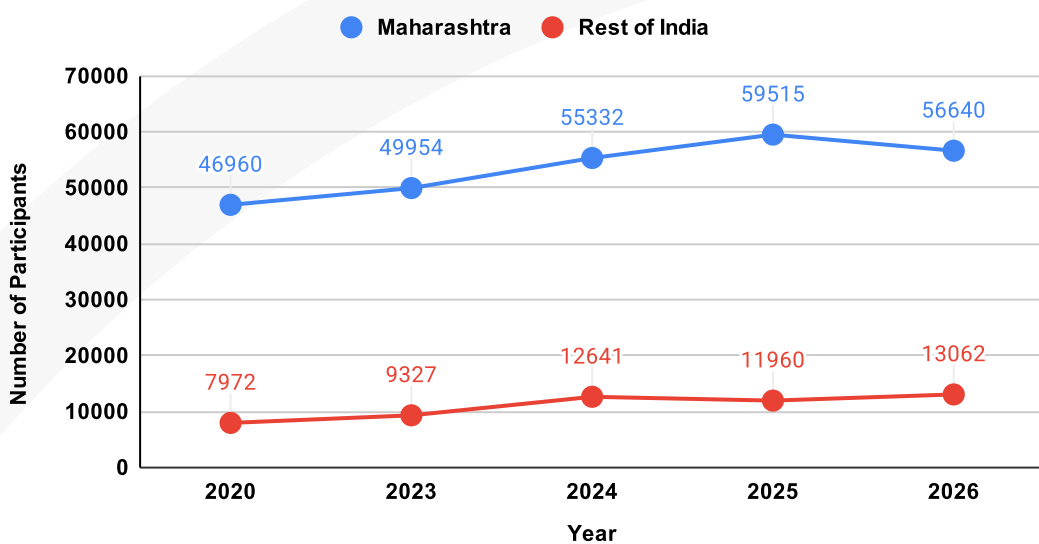
PARTICIPATION & RUNNERS AT TMM 26

On-ground Participation



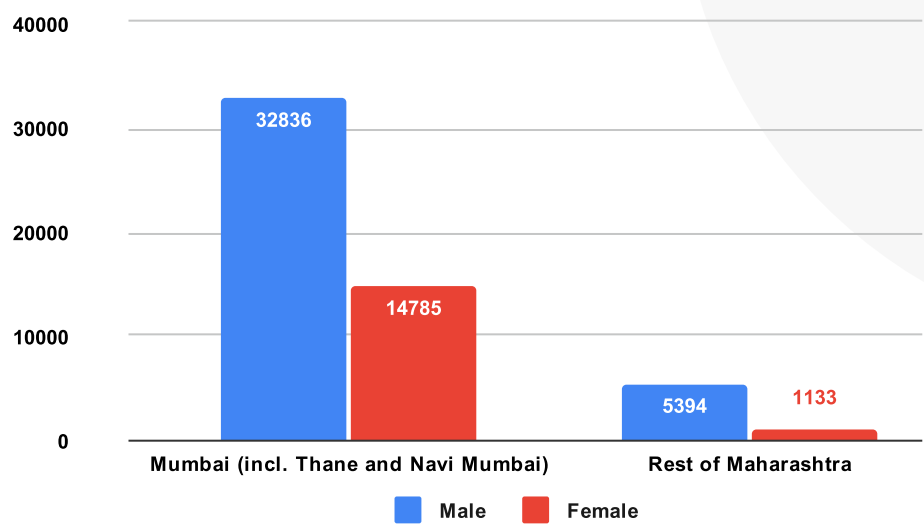
The Dream Run Category has attracted the most participants in the Tata Mumbai Marathon 2026, with the Half Marathon and Marathon following closely behind. The Open 10K category exhibited the highest female-to-male participation ratio, with nearly 41% of the participants being female.

Maharashtra Vs Rest Of India



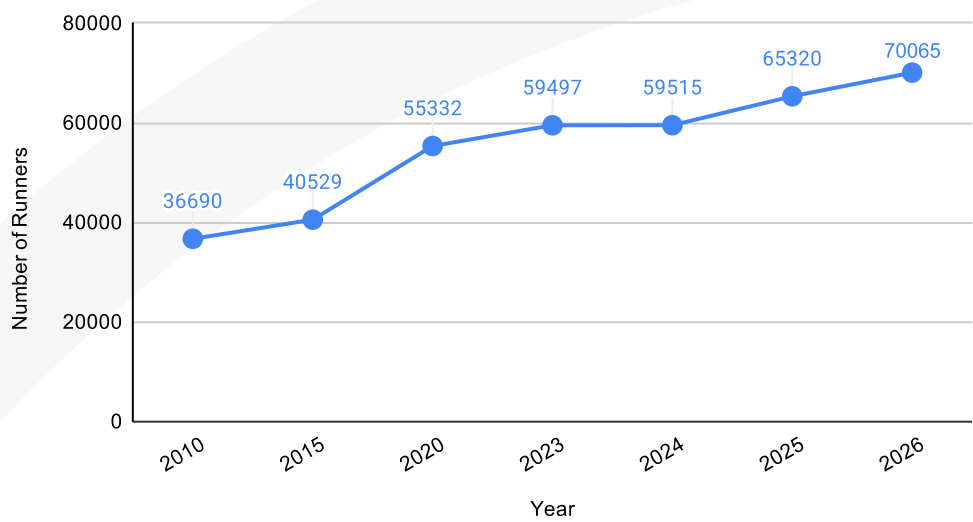
Maharashtra is the most significant contributor to overall participation and has experienced consistent growth over the years. Simultaneously, the participation rate from the Rest of India has increased by 9%, suggesting that the national reach has expanded beyond the home state. This balanced development is indicative of the event's increasing popularity and its capacity to draw runners from all over the country.

Mumbai Vs Rest Of Maharashtra



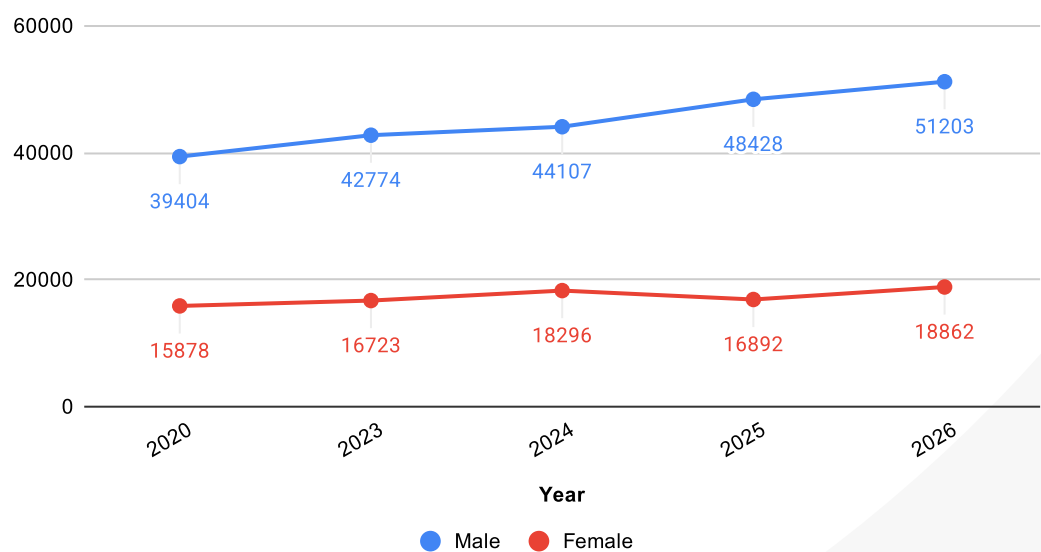
Mumbai (including Thane and Navi Mumbai) is the main hub for on-ground participation at TMM, which highlights strong urban engagement and a running culture. At the same time, participation in other parts of Maharashtra indicates a growing interest beyond the metro area. The increasing number of male and female runners in different regions reflects the expansion of inclusivity and statewide reach. Female participation is notably higher in Mumbai, showing a positive rise in women's representation among athletes and greater inclusivity, as highlighted by the 2:1 male-to-female ratio.

Participation Across Years



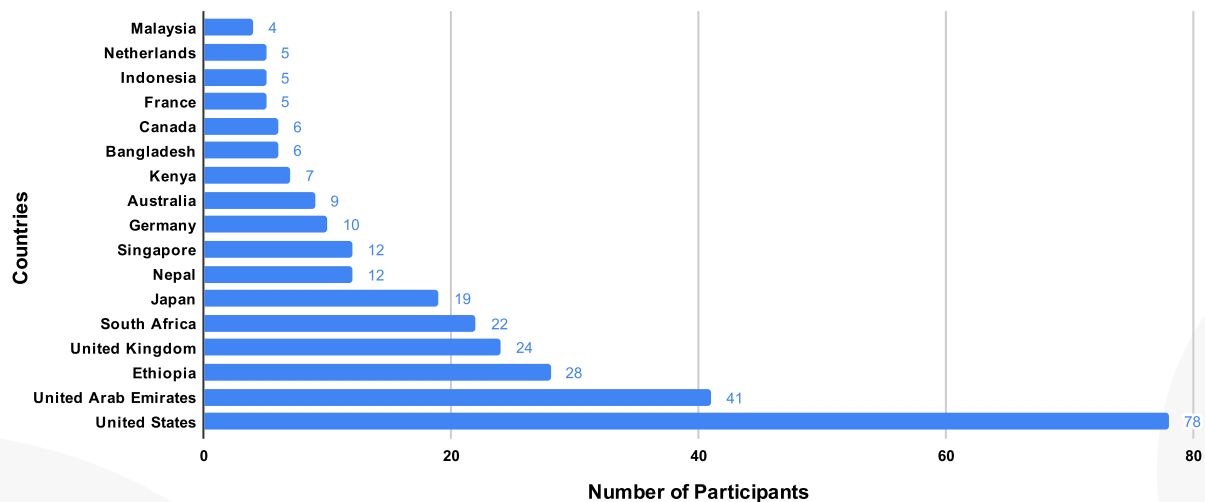
The graph illustrates a consistent and robust increase in the number of participants over the years, which is indicative of the public's growing interest and involvement in running events. The overall upward trend remains unabated, despite modest fluctuations in 2023. A significant 7% increase in participants from the previous edition underscores the increasing prominence of running as a fitness and lifestyle choice, as well as the growing community engagement.

Gender-wise Participation Across Years



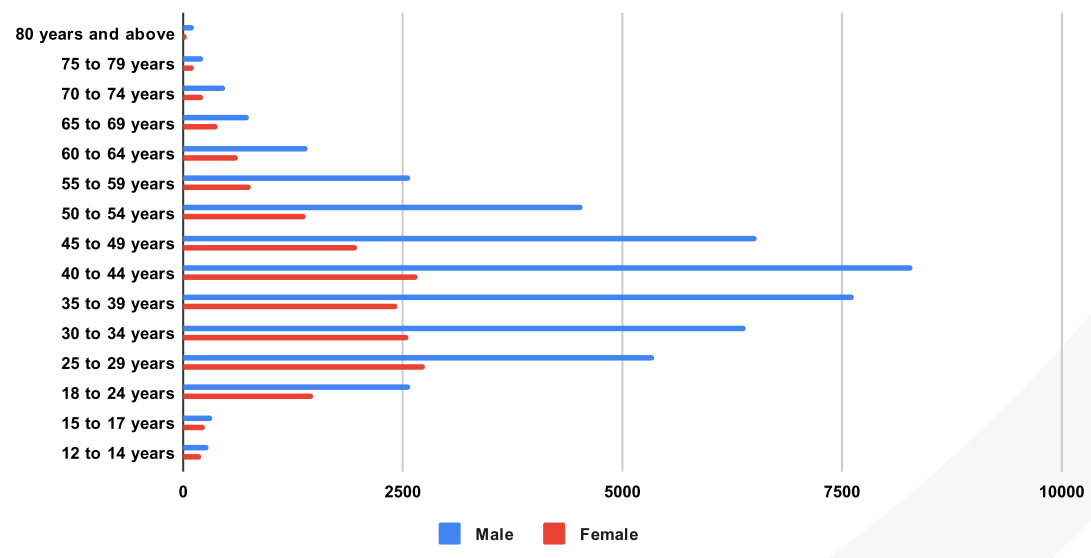
In 2020, the number of male participants was 39,404. By 2026, it had increased to 51,203, a nearly 30% increase. For female participants, the increase was 18.8%, from 15,878 to 18,862. The data illustrates a consistent upward trend in male and female participation. Compared to 2025, there is an 11.6% increase in female participation, suggesting that women have made significant strides in the last year.

Global Representation



The graph illustrates a robust and diverse global presence, as participants hail from a variety of countries across continents. The event's increasing international recognition is underscored by its substantial participation from countries including the United States, the UAE, Ethiopia, and the United Kingdom. Its expanding global appeal and inclusive reach are further demonstrated by participation from a diverse range of other countries, making TMM a truly global event.

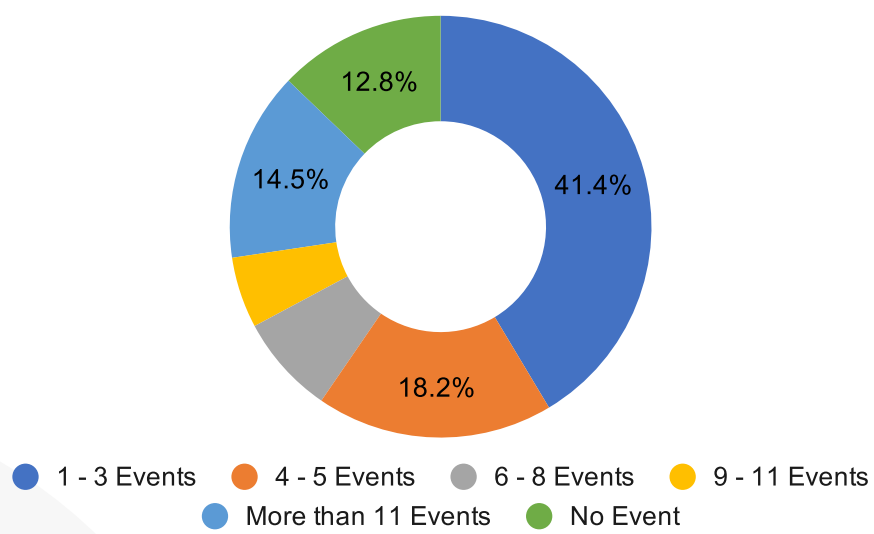
Age-wise Distribution



The age-wise participation shows that the 30–44 age group is the most active, led by the 40–44 age group, especially among male runners. Participation remains strong among 25–49-year-olds, highlighting the marathon’s appeal to working-age adults. Female participation follows a similar age trend, indicating growing inclusivity across prime fitness years. Participation gradually declines beyond 50 years, though continued presence in senior categories reflects sustained endurance and lifelong fitness engagement.

Running Experience Of Participants

Percentage of Participants by Number of Running Events Completed Prior to TMM 2026

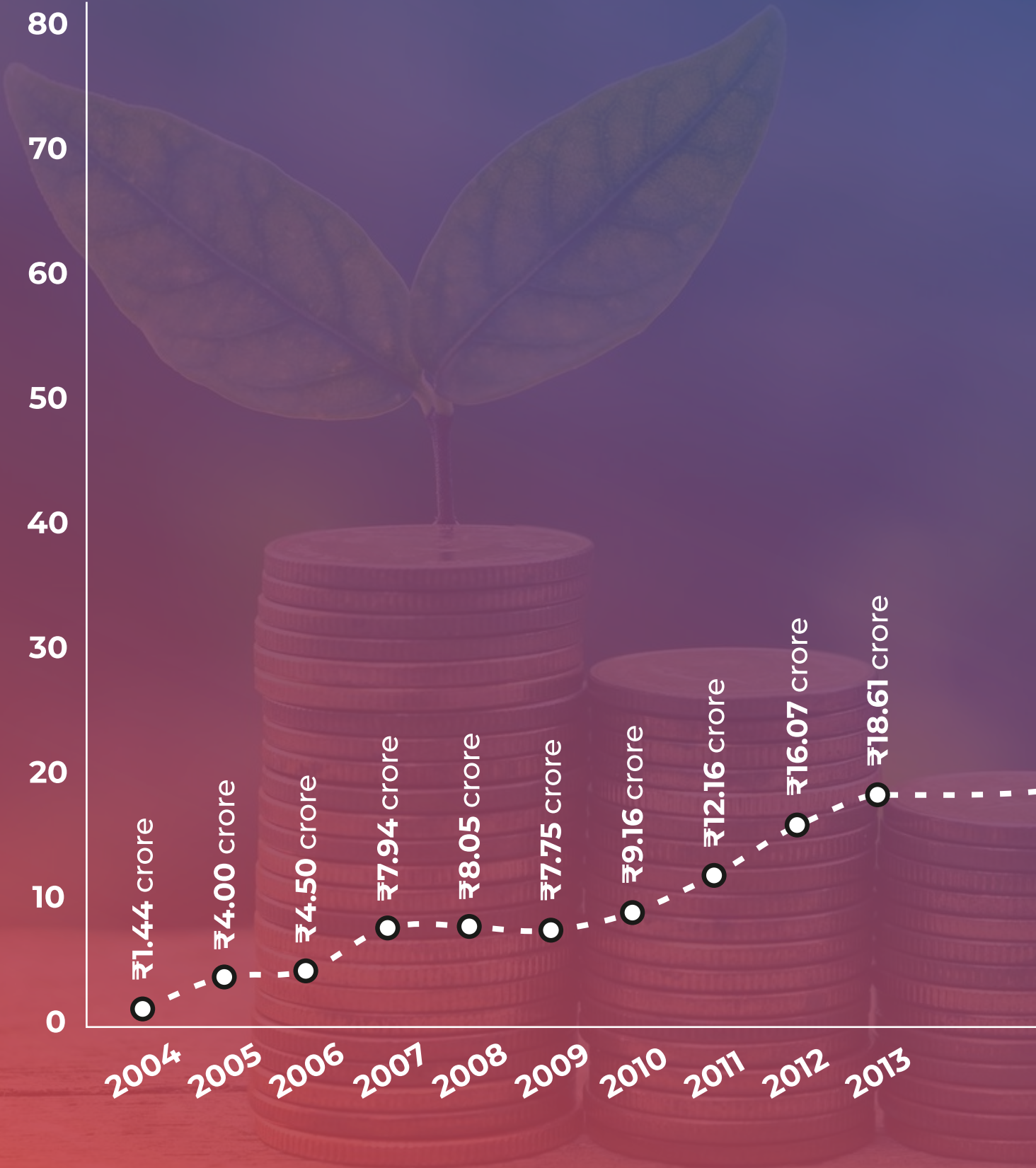


The chart indicates that a majority of participants have participated in 1–3 running events, suggesting that many are relatively new to organised running events. At the same time, a substantial cohort has participated in 11 or more events, highlighting the presence of highly experienced runners within the TMM community.

SOCIAL IMPACT

TOTAL FUNDS RAISED AT TMM 2004 - 2026

₹543.89 crores

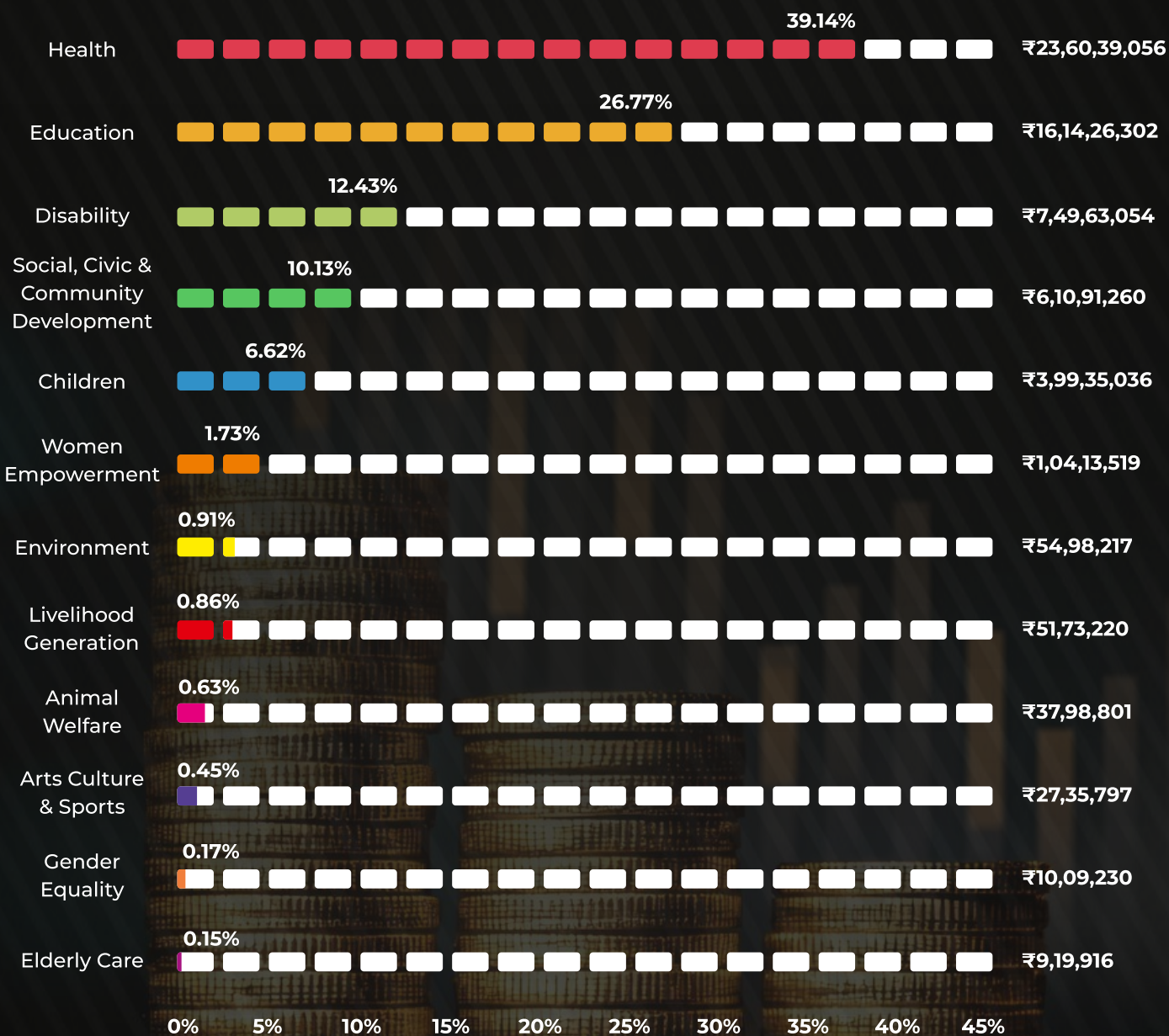




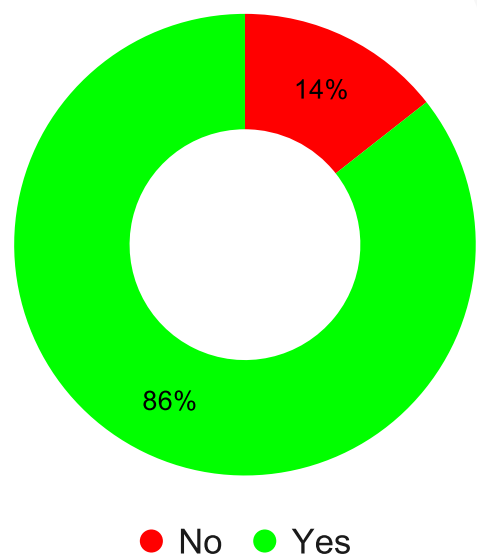
SUMMARY OF FUNDS RAISED AT TATA MUMBAI MARATHON 2026

Category	Amount
CHANGE RUNNERS <i>(individuals fundraising ₹2 lakhs or more)</i>	
• Young Leaders <i>(below the age of 21 years)</i>	₹2,99,12,919
• Corporate Fundraisers	₹5,09,71,343
• Other Change Runners <i>(excluding Young Leaders and Corporate Fundraisers)</i>	₹19,13,44,913
CORPORATE TEAMS	
• Corporate Contributions	₹27,51,40,000
• Corporate Fundraisers <i>(excluding Change Runners)</i>	₹8,15,596
INDIVIDUAL FUNDRAISERS <i>(individuals fundraising below ₹2 lakhs)</i>	
• Young Leaders <i>(below the age of 21 years)</i>	₹66,98,018
• Other individual fundraisers <i>(excluding Young Leaders and Corporate Fundraisers)</i>	₹3,44,24,057
DONATIONS	
• Direct donations to NGO Pages	₹61,01,076
• Top-Up Donations	₹20,66,032
• Pledge amounts raised	₹56,50,108
THE TMM GREEN BIB INITIATIVE	
• Contributions by TMM 2026 participants	₹20,92,180
• Direct donation on Initiative's page on the UWM website	₹16,40,504
TOTAL FUNDS RAISED	₹60,68,56,746

CAUSE-WISE FUNDS RAISED

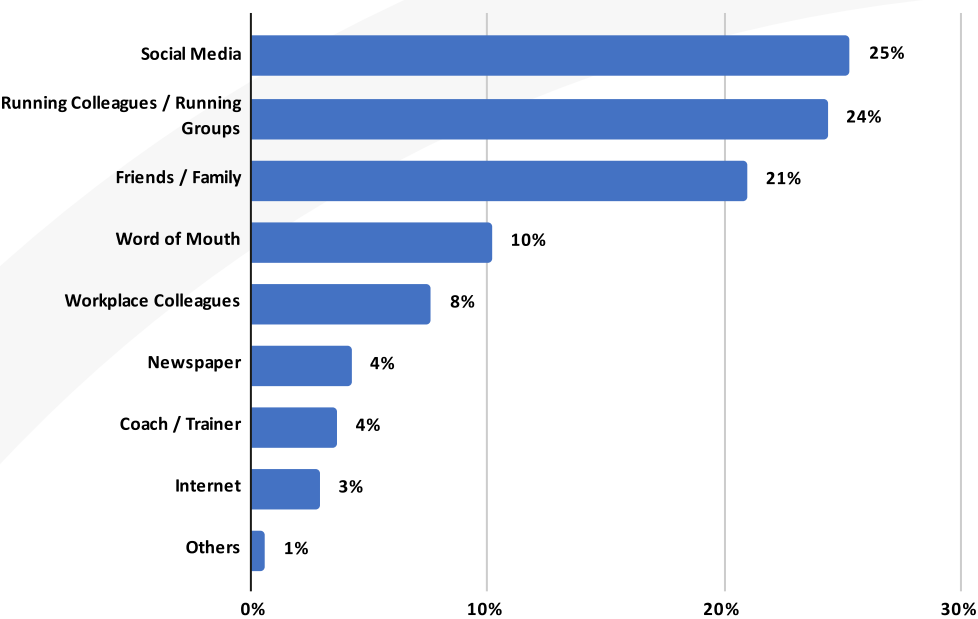


Percentage of participants aware of the social impact initiatives supported by Tata Mumbai Marathon



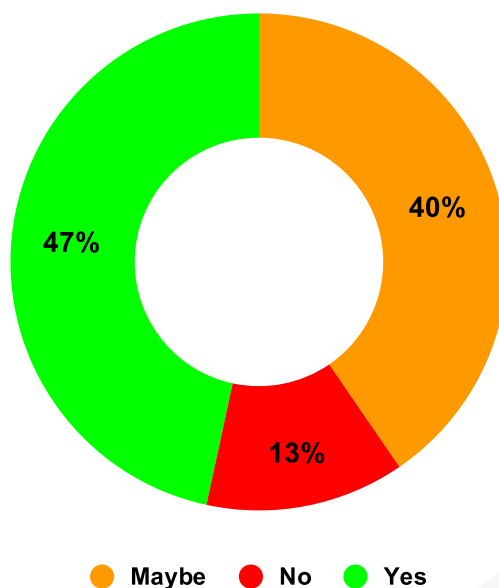
The social causes that TMM supports, including education, women's empowerment, and animal welfare, are recognized by a significant majority of participants (86%). This suggests that TMM's social impact initiatives are well-communicated and visible.

Primary source of information about TMM



The most prevalent initial sources through which participants acquired information about TMM were social media (25%) and running colleagues or groups (24%). The strength of personal networks in disseminating information is underscored by the significant role of friends and family (21%).

Percentage of participants willing to support a cause and raise funds through TMM 2027



A strong intent to engage socially is indicated by the fact that nearly 47% of participants are willing to support a cause and raise funds through their run at TMM 2027. An additional 40% are uncertain, suggesting that a substantial proportion of participants could potentially be encouraged to participate through greater awareness and engagement.



SUSTAINABILITY HIGHLIGHTS

Tata Mumbai Marathon 2026

Setting the Benchmark in Sustainable Events

Continuing to lead as a **globally** recognized model for sustainable sporting events, following World Athletic **Sustainability** Guidelines, Adopting a **Zero Waste** approach, with minimal environmental.

Key Environmental Highlights



Total Waste Processed:
21,819 kg



100%

Processed and sent away from landfills



GHG Emissions Avoided
49,147 kg CO_{2e}



Landfill Volume Saved:
429 m³

Waste Processing Breakdown



Recycled: **11,960 kg**



Composted: **3,861 kg**



Reused: **2,670 kg**



Co-processed: **3,328 kg**



Landfilled: **0 kg**

Waste Management System

- Wet & garden waste sent for composting via Stree Mukti Sanghatana.
- 567 litres of water recovered from opened bottles are reused for watering plants.
- Dry waste sent to authorized MCGM collection centres.
- Branding materials repurposed into tarpaulins.

Environmental Equivalence Impact



Carbon stored by
58.6
acres of forests in a year



38.7
Light commercial trucks filled with waste



813
Trees planted (and maintained for 10 years)



2,02,762
kms driven by an average petrol-powered car



A biodiversity survey was conducted to ensure that the local flora and fauna were not disturbed due to the event.

The event achieved **“Zero Waste to Landfill”** outcome through effective segregation and circular waste management practices.

Social Impact Highlights

1,200 front-line workers empowered



120% increase
in monetary
benefits to
workers



71% women participation
in workforce

Livelihood & Inclusion

Through partners organization

Donated 190 pairs of sports shoes to Maitrayana Charity Foundation.



Stree Mukti
Sanghatana



Hasiru Dala



Maitrayana
Charity
Foundation



Roti
Bank

The event enabled:



Livelihoods
for waste workers



Inclusion in formal
waste management
systems

Community Outreach & Donations

Food Redistribution: Roti Bank



4,000 bananas | **6,250** oranges



Dry snacks distributed



Benefited **underprivileged** communities
& cancer patients

Circular Economy in Action

Repurposed branding materials
converted into tarpaulins

 Distributed to **367 families**
& waste centres

 Enabled practical reuse
and reduced material waste



**₹60.68
crores**
Social Impact

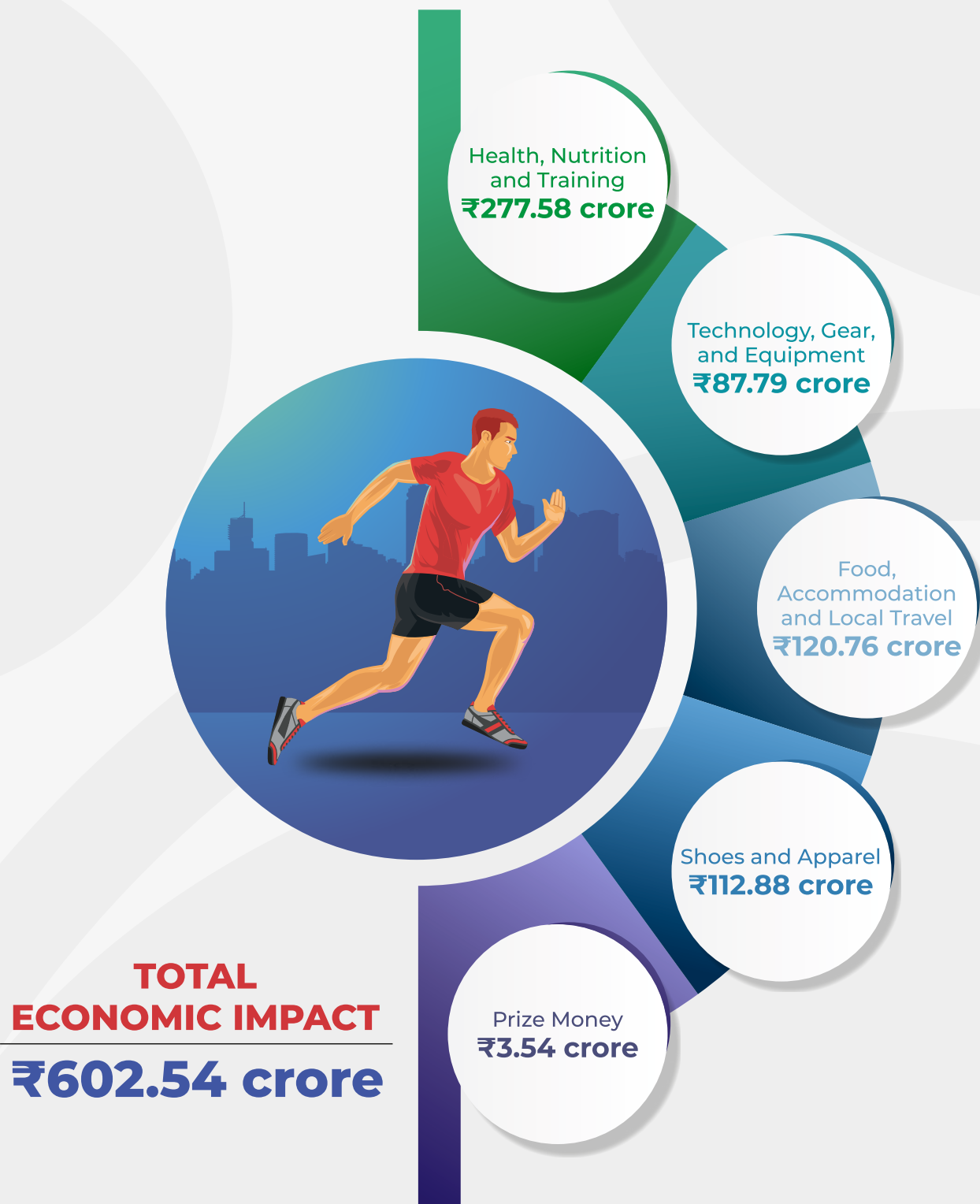
**₹663.22
crores**
Total Impact

**₹602.54
crores**
Health + Economic
Impact

TMM 2026

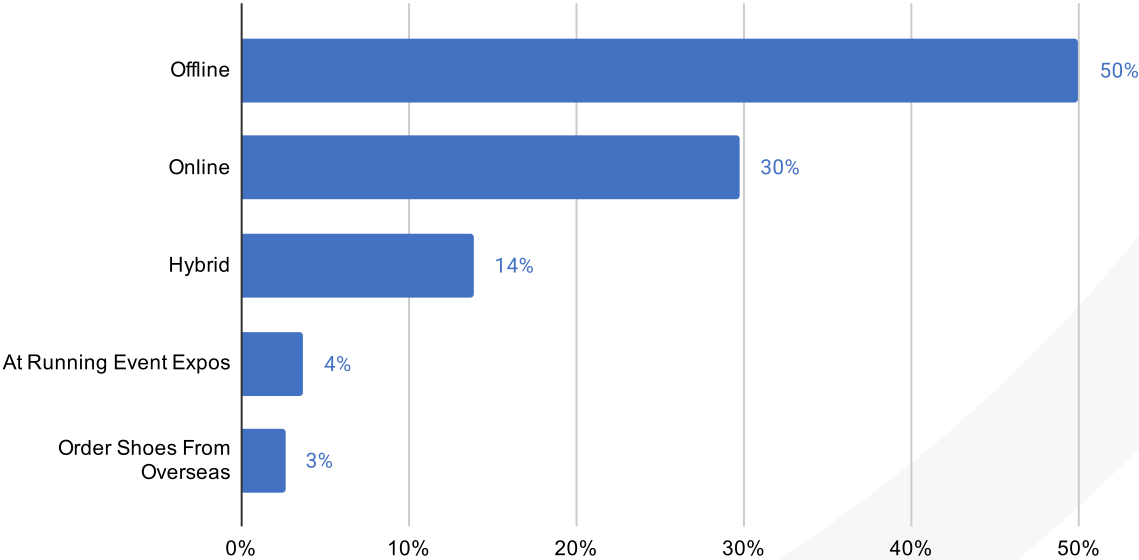
ECONOMIC IMPACT

Tata Mumbai Marathon 2026 generated a total economic impact of ₹602.54 crore, highlighting how a single sporting event creates value across multiple sectors. Health, nutrition, and training contributed the largest share at ₹277.58 crore (46%), reflecting strong participant investment in wellbeing. Spending on food, accommodation, and travel generated ₹120.76 crore (20%), supporting Mumbai's hospitality and tourism ecosystem, while shoes, apparel, and technology together contributed over ₹200 crore. With prize money accounting for only 1% of the total impact, the findings demonstrate that the true economic value of TMM is driven by mass participation and year-round spending on fitness, wellness, travel, and lifestyle.



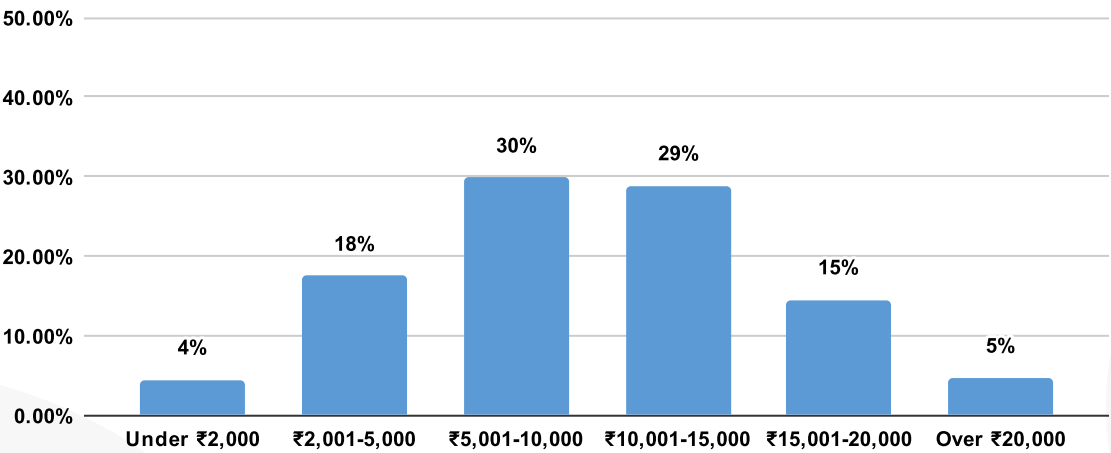
SHOES

Purchase of shoes



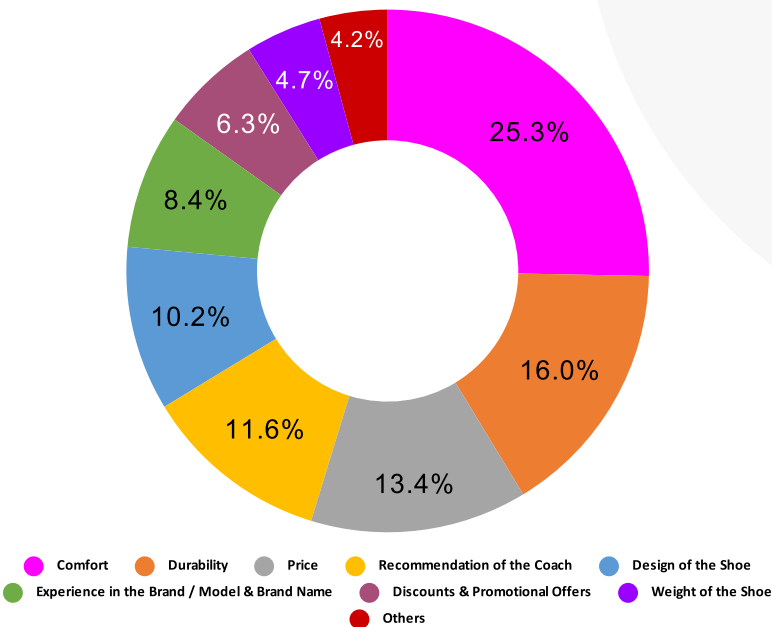
Retail store remains the dominant channel (50%) due to the importance of fit and trial. Online platforms account for 30% of sales via convenience and variety, while 14% of runners adopt a hybrid approach, researching online before purchasing in-store.

Average amount spent on purchasing a pair of shoe



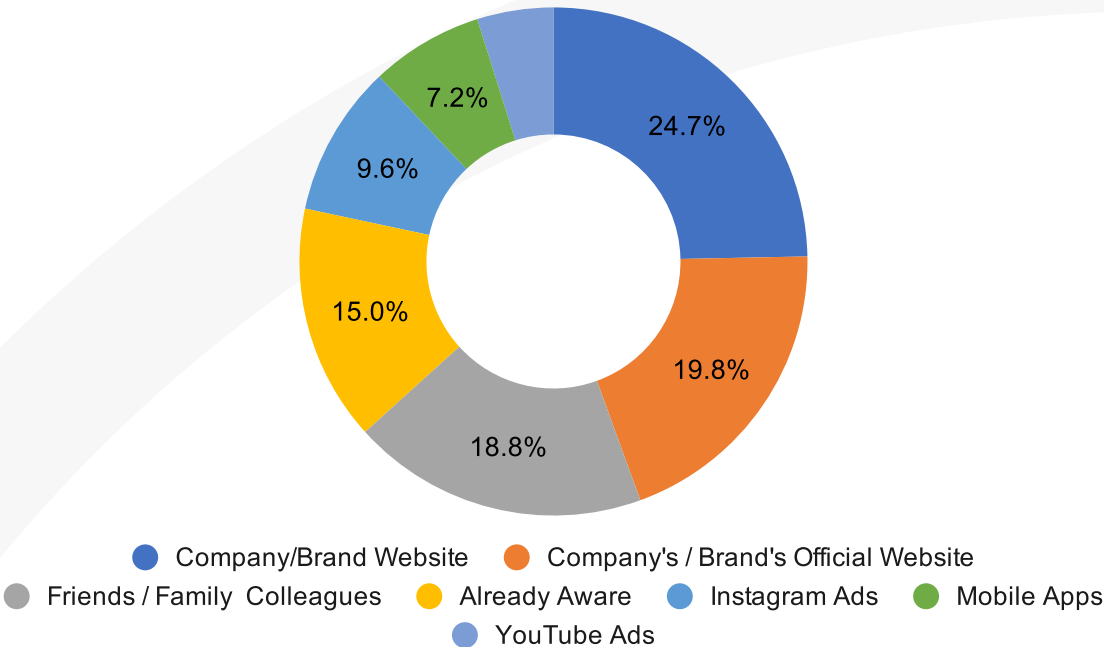
Most runners (59%) spend between ₹5,001 and ₹15,000 per pair, with the ₹5,001–10,000 bracket being the most popular at 30%. Budget options and luxury shoes over ₹20,000 are the least common, each at less than 5%. This shows a clear preference for mid- to high-range performance footwear.

Parameters while choosing a running shoe



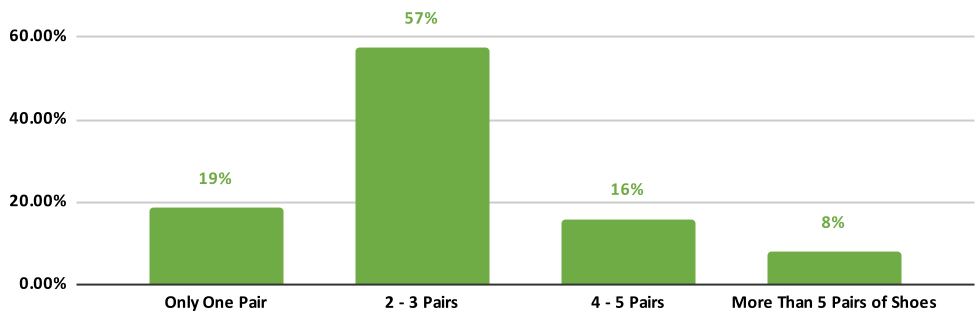
Comfort is the primary driver, significantly outweighing all other parameters. Durability and price follow as essential value-for-money metrics, while aesthetics, brand name, and shoe weight play a secondary role in the decision-making process.

Source of information about preferred shoe model



In-store experience is the leading source of discovery, emphasising the role of physical touchpoints. Brand websites and peer recommendations act as high-trust information channels, while digital ads (Instagram/YouTube) serve as a medium for secondary awareness.

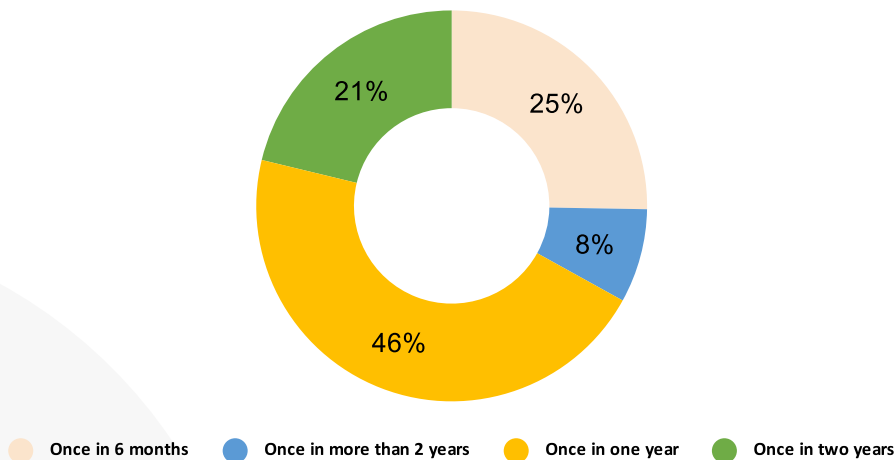
Number of running shoes owned by runners



57% of runners own 2-3 pairs, indicating a standard shoe-rotation culture. High-mileage or competitive runners (24%) own 4 or more pairs, while the 19% owning a single pair likely represent the casual or beginner segment.

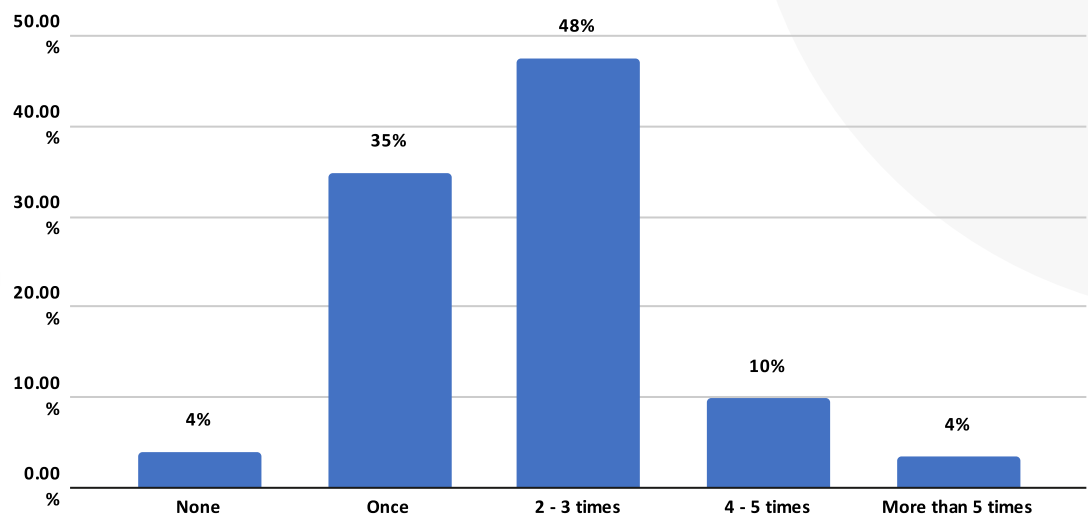


Frequency of purchase of new pair of shoes



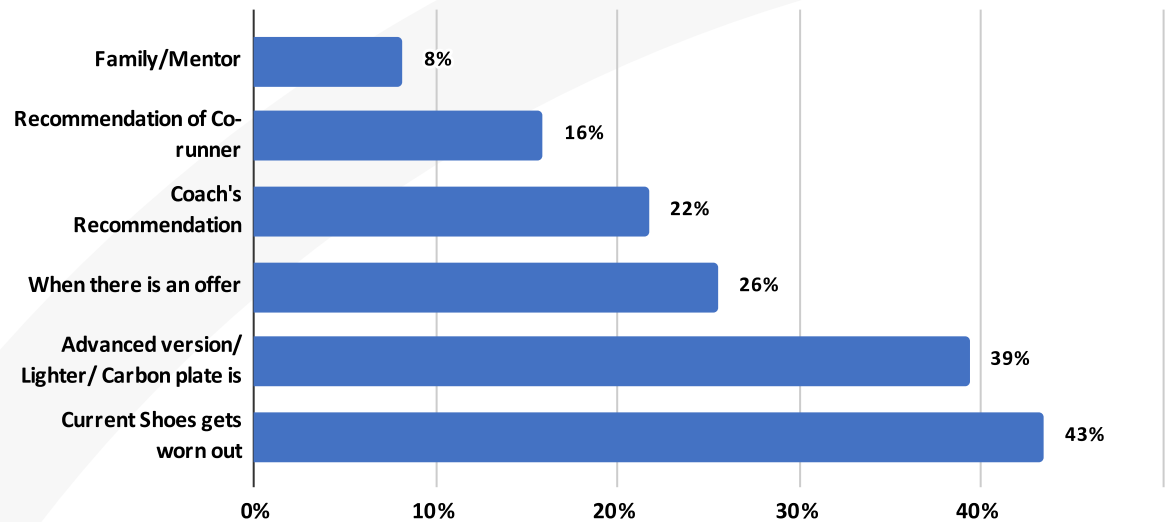
46% of runners follow a standard 12-month replacement cycle. A further 25% purchase new shoes every six months, while 21% replace shoes every two years, reflecting more moderate running habits.

Frequency of changing shoe brand in the last 3 years



Market experimentation is common, with 48% of runners switching brands 2–3 times in the last three years. 35% demonstrated greater brand loyalty by switching only once, suggesting that finding a suitable fit may contribute to greater brand loyalty.

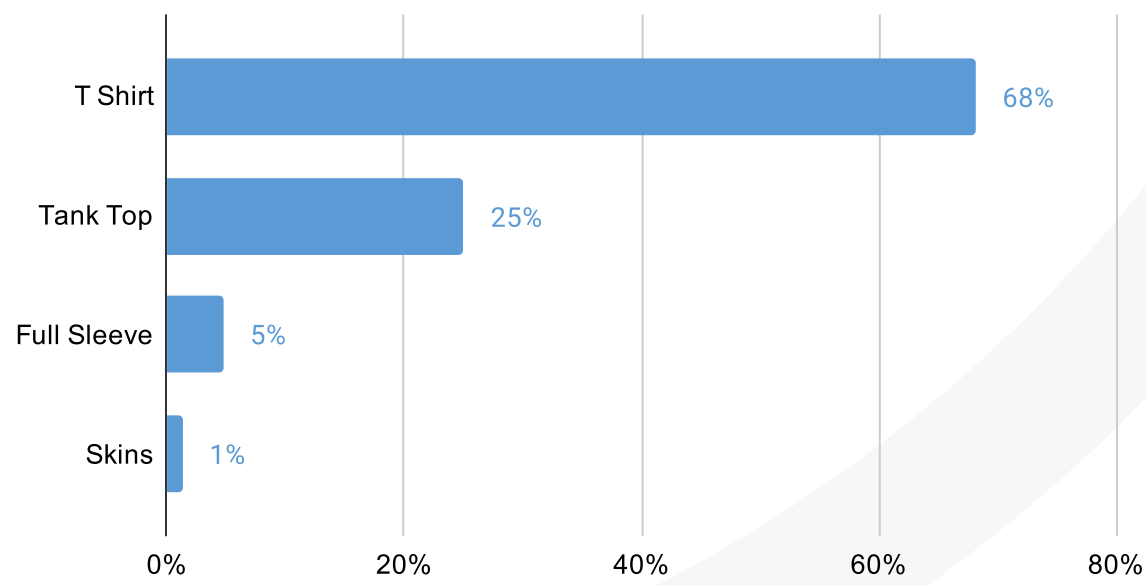
Factors influencing purchase of new shoes



Replacing worn-out shoes is the main reason for purchasing new ones (43%), closely followed by the introduction of more sophisticated or lighter models, including carbon-plated shoes (39%). Purchase decisions are also heavily influenced by coach recommendations (22%) and price-related offers (26%). In general, runners put functionality and performance ahead of social influence.

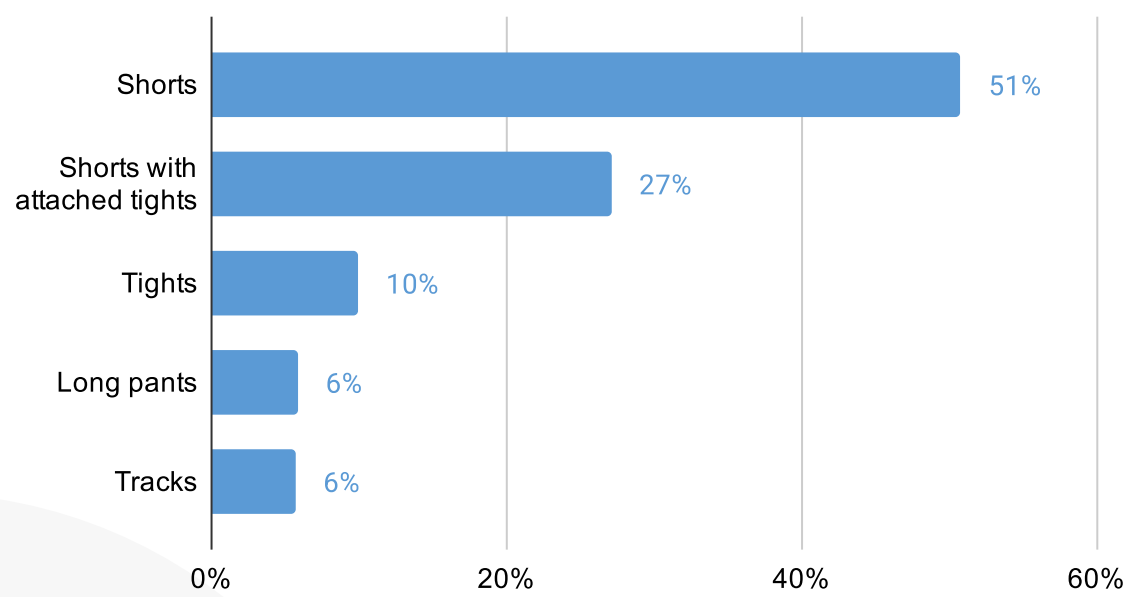
APPAREL

UPPER



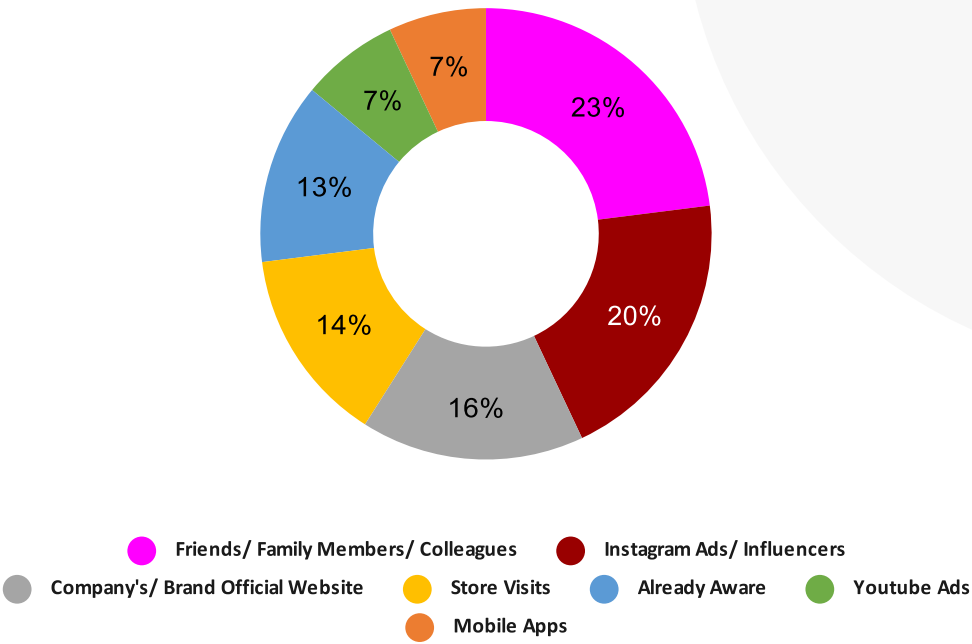
With a combined preference of 93%, T-shirts and tank tops are the most popular options for upper-body running apparel.

LOWER



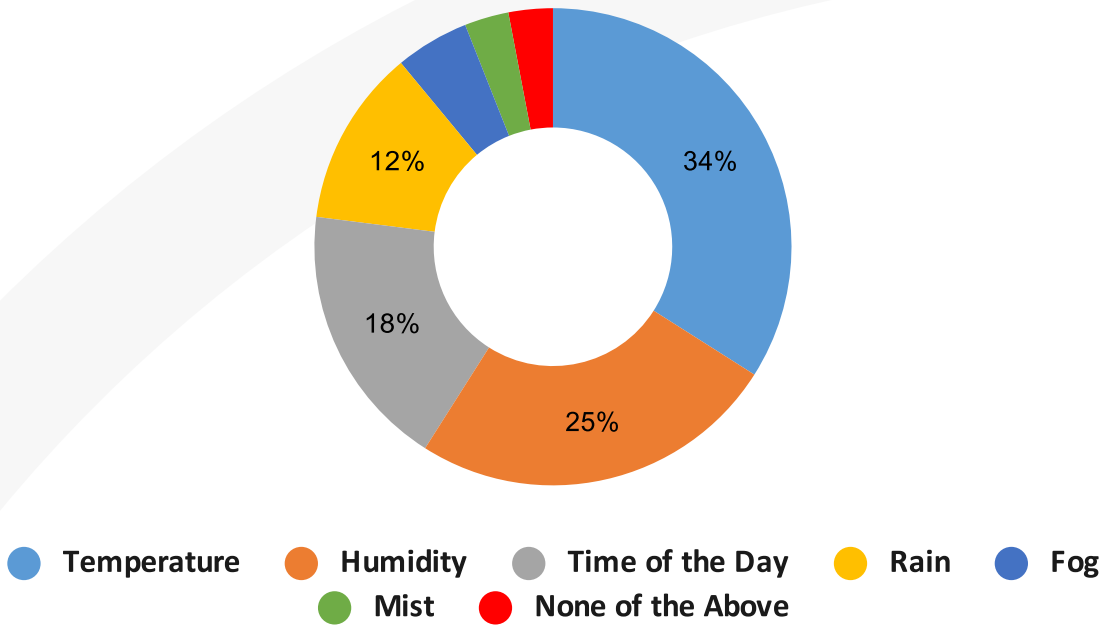
Runners predominantly preferred shorts as their lower-body apparel, with 51% citing comfort and ease of movement as their primary reasons. Shorts with attached tights were the second most popular option, chosen by 27% of participants. This choice demonstrates a balance between traditional and performance-oriented preferences.

Information sources for running apparel



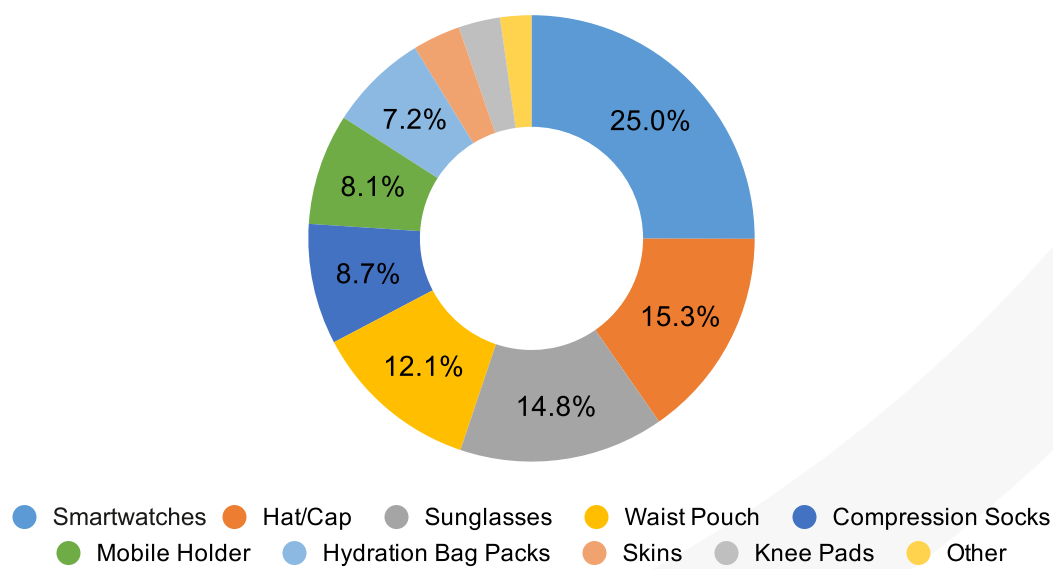
Nearly a quarter of runners (23%) rely on friends, family, or colleagues for information about running apparel, highlighting the role of personal recommendations in their buying decisions. Instagram ads/influencers followed as the second most prominent source of information, cited by 20% of runners.

Factors affecting clothing decisions



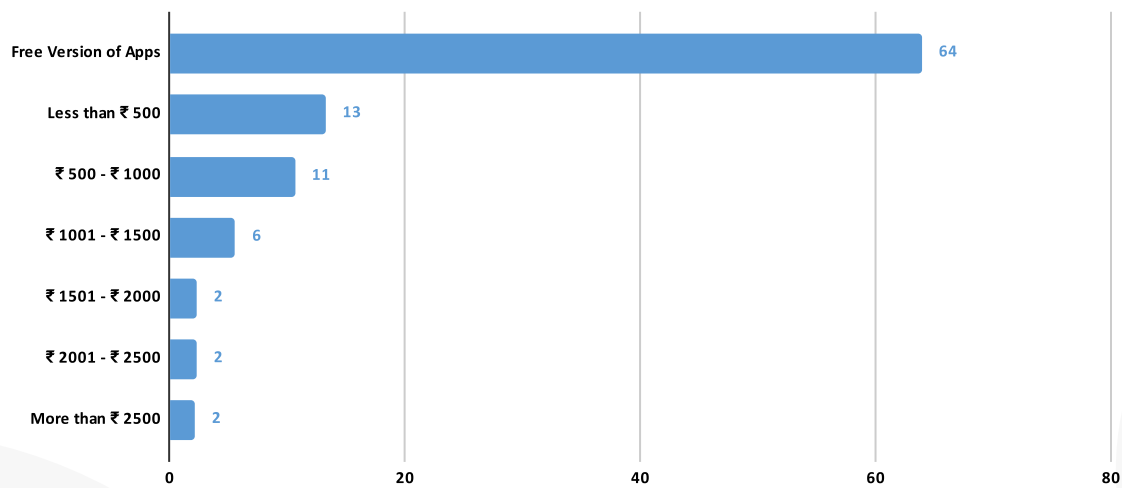
When choosing running apparel, 34% of runners consider temperature, while 25% factor in humidity, showing that comfort in varying weather conditions plays a key role in their clothing decisions.

Use of accessories while running



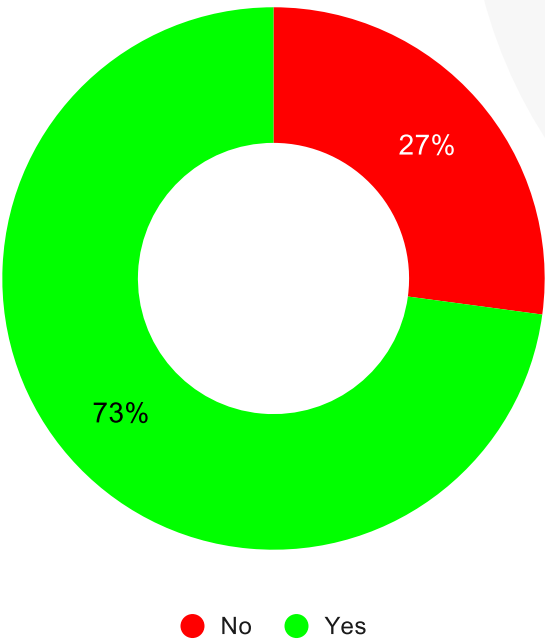
Smartwatches are the most popular running accessory, favoured by 25% of runners to track performance and monitor metrics.

Monthly spending on run-tracking applications



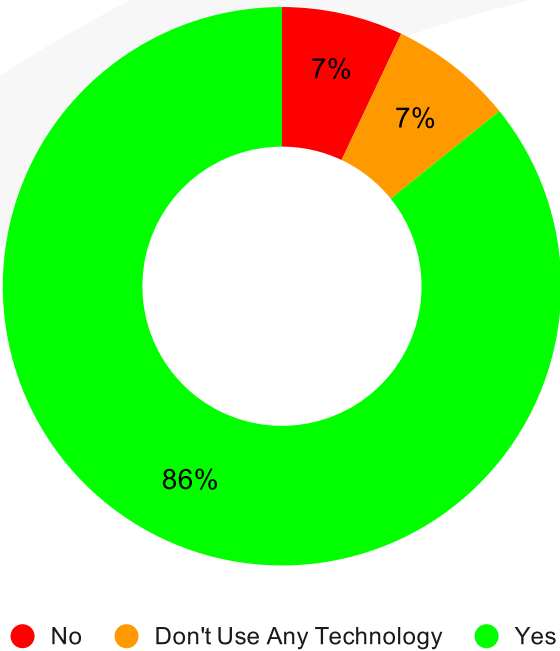
With 64% of runners using free versions of run-tracking apps, the data highlights a strong opportunity for applications and fitness-tech platforms to scale their user base through freemium models. The near-universal adoption of tracking apps among runners indicates high digital engagement, creating significant potential for monetisation through upgrades, partnerships, data-driven insights, and targeted services within the running ecosystem.

Staying updated with new running technology/gear



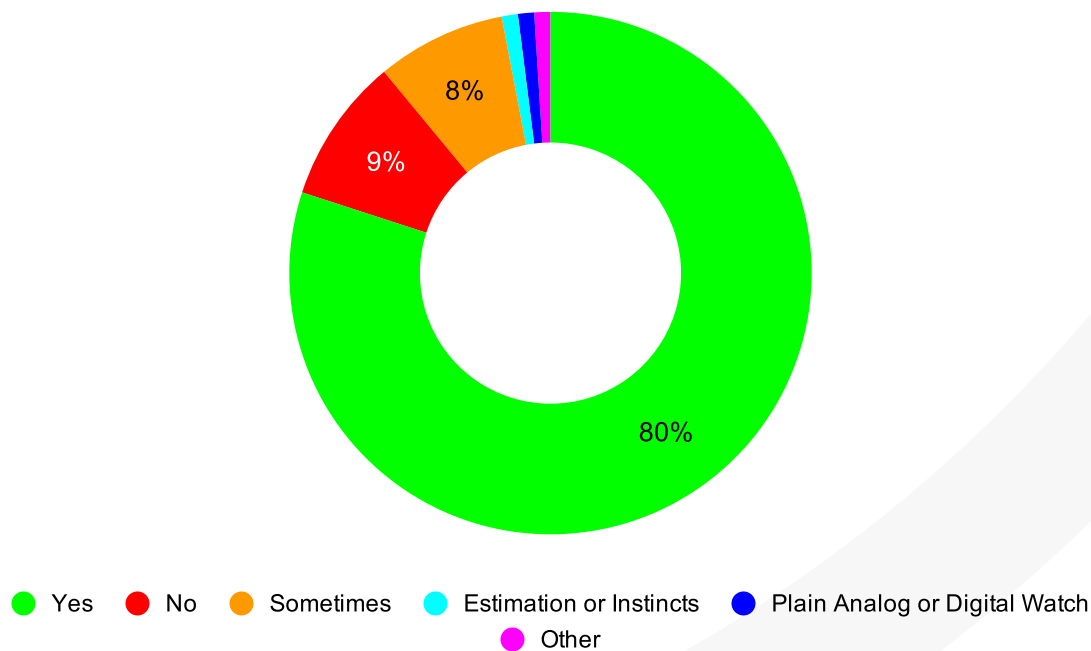
73% of runners actively stay up to date on the latest running gear and technology, reflecting a strong interest in performance-enhancing equipment.

Benefited from smart technology during training or running



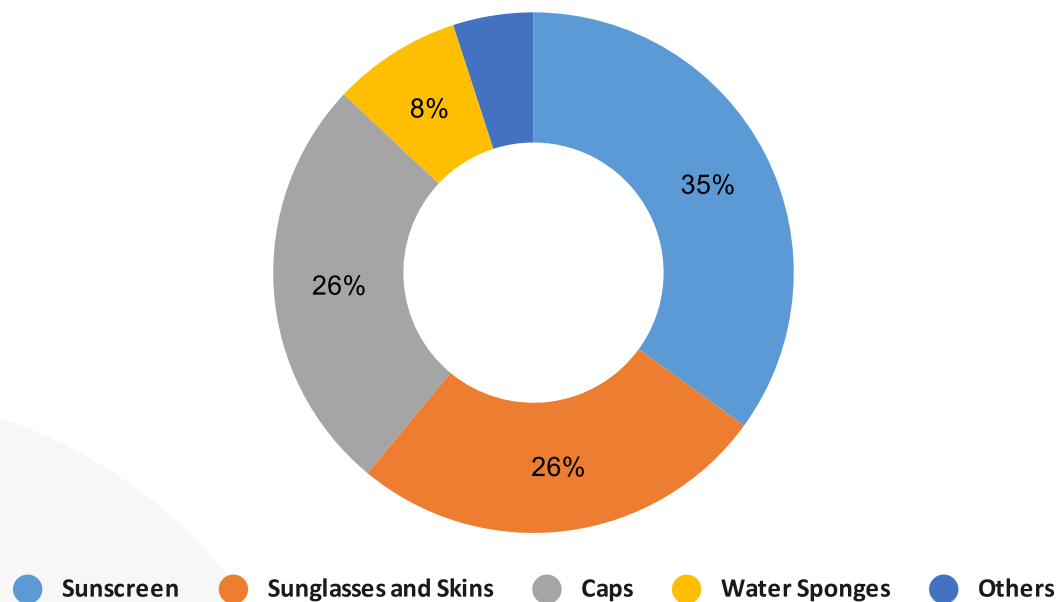
A large majority of runners, 86%, feel that smart technology has positively aided their running, while 7% don't use any technology.

Usage of smartwatch or running applications to track runs



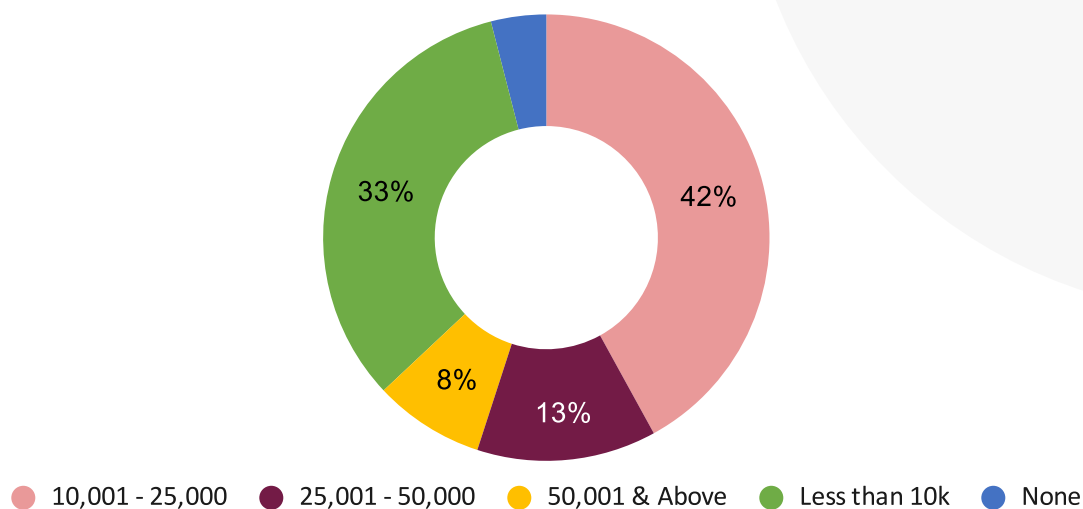
The data emphasises a robust and expanding market opportunity for the smartwatch and wearable tech industry, as 80% of runners utilize running apps or smartwatches. The high consumer trust in fitness technology is reflected in the pervasive adoption of this technology, which presents opportunities for product innovation, premium feature upgrades, ecosystem integrations, and long-term customer retention in the endurance sports segment.

Methods used to stay safe from harsh weather



Runners prioritize sun protection on race day: 35% opt for sunscreen as their primary choice, while 26% don caps, suggesting a focus on safety and comfort in inclement weather.

Spend on tech/personal gear and home equipment to prepare & train for TMM 2026 in the last 1 year

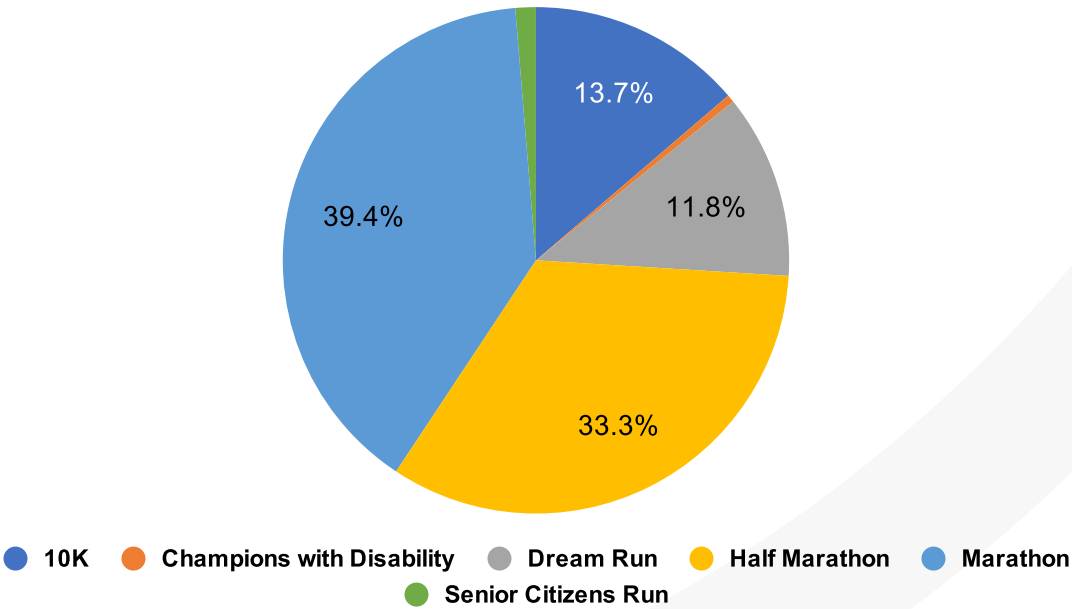


Runners show strong investment in training, with 42% spending ₹10,001–₹25,000 annually on gear, tech, or home equipment for TMM preparation, indicating that they invest in necessary gear and technology to train and prepare better for the Tata Mumbai Marathon.



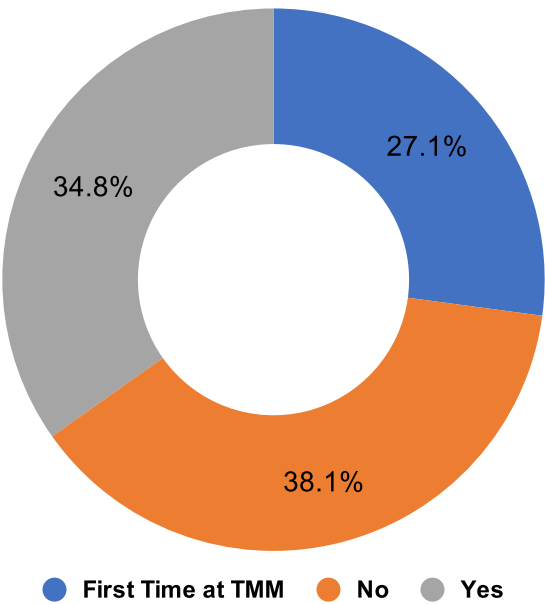
TRAINING

Participants' category



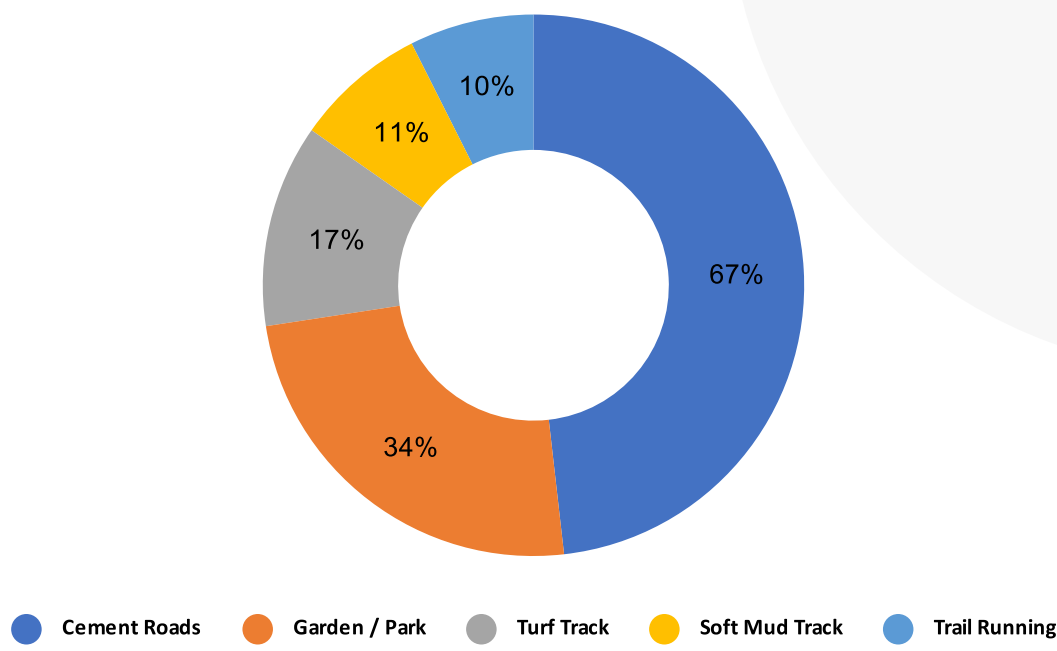
TMM is driven by long-distance ambition, with the Marathon and Half Marathon leading participation. The 10K serves as an entry point for new runners, while the Dream Run adds a strong sense of community and a festive element. Senior Citizens and Champions with Disability, though smaller in number, underscore the marathon's inclusive spirit.

Category Upgradation



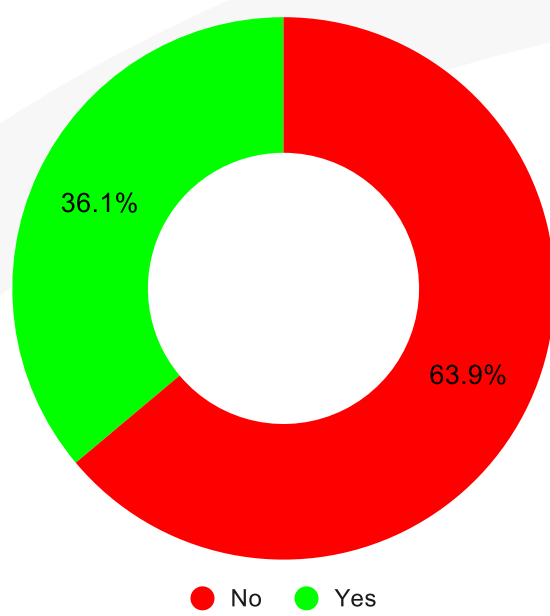
A balanced combination of newcomers and devoted athletes is evident in the data at TMM. Although more than 25% of participants are debutants, a significant proportion remain committed to their chosen distance, and over one-third demonstrate a strong progression mentality by transitioning to more challenging, longer race categories.

Preferred training surface



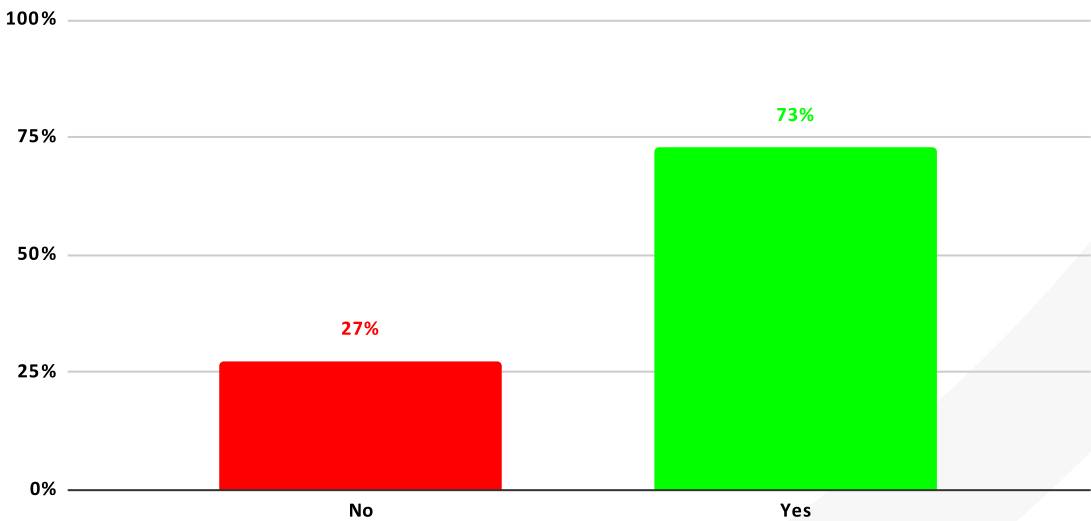
Most TMM runners train on cement roads, aligning with the asphalt-heavy race course. Many also use gardens and parks for low-impact training, while a smaller group incorporates trails, turf, and mud to build strength, balance, and resilience.

Association with Running Clubs

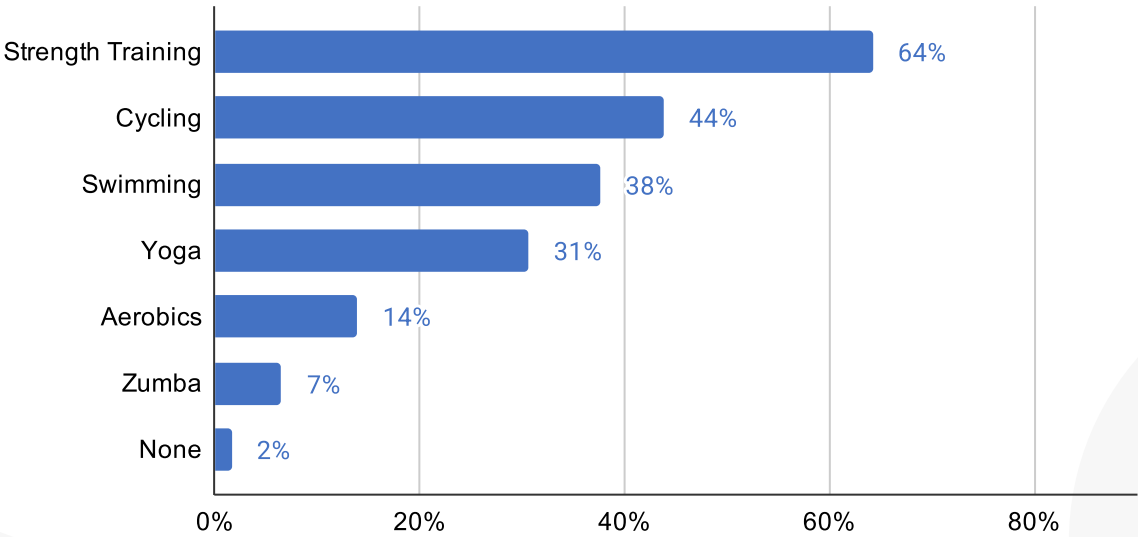


Nearly 64% of participants in Mumbai's running ecosystem run independently, relying on self-training or digital apps. Conversely, 36% of participants are associated with running clubs, which form the core of serious amateurs who drive competition and performance at TMM. This indicates that running is a popular lifestyle sport among the general public and presents a significant opportunity for clubs to expand through structured coaching and increased involvement.

Incorporation of cross training

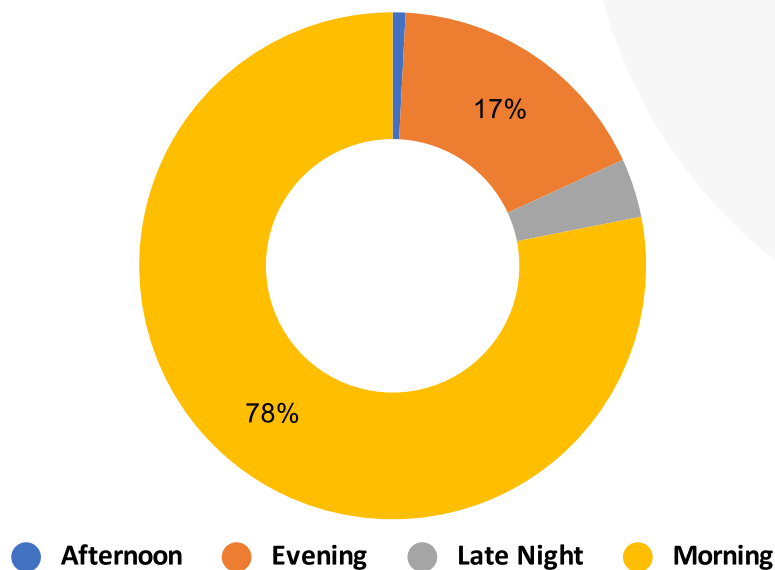


Cross-training is seen by runners as a necessity rather than a desirable extra. Running is a strenuous activity that can be counterbalanced by other activities such as swimming, cycling, yoga, and strength training. These activities assist in increasing general fitness, speed up recovery, and reduce injuries, making them an essential component of successful prolonged training.



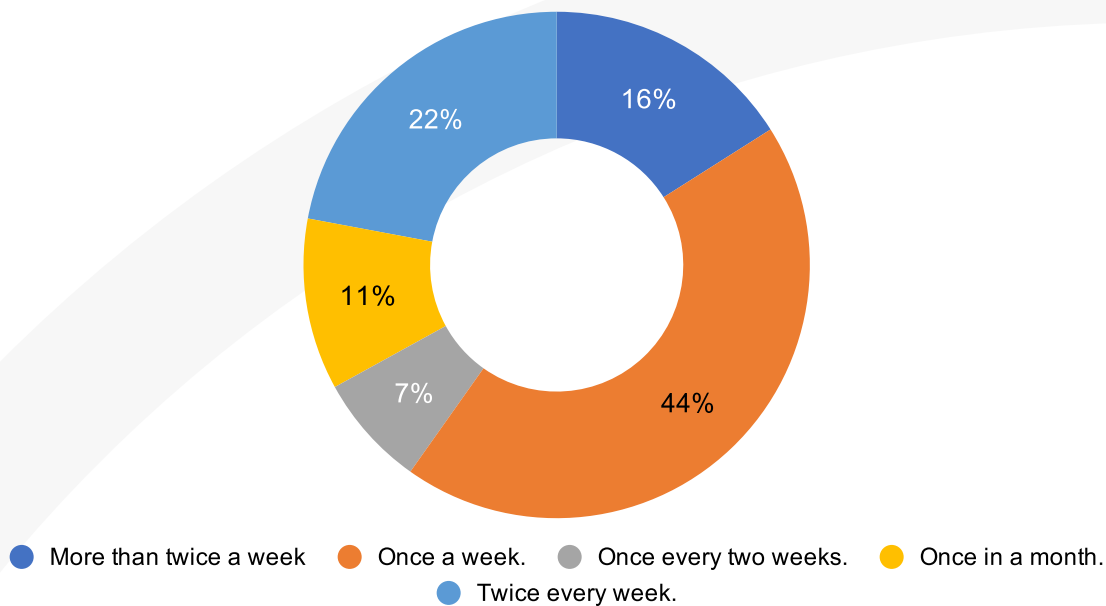
64% of the participants prioritise strength training as a means of building resilience for the hard course in Mumbai. Cycling (44%) and swimming (38%) are popular low-impact cross-training options used to support endurance and reduce the risk of injury, followed by Yoga (31%).

Preferred time for training in a day



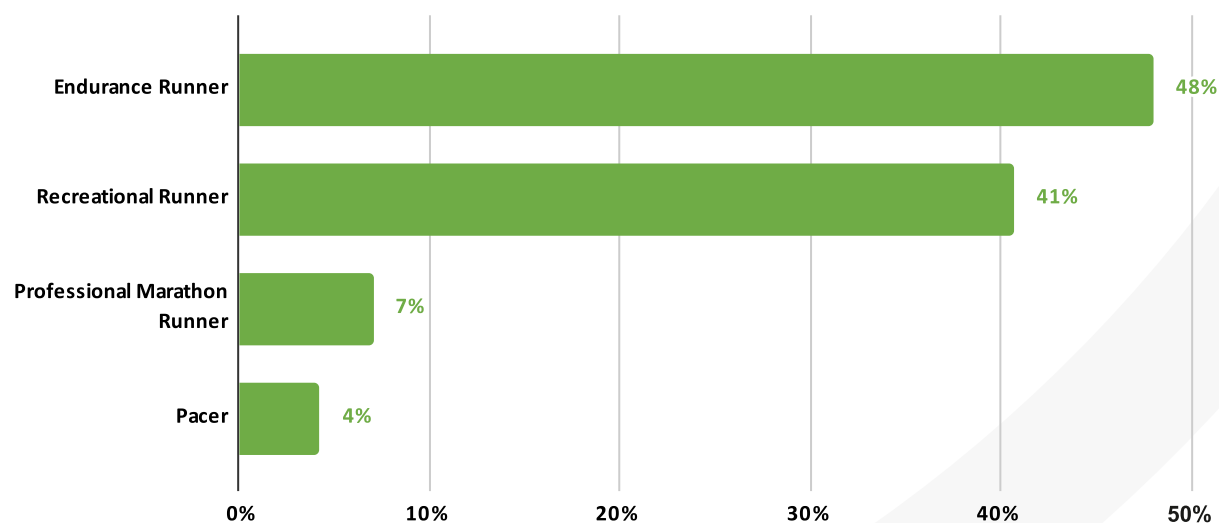
The majority of runners firmly prefer morning training, with nearly four out of five opting to run in the early hours of the day. Afternoon and late-night sessions are uncommon, while evenings draw a significantly smaller audience. This unequivocal preference implies that morning is the optimal window for training.

Frequency of long runs



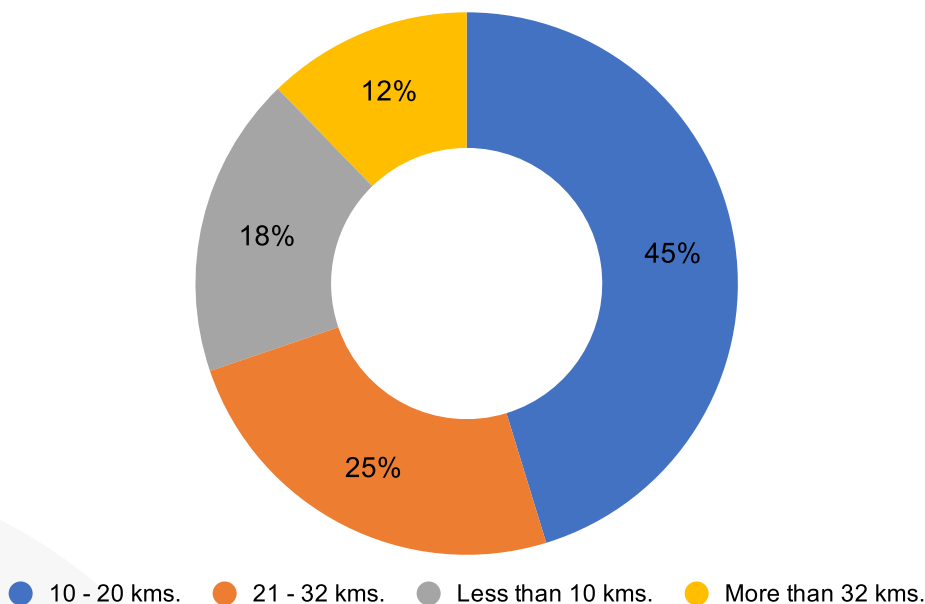
Most runners adhere to a consistent long-run regimen, with 44% respondents running long distances once a week. Strong training discipline is evident in many individuals who run long distances multiple times per week. The fact that the vast majority (82%) of participants engage long runs at least once a week further suggests a growing interest in and commitment to distance running as a lifestyle choice.

Types of runners



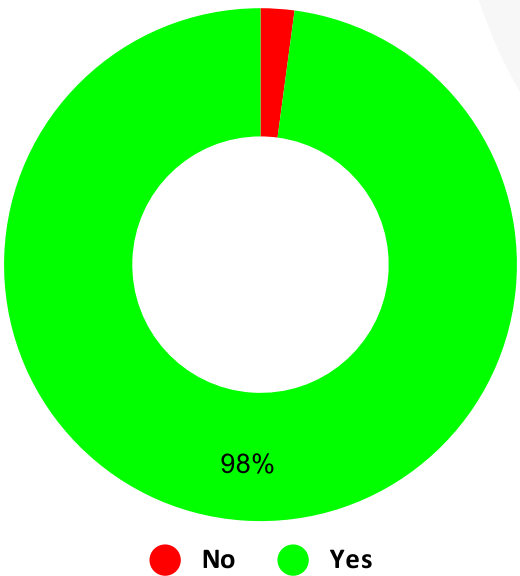
The participant mix is dominated by Endurance and Recreational Runners, who together account for nearly 89% of the field. Professional Marathon Runners form a smaller but notable competitive segment, while very tiny groups of pacers reflect a fragmented but diverse runner community.

Distance covered in a long run



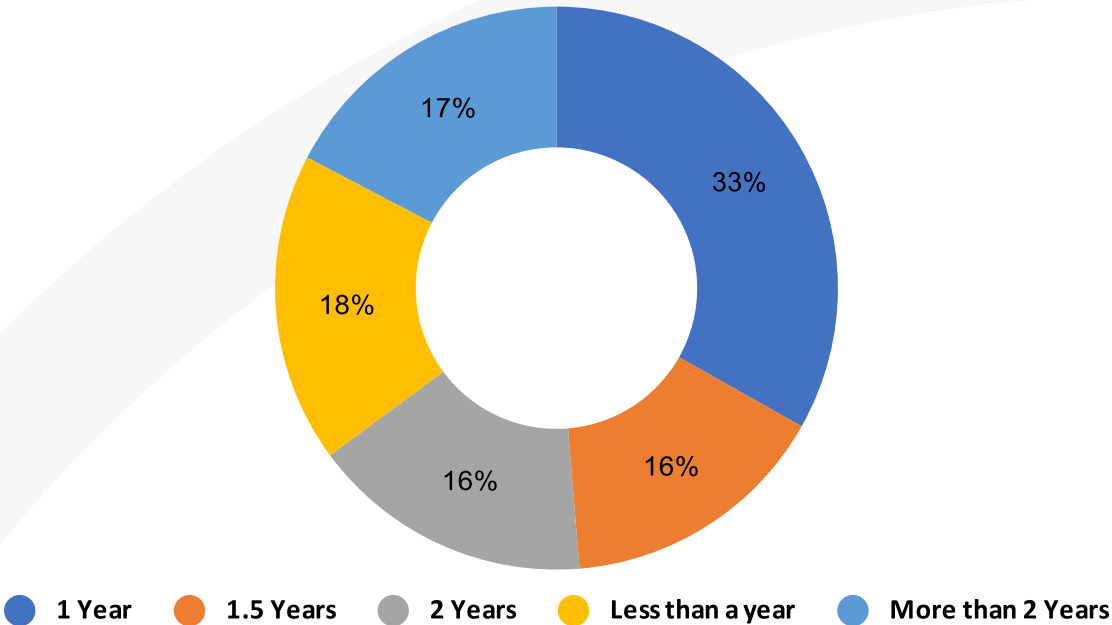
Most runners focus on mid-to-long range runs, with 10–20 km being most common and 21–32 km also popular, together accounting for around 70% of participants. Shorter runs (<10 km) are less frequent, and ultra-long runs (>32 km) are rare, reflecting a focus on preparing for half and full marathons.

Importance of strength training for marathon runners



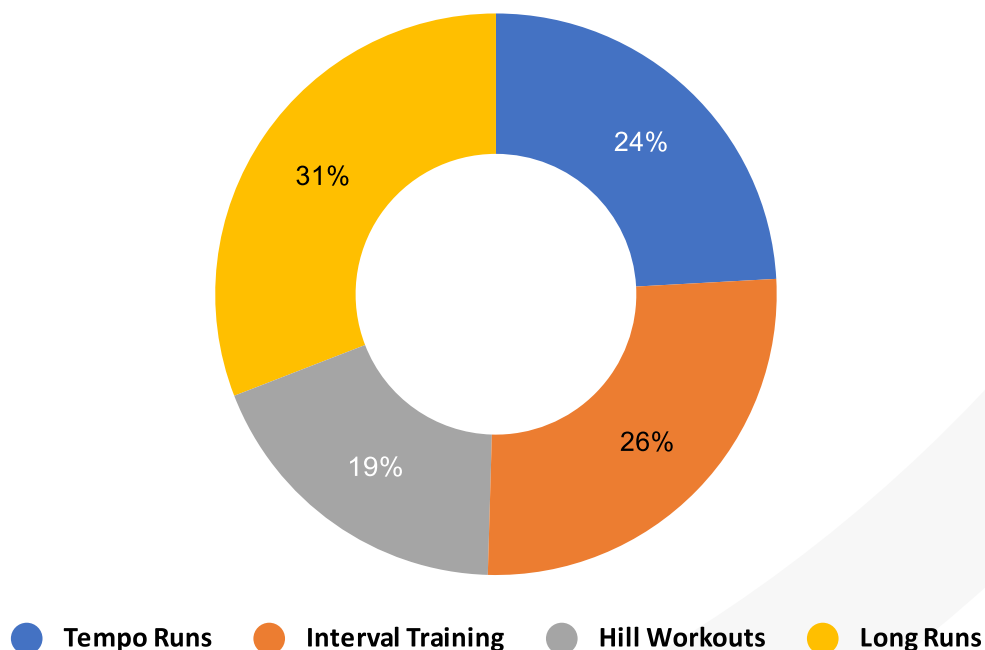
An overwhelming 98% of runners recognise strength training as essential, underscoring widespread awareness that gym work is key to injury prevention and improved marathon performance, while only a tiny fraction disagree.

Duration needed to get fully prepared for a marathon



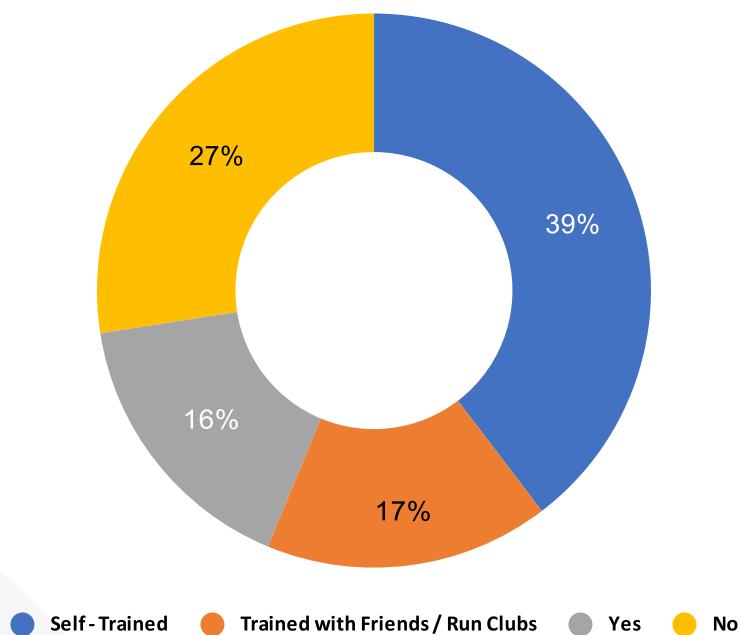
A third of runners feel one year is ideal to prepare for a marathon, while opinions vary on shorter or longer timelines. Overall, nearly 67% agree that serious training for peak performance requires at least a year, highlighting the marathon's status as a long-term commitment.

Training run preferences



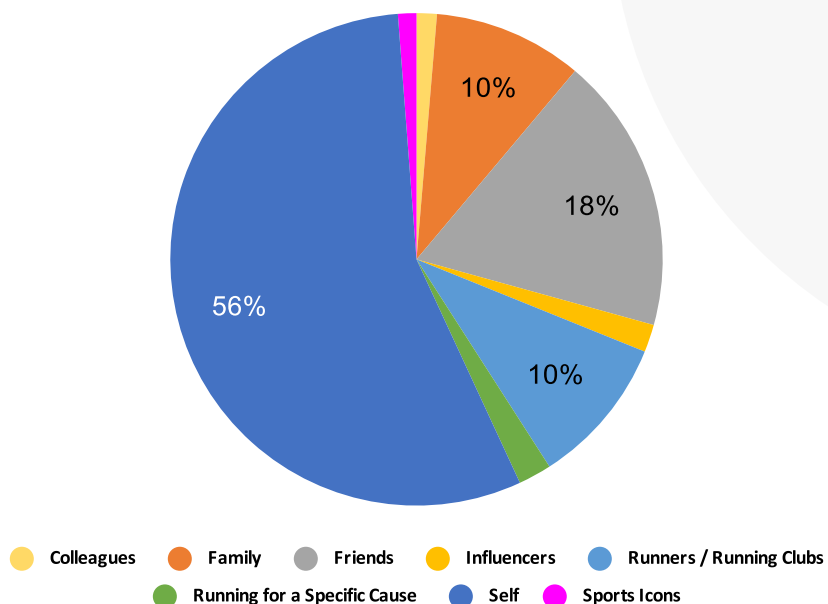
Interval and tempo runs are also extensively used, with long runs being the clear favourite, embraced by over 70% of runners. Hill exercises are less commonly selected. The percentages reflect overlapping training preferences rather than a single choice, as participants could select multiple options.

Preparation under a marathon coach



Most runners prefer to train independently: around 39% self-train, while another 27% train without specialised coaching, demonstrating strong personal discipline. Community-based training with friends or clubs is also common, while professional coaches play a smaller role in preparation.

Source of motivation

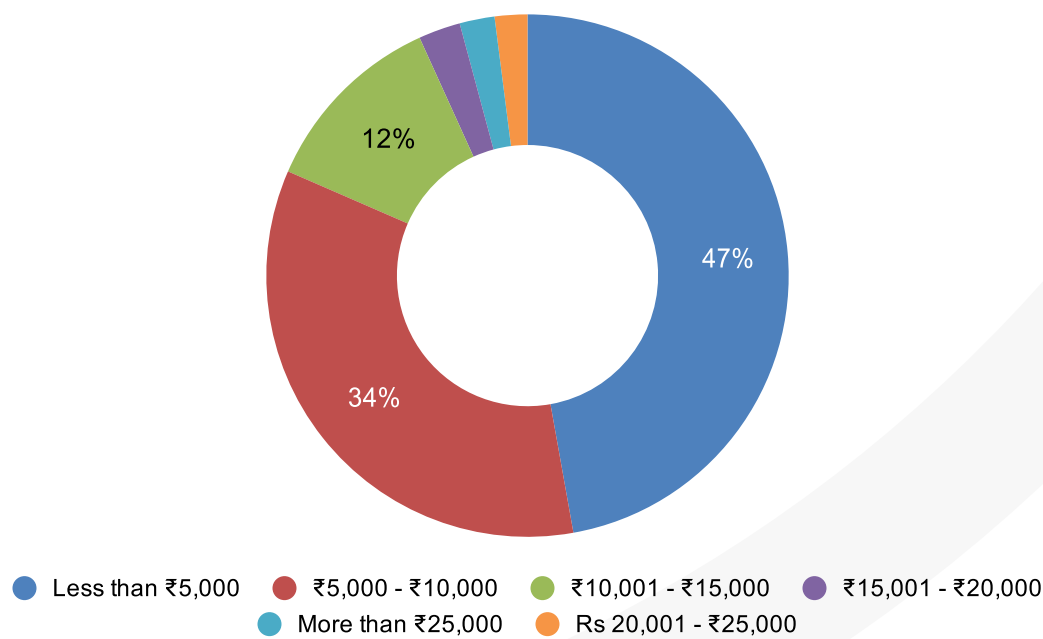


The majority of participants are self-motivated, which is why personal motivation is the most significant factor in their participation. The significance of social support is demonstrated by the significant role that friends and family play in motivating participants. External factors, such as colleagues and images, have a negligible effect.



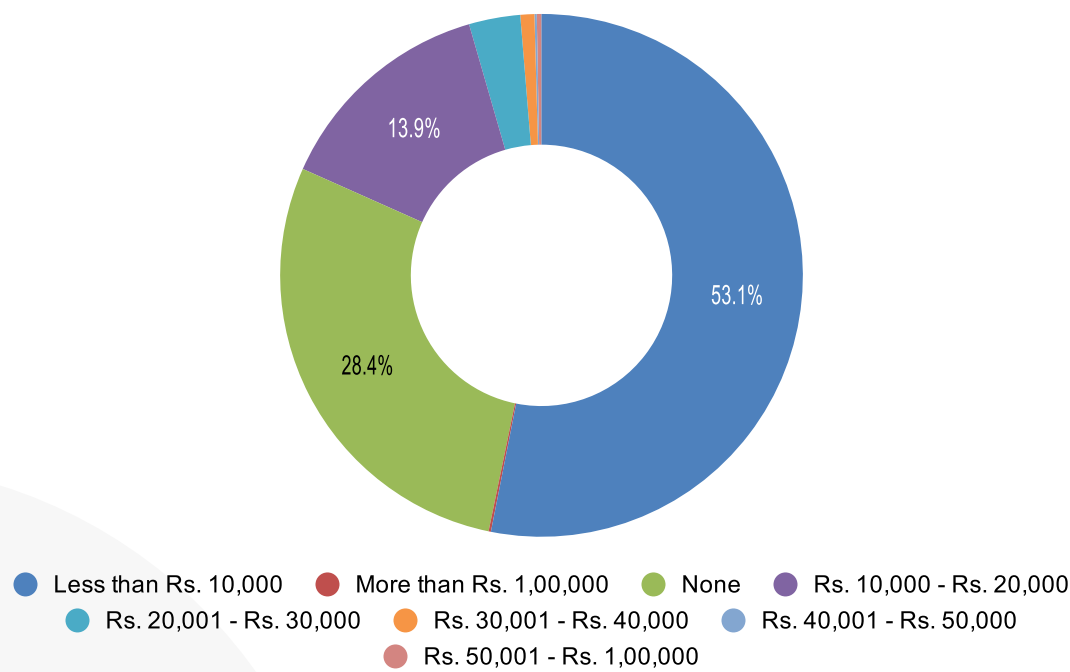
HEALTH AND NUTRITION

Spending on nutritious meals and fruits 2 months before the race



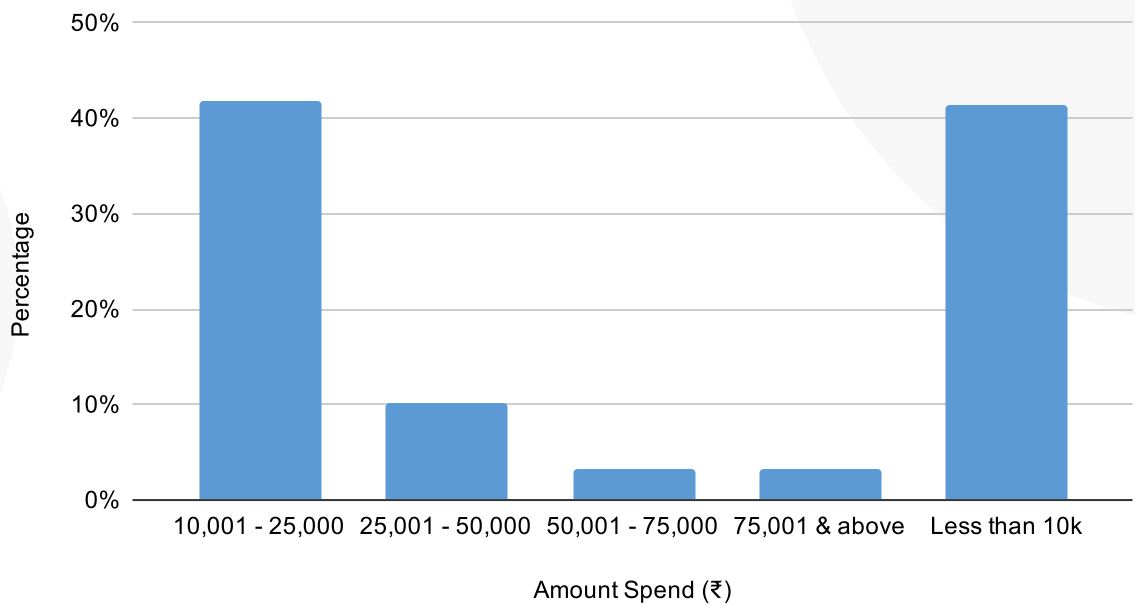
The data indicates that there was a rise in expenditure on nutritious food items prior to the marathon, which suggests that there was a greater emphasis on nutritional awareness and conscious dietary planning during the pre-race preparation.

Spending on supplements 3 months before the race



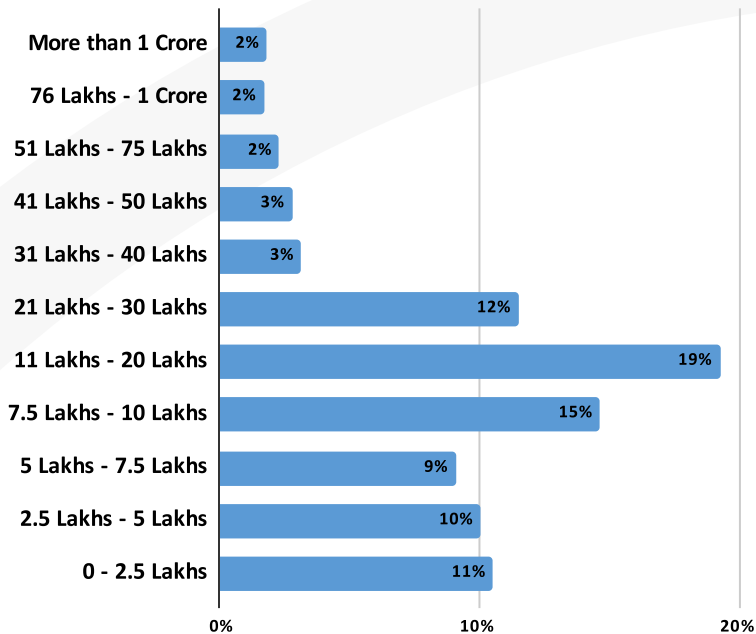
The expenditure on supplements has increased significantly as the marathon approaches, as evidenced by the graph. This implies that athletes intensify their nutritional strategies during peak training and tapering phases to improve their performance and recovery.

Annual spending on training and membership fees



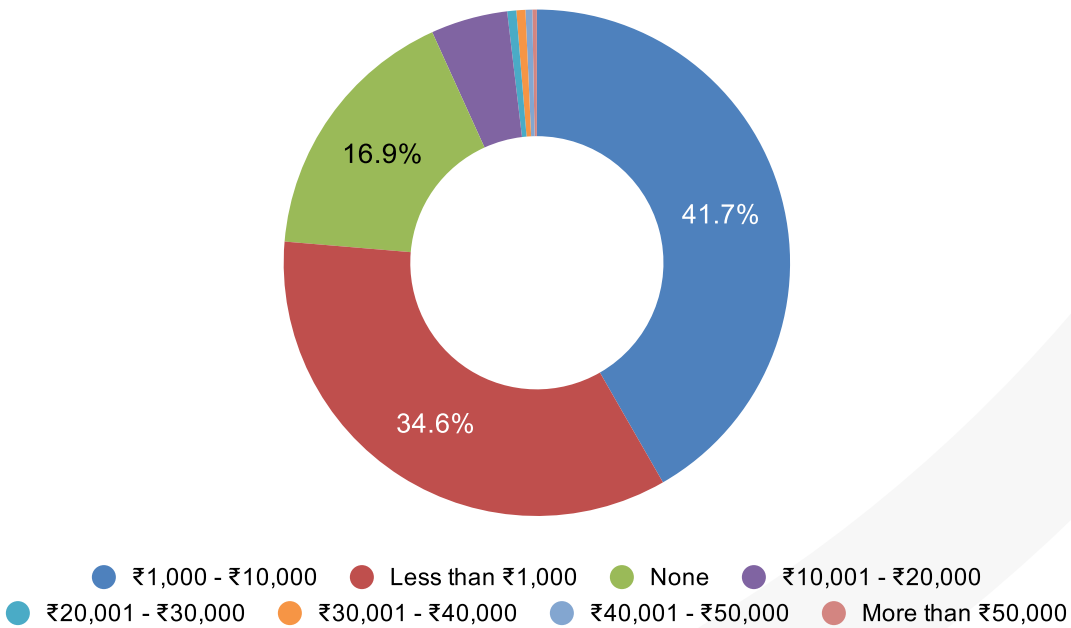
Most runners spend moderately on participation-related fees, with 42% paying between ₹10,001 and ₹25,000 and 41% spending less than ₹10,000. Only a small fraction (3%) pays ₹75,000 or more, showing that high entry costs are rare.

Income distribution



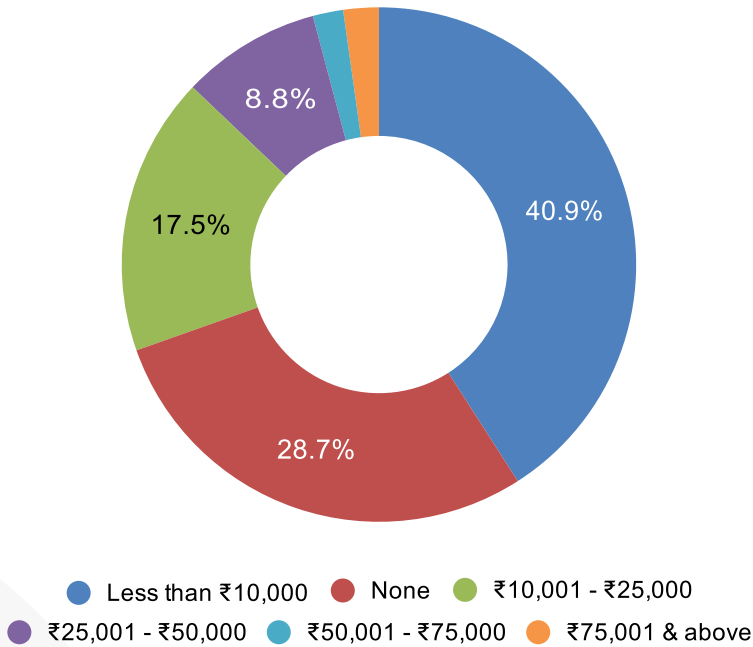
The highest concentration of participants is in the ₹11–20 lakhs category (19%), followed by ₹7.5–10 lakhs (15%) and ₹21–30 lakhs (12%). The participants are distributed across a wide range of income levels. The distribution indicates substantial representation across middle-income categories, as the representation of very high-income categories above ₹50 lakhs is relatively minor.

Spending on nutritional supplements in a month



Monthly expenditure patterns indicate that runners consistently invest in supplements as part of their training routine, underlining the perceived role of nutrition in sustaining long-term training and performance.

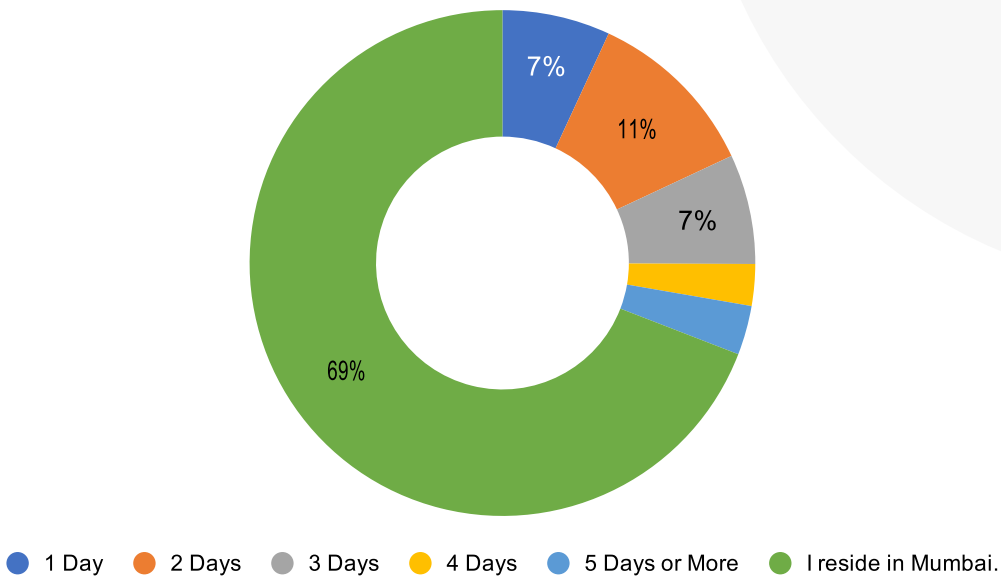
Spending on healthcare professionals / nutritionist / physiotherapist in past year



Various levels of investment in professional healthcare services are evident in the expenditure pattern. Numerous participants allocated modest budgets for nutrition and physiotherapy assistance. This suggests an increasing inclination to allocate resources toward preventive care and performance enhancement. Marathon preparation culture is increasingly incorporating structured medical guidance.

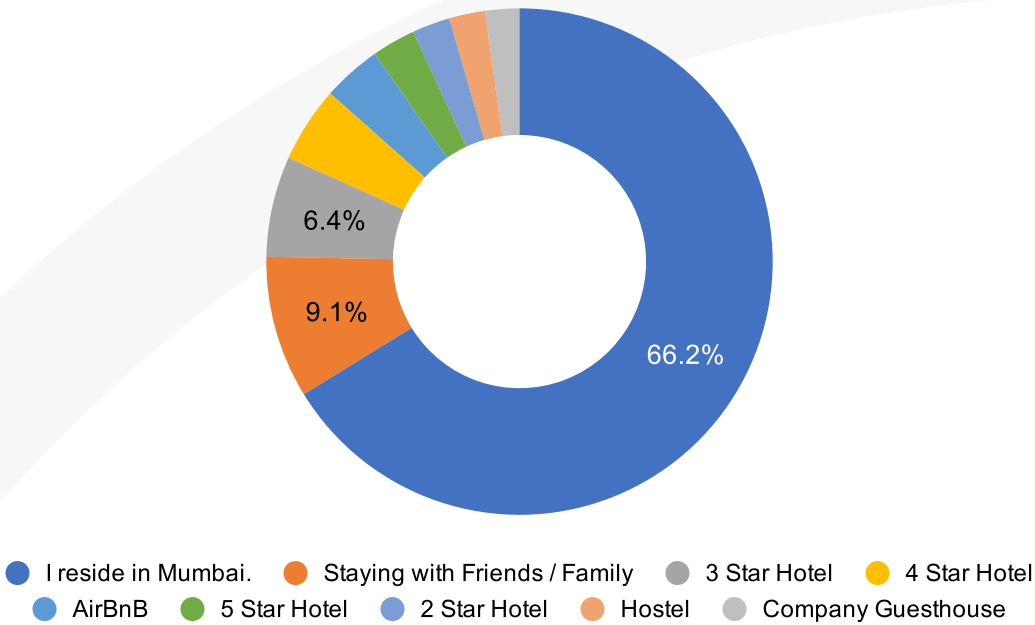
HOSPITALITY AND TRANSPORT

Stay in mumbai for the race (days)



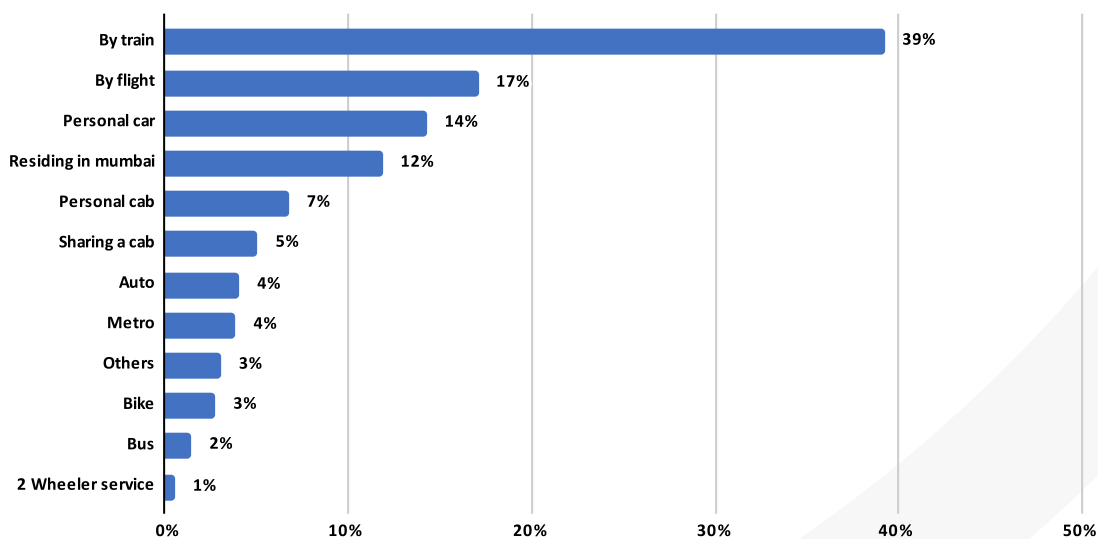
A significant proportion of participants are from Mumbai and nearby areas, reducing the need for accommodation. Among those travelling from outside the city, shorter stays of 1–3 days are more common, contributing to the hospitality sector through hotel, Airbnb and other accommodation bookings.

Preferred accommodation type



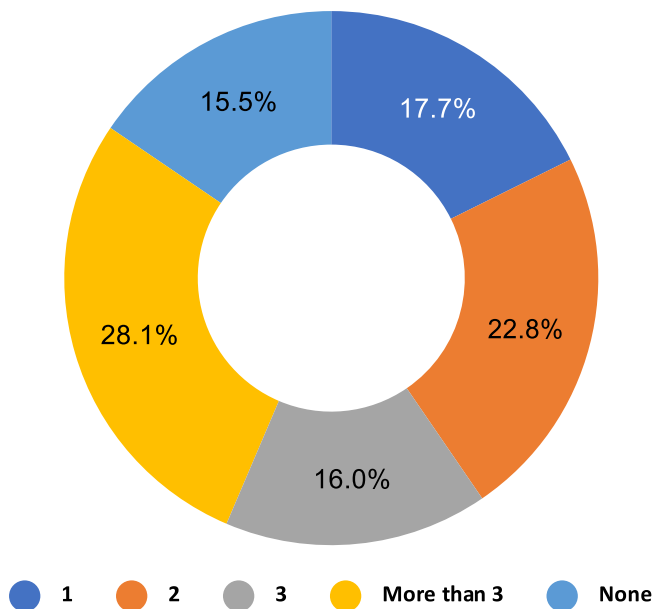
Most participants (66.2%) reside in Mumbai and therefore do not require accommodation for the event. Among those who stay overnight, staying with friends or family is the most preferred option (9.1%), followed by 3-star hotels (6.4%) and other accommodation options.

Mode of travel



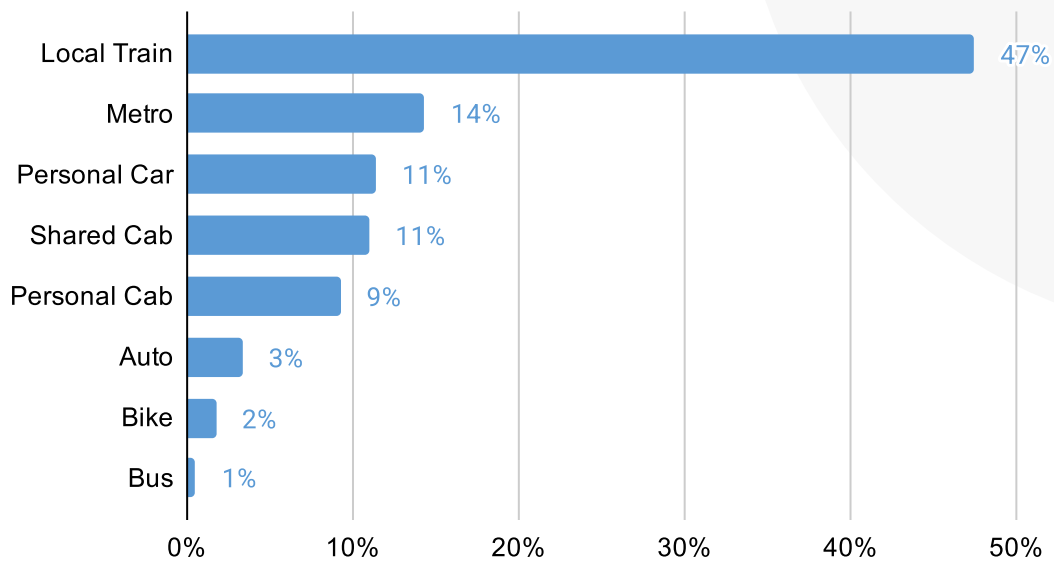
Train travel is the most frequently employed mode of transportation to Mumbai, accounting for 39% of all trips. Flights, on the other hand, account for 17% of all trips. This underscores the significance of rail and aviation connectivity for participants. The combined share of road-based options, including personal vehicles, taxis, and buses, is moderate. Simultaneously, a smaller proportion of individuals opt for cost-effective, convenient long-distance travel alternatives, as evidenced by the proportion of two-wheelers and local modes.

Number of people accompanying the runner



Most runners are accompanied by family or friends, with 28% coming with more than three people and 23% coming with two people. A smaller share comes with one (18%) or three (16%) companions. Only 15% of runners run alone, indicating that participation is largely group- or family-supported.

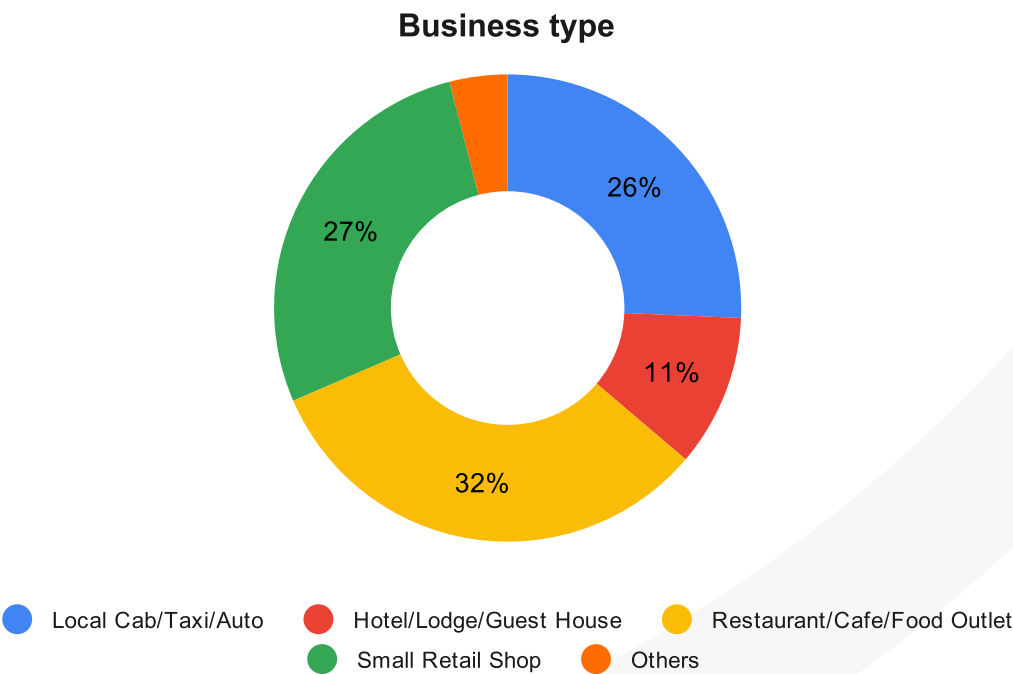
Race-day travel



The primary mode of transportation on race day is local trains, which are used by the majority of participants (47%). Next in popularity are personal vehicles and cabs (between 9-11%) and the metro (14%). A small percentage of participants travel by autos, bikes, or buses.

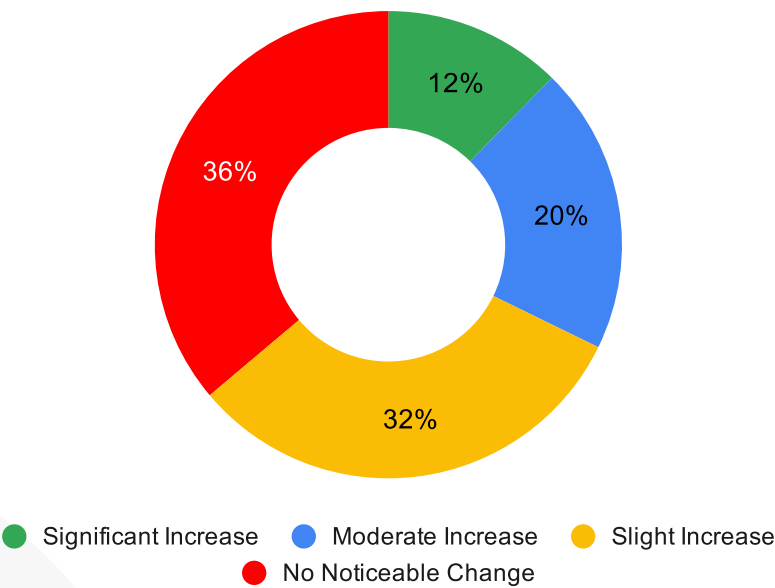


LOCAL BUSINESSES



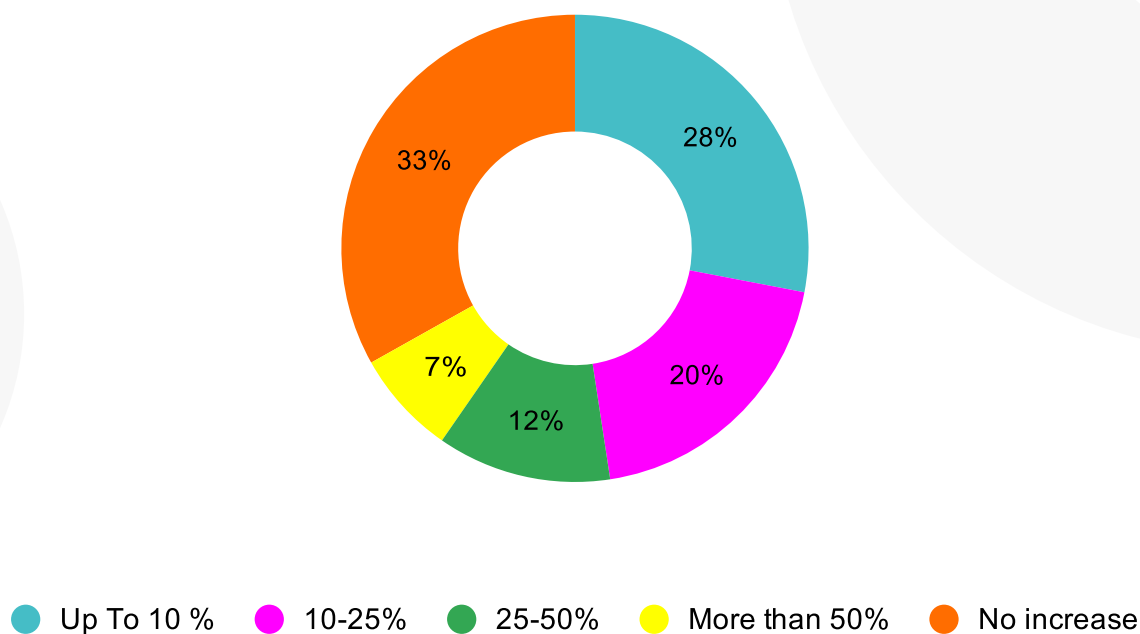
Tata Mumbai Marathon functions as an inclusive urban event ecosystem that involves a wide range of sectors of Mumbai's economy. Strong community integration and localized economic impact are underscored by the high participation of the culinary, retail, and transport sectors, which further solidifies TMM's status as a significant socio-economic catalyst for the city.

Improvement in business on marathon weekend



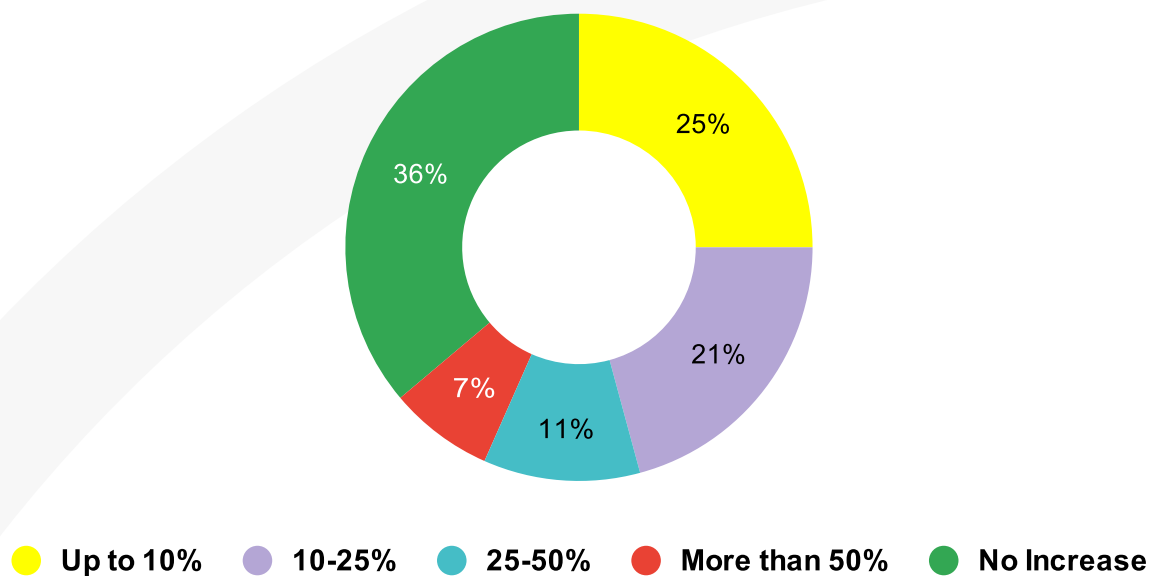
Positive commercial momentum was observed during the marathon weekend, with 64% of businesses reporting some increase (32% modest, 20% moderate, 12% significant). The overall trend underscores TMM's role as a multi-sector urban economic catalyst benefiting a variety of business categories.

Approximate increase in footfall



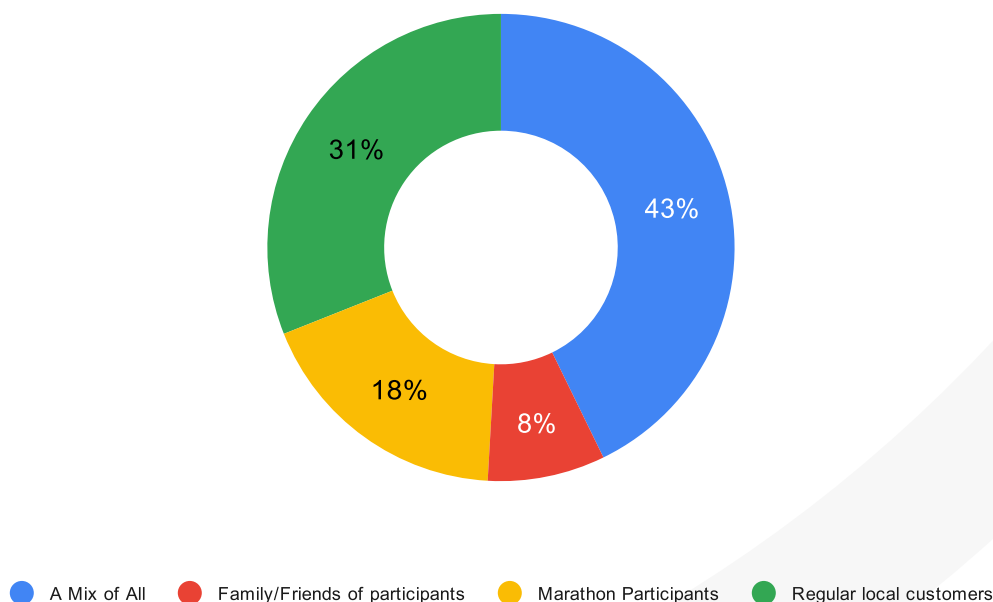
According to the foot traffic data, 67% of small businesses experienced an increase in consumer visits during the marathon period. This indicates a substantial positive residual effect on local commerce from the perspective of the Tata Mumbai Marathon. The event stimulates demand for food, retail, and services, attracts participants and spectators from across the city, and fuels pedestrian traffic.

Approximate increase in revenue



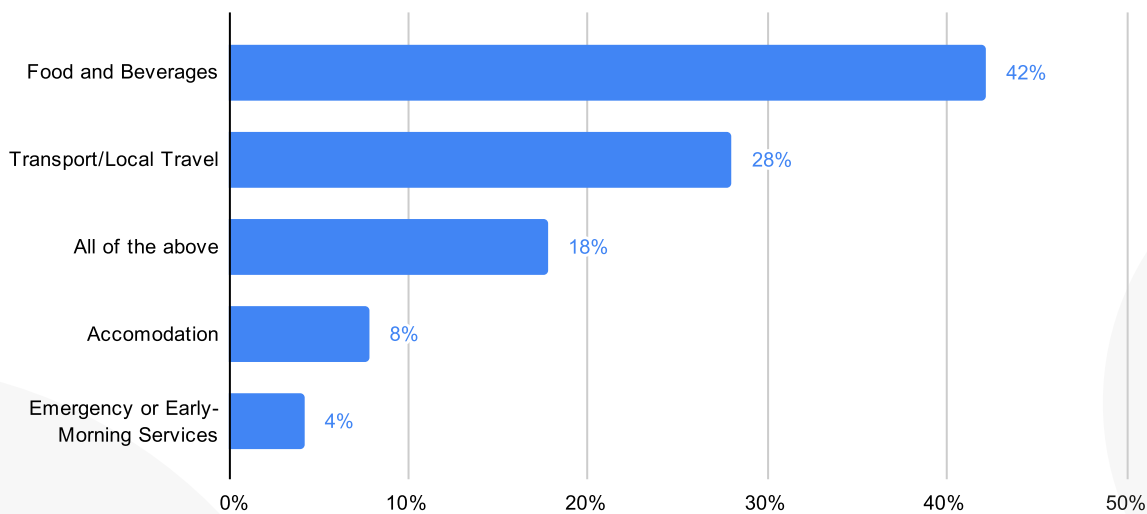
A majority (64%) of local businesses experienced an increase in revenue during the marathon period, as indicated by the revenue data. In particular, 25% of respondents reported growth of up to 10%, 21% reported growth of 10–25%, 11% reported growth of 25–50%, and 7% reported growth of more than 50%.

Majority of participants who visited the vendors during the marathon



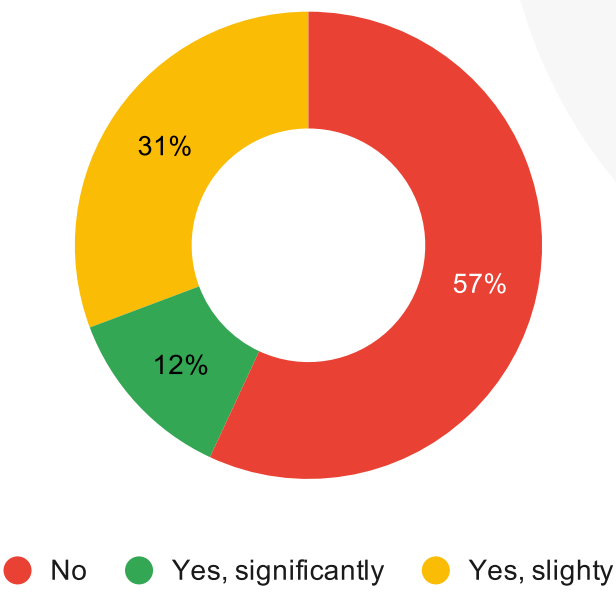
Marathon participants visited 18% of vendors directly, while 43% were visited by a combination of participants, families, and locals, suggesting a high level of participant engagement. This emphasizes that the Tata Mumbai Marathon plays a significant role in promoting on-ground commercial activity by directing athlete and spectator movement toward local businesses.

Service / Products with maximum demand



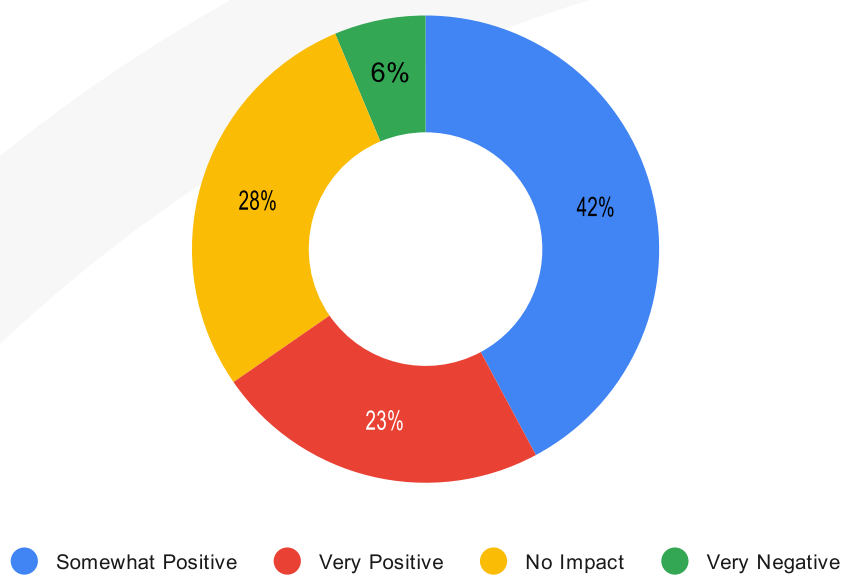
The marathon saw the highest demand for Food & Beverages (42%), followed by Transport/Local Travel (28%). Additionally, 18% reported demand for all services, which indicates a broad-based commercial activity.

Increased operational hours due to the marathon



The data indicates that 43% of businesses increased their operational hours during the marathon, with 31% slightly and 12% substantially increasing their hours. This indicates that there was an increase in commercial preparedness and demand.

Impact of TMM on local business



The Local businesses have an overwhelmingly favorable perception of the Tata Mumbai Marathon, with 65% reporting a positive impact (42% somewhat positive and 23% very positive). This suggests that there are substantial commercial advantages and event-driven economic stimulation in various sectors.

HEALTH IMPACT

The highlight of running a marathon is the positive effect it has on the health of runners and the improvement of running performance in elite runners. We explore how the participants' health was positively impacted while preparing for the marathon, with an equal emphasis on the physical and mental benefits of training on health for the general public, and the performance of competitive runners.

67%

*Started Running
For Health*

*Valued Mental
Preparation*

94%

81%

*Prioritised Nutritious
Meals*

*Trained 3+ Days
Weekly*

75%

77%

*Adopted Injury
Prevention Methods*

*Reported Weight
Loss*

49%

98%

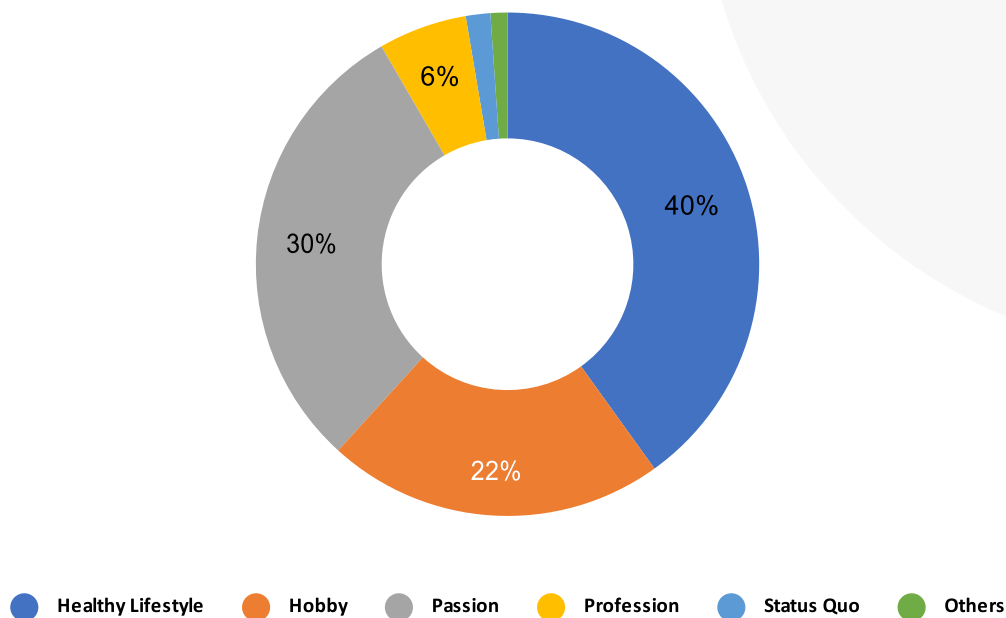
*Valued Strength
Training*

*Practised Mental
Conditioning Techniques*

43%

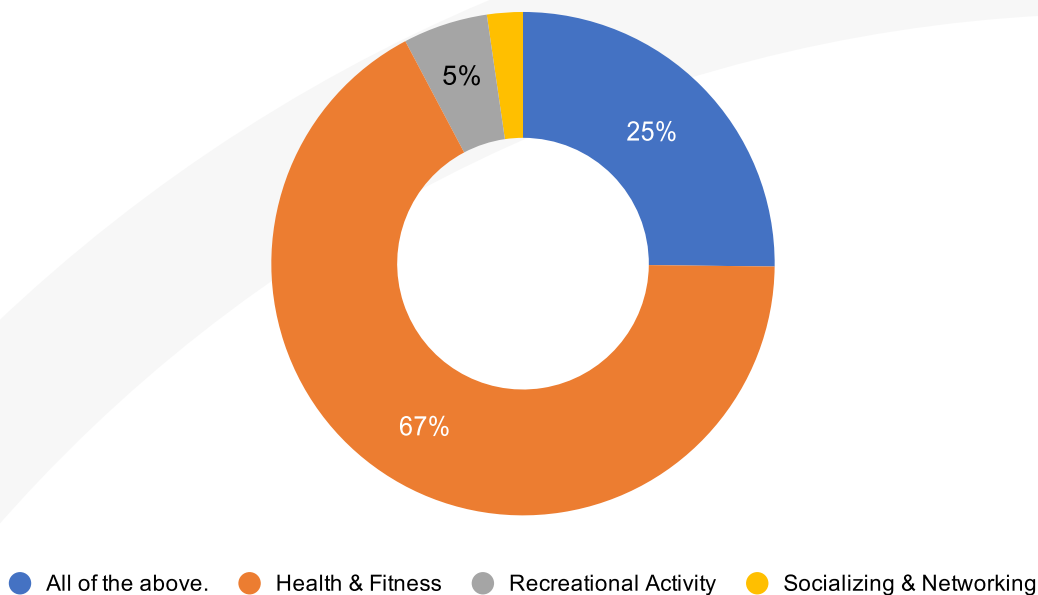


Factors led you to take up running regularly



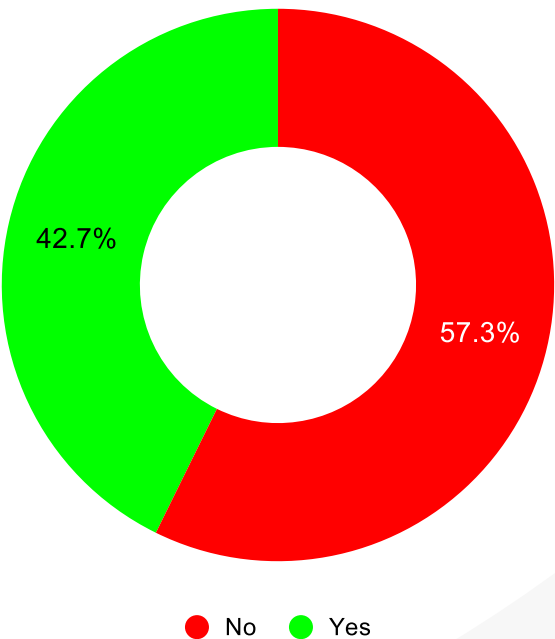
Health and fitness are the primary reasons people take up running, with 67% citing them, indicating that running is largely viewed as a wellness-driven activity. About 25% mentioned “all of the above,” indicating a mix of health, recreation, and social benefits motivating their participation. Recreational interest (5%) and socialising or networking (2%) play a smaller but still meaningful role for a few participants.

Participants’ motivation for taking up running



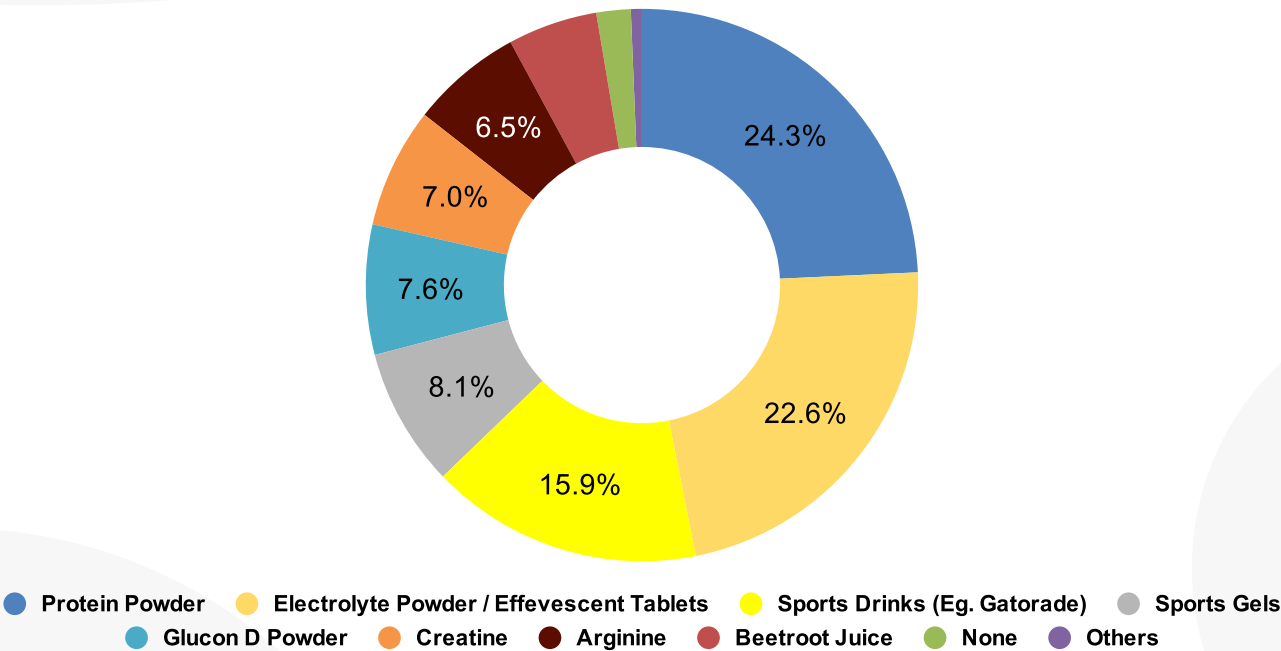
The most significant factor motivating individuals to engage in regular running is a healthy lifestyle, which accounts for 40% of the motivation. This suggests that running is predominantly health-oriented. The combined percentage of passion (30%) and pastime (22%), which is significant, suggests a strong personal interest and enjoyment in regular running. Only a minor role is played by professional reasons (6%) and other factors (approximately 3% combined) in the maintenance of running behaviors.

Regular consumption of dietary supplements



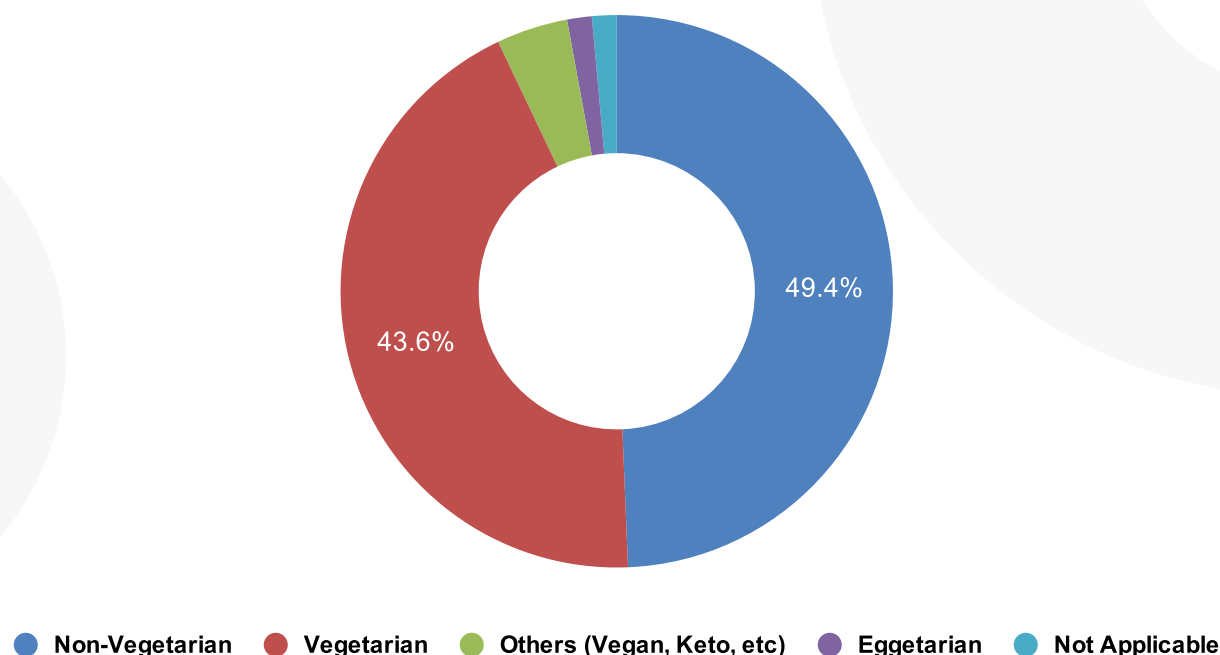
43% of participants take dietary supplements, indicating a positive understanding of the significance of nutrition for performance and recovery. With 57% not taking supplements, there is need for improvement in evidence-based nutrition education and informed decision-making. The findings suggest a balanced approach, in which enhanced directed, professional support can improve health and performance outcomes.

Most frequently bought supplements



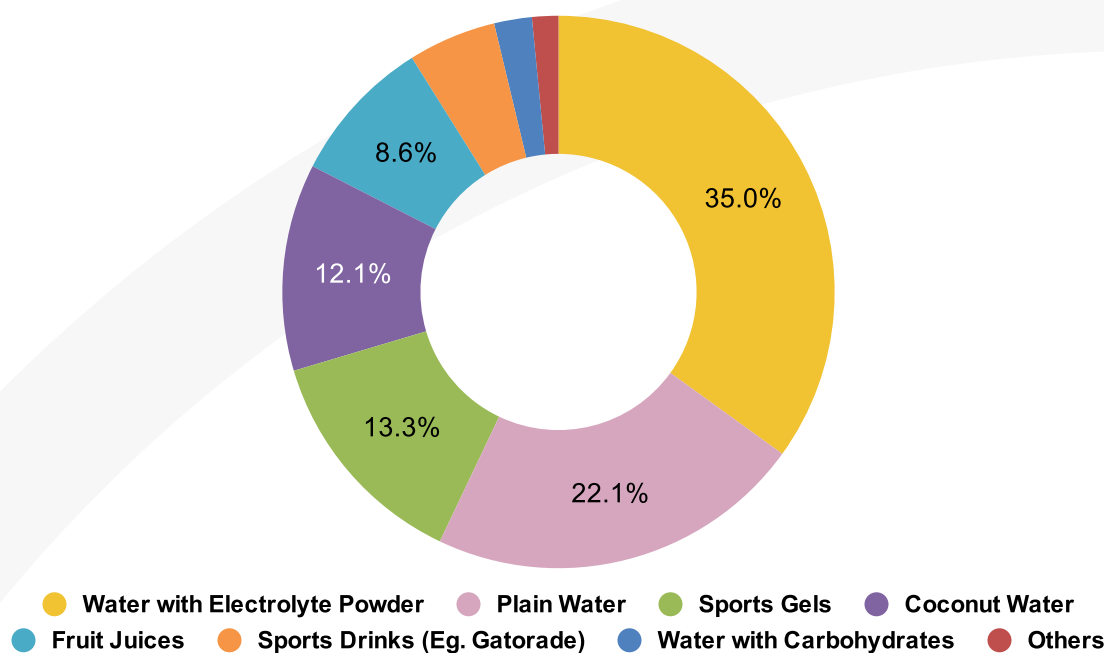
Runners typically rely on electrolytes (24%), protein powder (23%), and sports gels (16%), demonstrating a great understanding of hydration, recuperation, and long-term energy requirements during endurance events. While performance-focused supplementing practices are obvious, the relative underuse of choices such as beetroot juice and arginine implies an opportunity to improve teaching on evidence-based, personalised nutrition methods.

Diet preference of participants



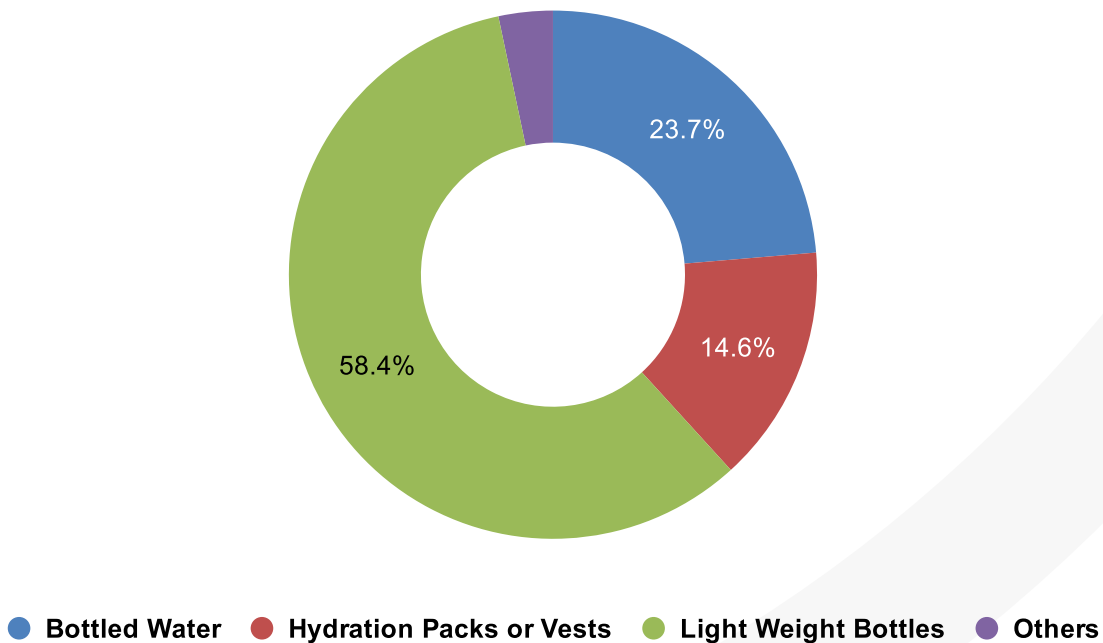
Participants' food preferences were diversified, with 49% identifying as non-vegetarian and 43% as vegetarian, indicating a predominantly mixed dietary pattern. This distribution shows that nutritional planning and treatments should remain inclusive and adaptable, ensuring that performance-focused dietary guidance caters to both plant-based and mixed-diet athletes while meeting individual nutritional demands.

Modes of Managing Supplements and Hydration During Long Runs



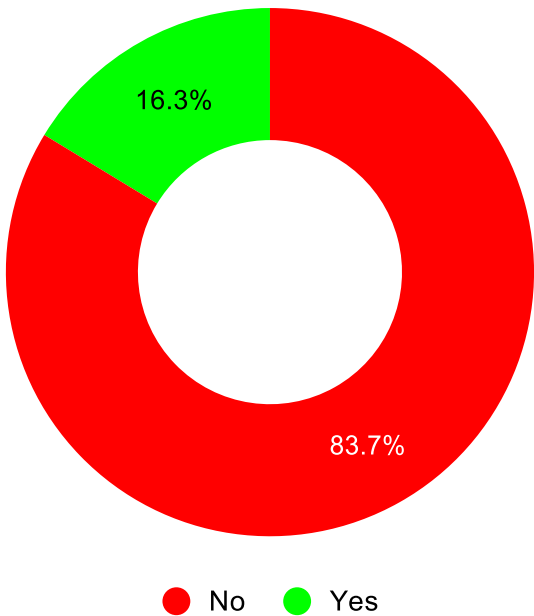
Electrolyte-based beverages (35%) and water (22%) are used by the majority of athletes, who adhere to a structured hydration strategy. This indicates that many participants adopt structured hydration practices during endurance activities. The findings reflect a strong emphasis on hydration and the use of electrolyte-based products during long-distance running.

Preferred hydration systems



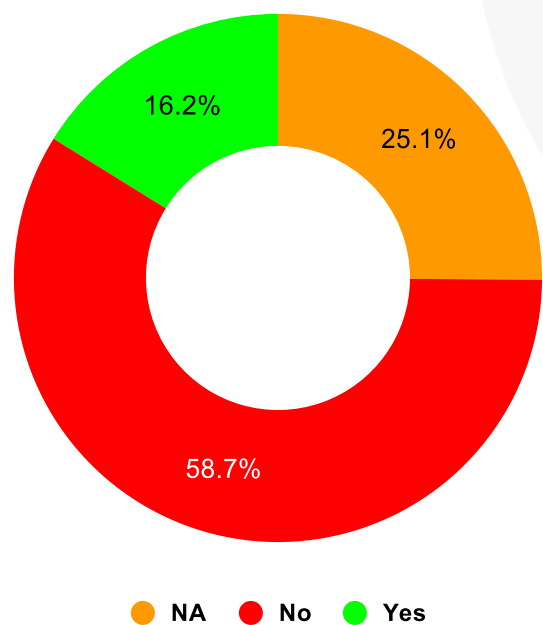
Most runners (58%) prefer lightweight handheld bottles for hydration because of their convenience and easy access while running. About 24% depend on bottled water, often from water stations, while 15% use hydration packs or vests, usually for longer runs. Only 1% run without hydration, showing that most runners understand the importance of staying hydrated.

Prevalence of injuries among runners prior to TMM



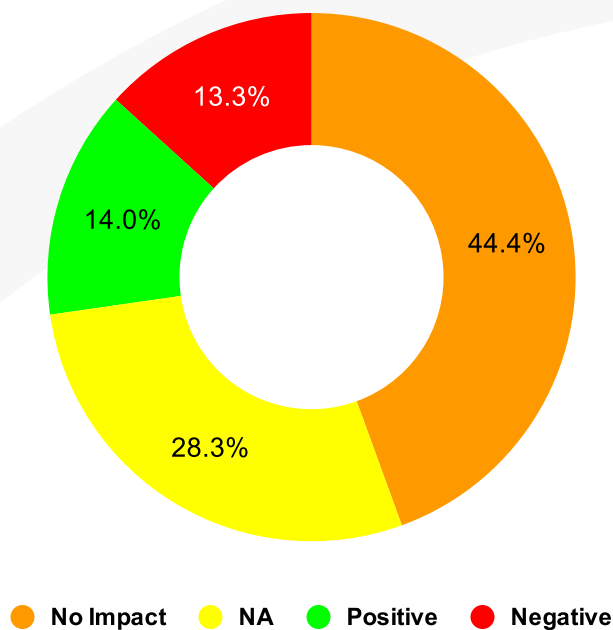
Strong training discipline and enhanced cognizance regarding injury prevention were evident in the absence of any pre-event injuries among 84% of runners.

Impact of injuries on training schedule



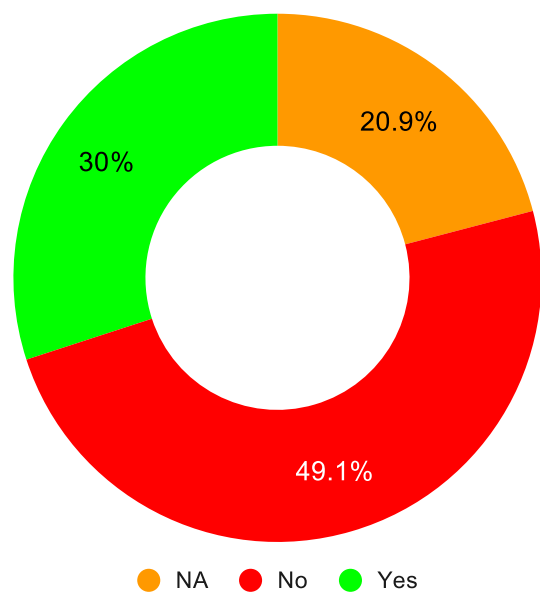
58.7% of runners reported that pre-event injuries did not affect their training schedule, demonstrating resilience and effective recovery practices. 16.2% of runners experienced some impact on their training, while 25.1% marked the question as not applicable, likely indicating they did not face injuries. Overall, the findings suggest that most participants were able to maintain their training routines and continue preparing effectively for the marathon.

Effect of pre-event injury on mental preparedness



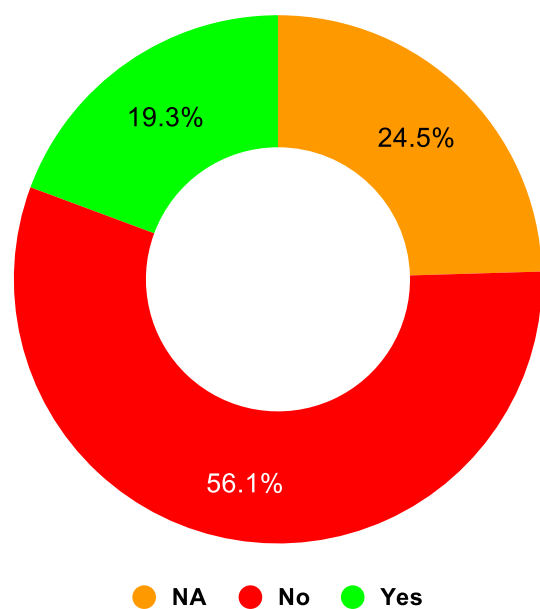
44.4% of runners reported no impact of pre-event injuries on their mental preparedness, while 14% even indicated a positive effect, possibly reflecting increased determination and resilience. Only 13.3% reported a negative impact, and 28.3% marked it as not applicable. Overall, the data highlights that most runners maintained strong mental readiness for the marathon despite injury concerns.

Participants seeking guidance from health professional



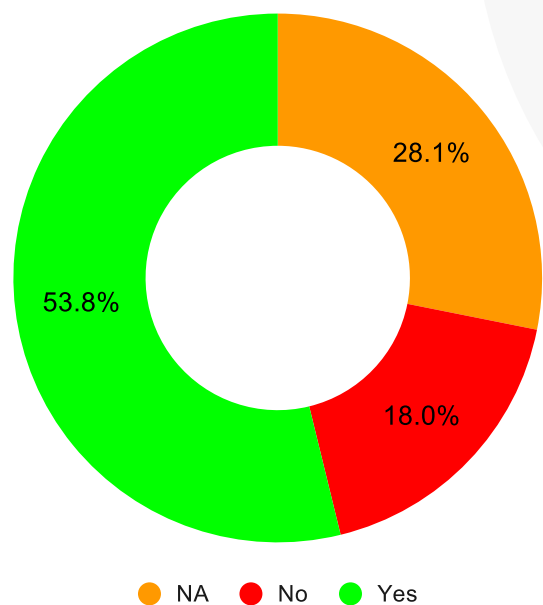
Responses from participants in the Tata Mumbai Marathon show encouraging awareness of injury prevention. About 30% of runners actively sought guidance from health professionals, indicating a growing adoption of safe, evidence-based training practices. Although 49.1% did not seek formal guidance, this reflects the diverse nature of marathon participants, many of whom rely on peer learning, running communities, or prior experience. Overall, the findings highlight a positive trend toward increasing health awareness and responsible preparation among marathon runners.

Effect of previous injury on fitness



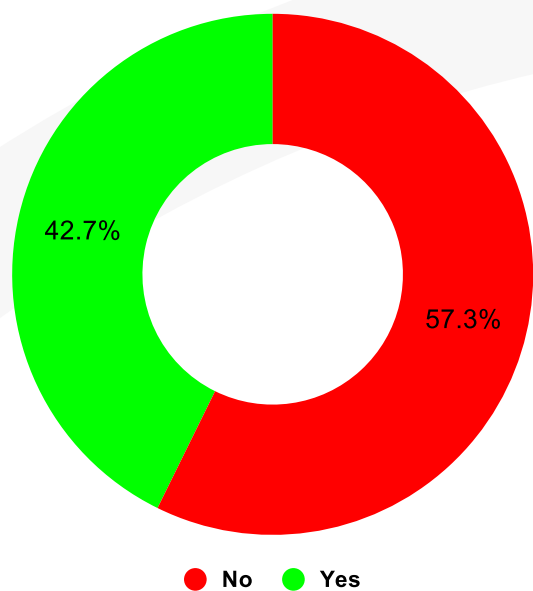
56.1% reported that previous injuries did not affect their fitness components, reflecting strong recovery and resilience among runners. About 19.3% stated that injuries did have an impact, showing awareness of how past physical issues can influence training and performance. Overall, the findings suggest that a large proportion of participants are able to maintain their fitness levels despite past injury concerns.

Support from colleagues & family members during injury



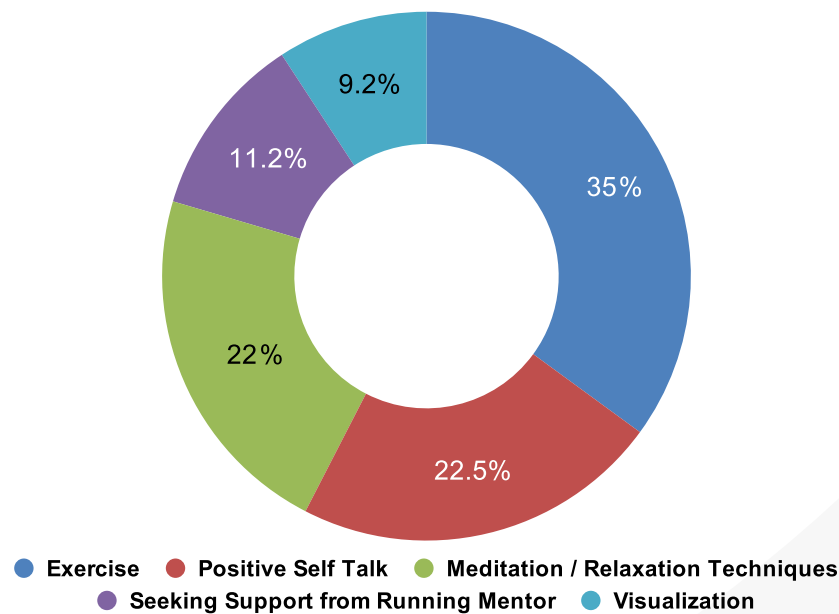
Responses from participants in the Tata Mumbai Marathon highlight the important role of social support in injury situations. A majority of runners (53.8%) reported receiving support from family and colleagues, reflecting a positive support system that encourages recovery and continued participation in endurance sports. Overall, the findings suggest that family and workplace encouragement play a key role in helping runners manage injuries and stay motivated in their marathon journey.

Engaging in specific mental preparation techniques



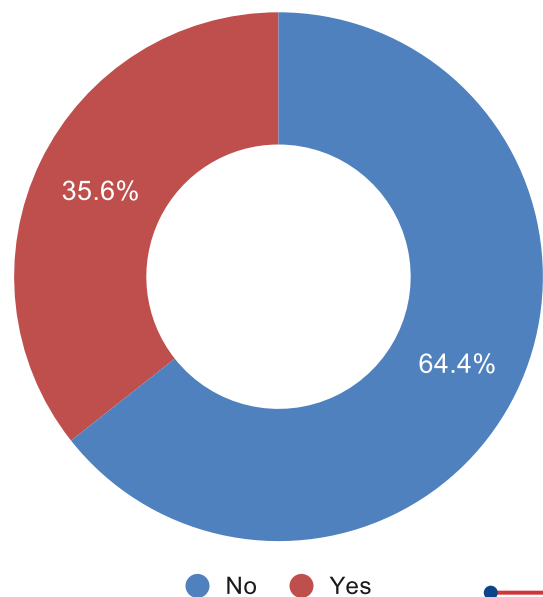
A growing awareness of the psychological aspects of endurance performance, such as stress management, motivation, and focus, is evident in the fact that 42.7% of runners employ specific mental preparation techniques during their practice runs. Approximately 57.3% of runners reported not employing formal mental preparation techniques, which may indicate that a significant number of runners rely on informal mental strategies or physical training routines. In general, the results emphasize that, despite the fact that physical preparation continues to be the primary focus, a substantial number of runners are now acknowledging the importance of mental conditioning in marathon training.

Methods to manage stress or anxiety before a marathon



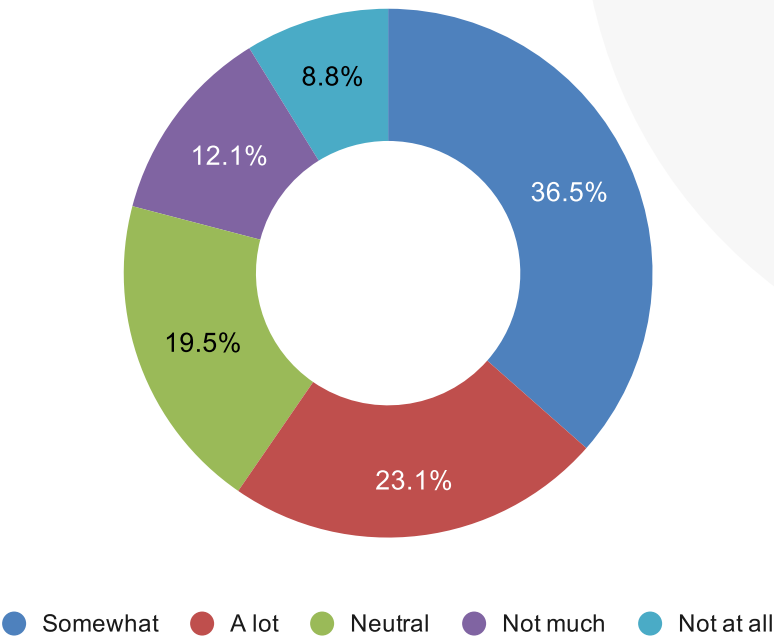
The endurance performance is significantly influenced by psychological factors. The majority of runners (51.7%) reported that their mental state significantly influences their performance, while 22.7% reported that it affects them somewhat. This suggests that a significant number of participants acknowledge the significance of mental strength during marathon running. Approximately 17% of respondents maintained a neutral stance, while only 5% and 4% believed that their mental state had minimal or no impact on their performance. In general, the results underscore the widespread recognition of psychological resilience, mental preparedness, and focus as significant factors in marathon performance.

Anxiety or Nervousness related to the run



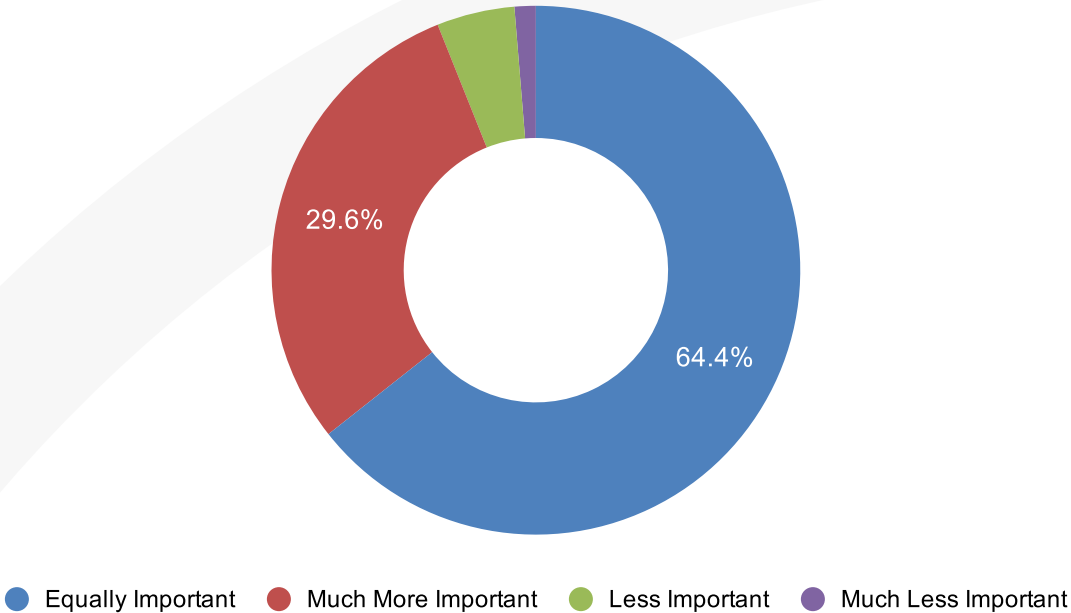
A significant majority of runners (35%) depend on exercise as an outlet to alleviate stress and increase confidence prior to the marathon. In addition, a significant number of runners (22.5%) engage in positive self-talk, relaxation techniques, and meditation, which indicates a high level of psychological preparedness and mental awareness. The social encouragement that surrounds marathon participation is further underscored by the support from family and running communities (11.2%). Some athletes actively prepare mentally for the challenges of race day, as evidenced by techniques such as visualization (9.2%). In general, the data indicates that marathon participants implement constructive, self-motivating, and healthy strategies to alleviate pre-race tension, illustrating a well-balanced blend of mental resilience, physical training, and community support.

Impact of external factors on mental state



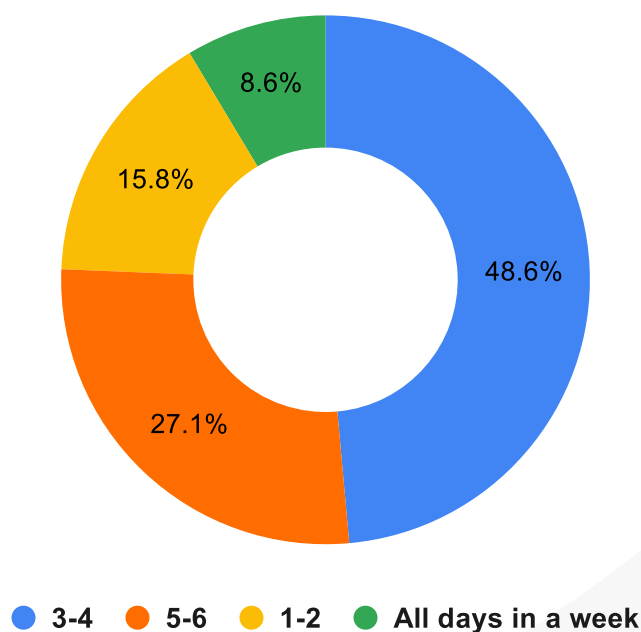
Most participants (74%) feel that external factors heighten their mental state awareness, helping them stay focused, energised, and mentally engaged during the marathon. And about 21% suggest little or no impact, suggesting a healthy state of mind before the run.

Importance of mental preparation in relation to physical training



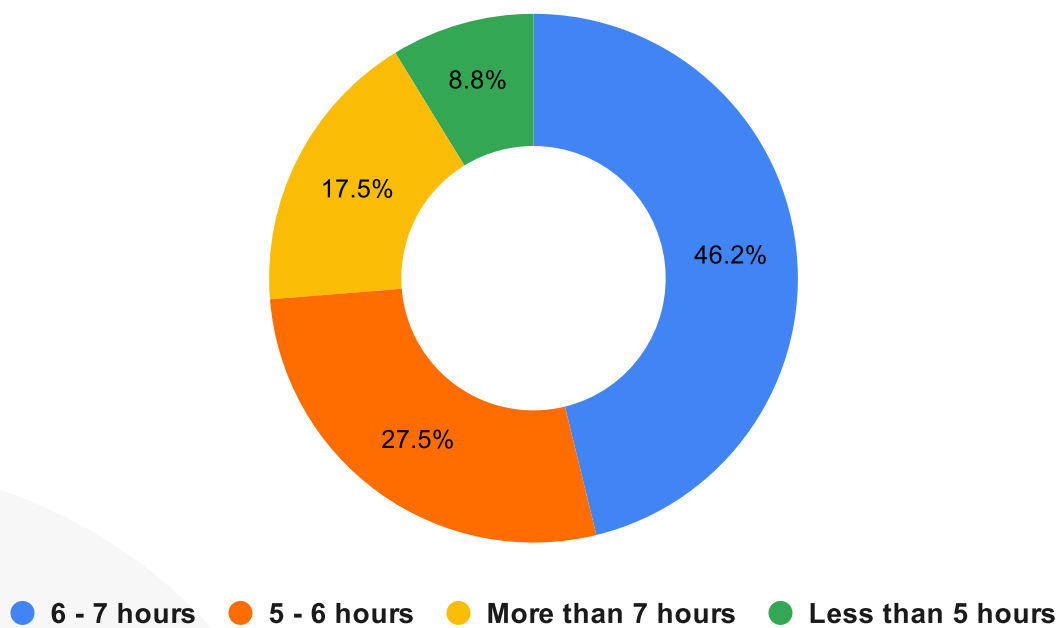
A strong 94% of participants believe mental preparation is as important—or even more important—than physical training, showing that runners deeply value mindset, focus, and mental toughness as key drivers of marathon success.

Engagement in running, physical activity or exercise (days per week)



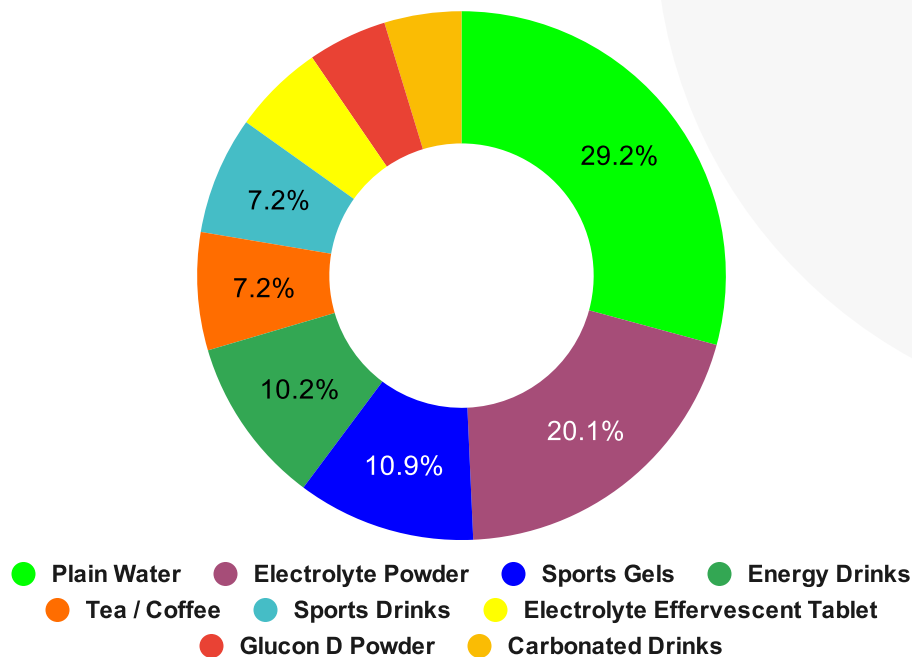
A strong 75% of participants train 3 days or more per week, showing a highly committed and disciplined runner base with consistent, healthy training habits that support strong marathon performance.

Hours of sleep before a long run



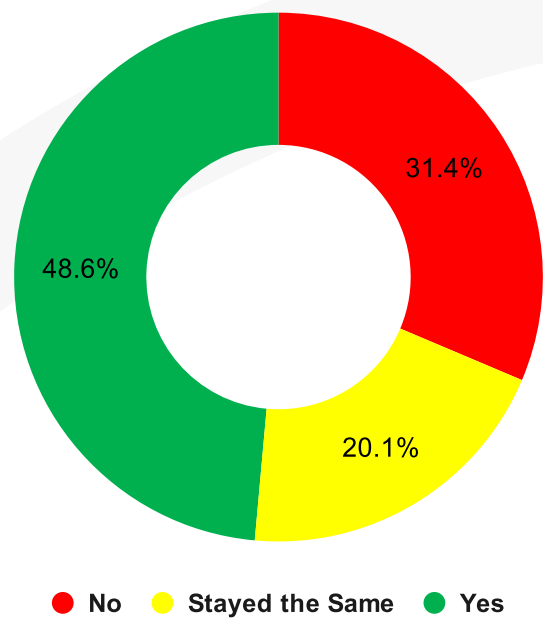
About 64% of participants get 6–7 hours or more of sleep before the run—showing that most runners prioritise proper rest and recovery, supporting better performance, stamina, and overall race readiness.

Primary hydration source on race day



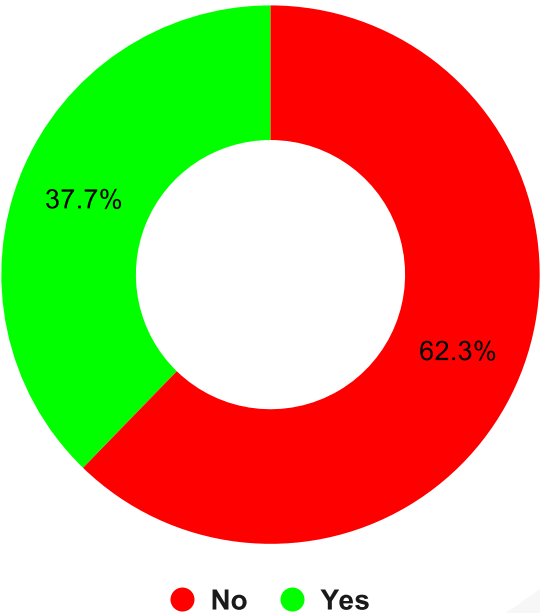
Most runners follow healthy and informed hydration habits on race day, with 29% relying on plain water and another 20% supplementing with electrolyte powders, showing excellent awareness of balancing natural hydration with essential salt replenishment. The additional use of sports drinks, gels, and effervescent tablets reflects a mature understanding of endurance fueling, while the low dependence on carbonated or sugary options further highlights smart and performance-focused hydration choices.

Weight reduction due to running



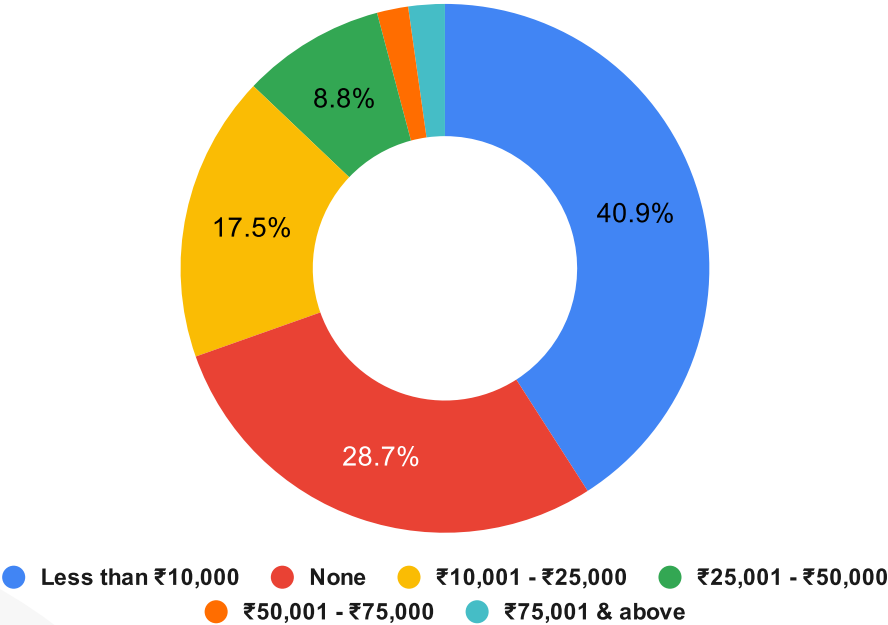
Nearly half of the participants (48.6%) experienced weight loss from running, indicating that the activity positively contributes to fitness and overall health. Another 20% maintained their weight, which still indicates good physical stability, while 31.4% did not experience weight loss—likely due to factors such as muscle gain, dietary patterns, or individual metabolism. Overall, the data highlights that running plays a beneficial role in improving or maintaining healthy body weight for most participants.

Consultation with a healthcare professional about diet



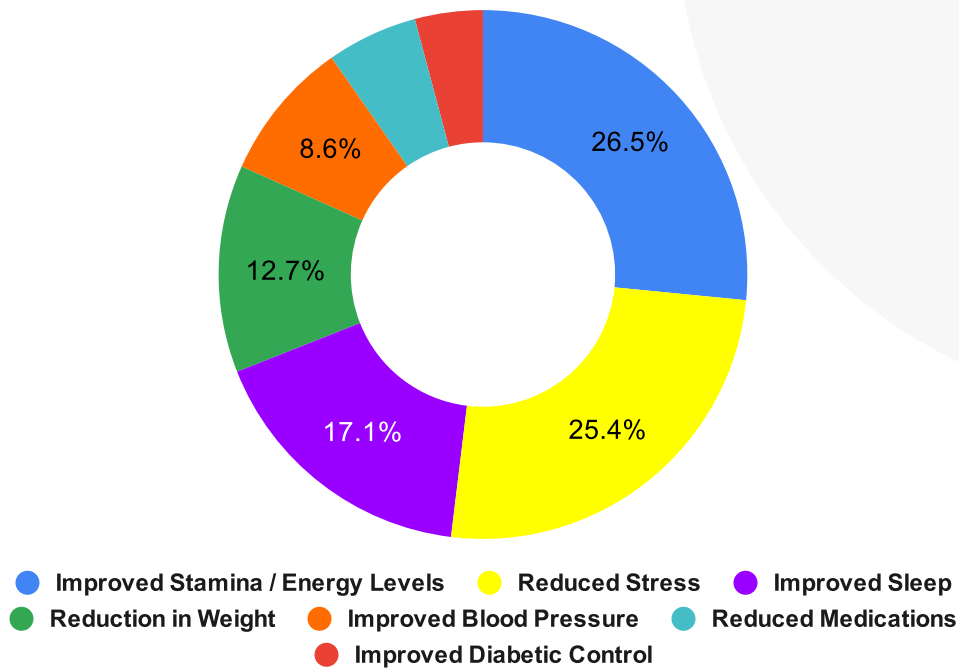
Over a third (37.7%) of participants consulted a healthcare professional before running, indicating a strong commitment to safe and informed training. While 62.3% did not seek consultation, the significant proportion that did noted rising awareness about injury prevention, fitness assessments, and overall well-being among runners, highlighting a positive shift toward responsible marathon preparation.

Spending on health care professional / nutritionist / physiotherapist in the past year



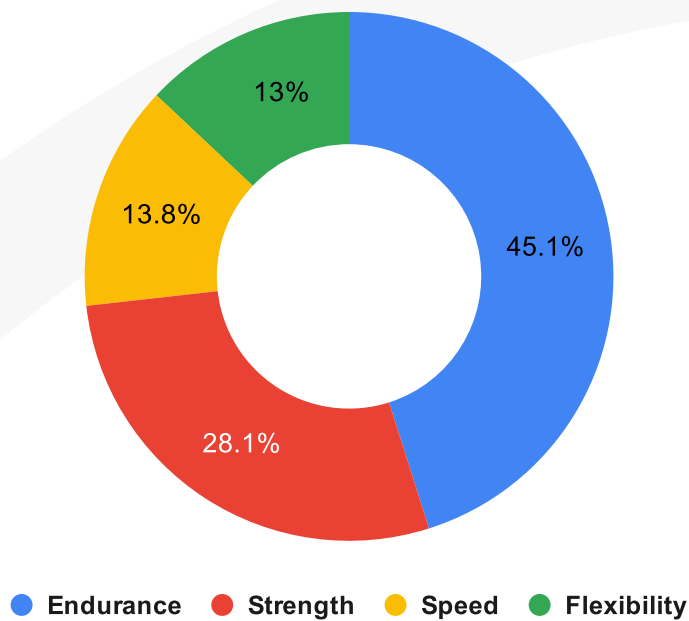
41% of participants report spending less than ₹10,000 annually on healthcare professionals, while 29% report spending nothing at all. This suggests that the majority of participants manage their health requirements with minimal financial difficulty. In contrast, 18% of individuals allocate ₹10,001–₹25,000 and 9% allocate ₹25,001–₹50,000, which indicates that a lesser portion of the population is more proactive in their investment in specialist care. The fact that only a small percentage of runners fell into the higher-spending brackets suggests that they generally maintain good health with relatively low annual medical costs.

Impact of regular running on participants' health



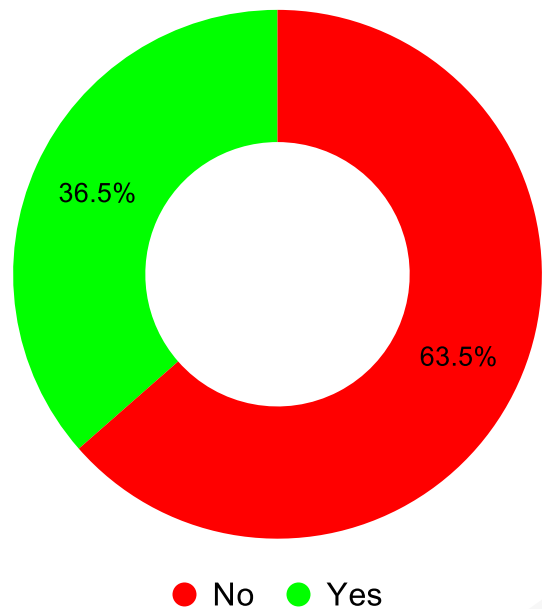
Over a quarter of all participants (26.5%) reported enhanced stamina and energy levels, while another quarter (25.4%) experienced reduced stress, indicating significant mental and physical benefits of regular running. Furthermore, a smaller yet significant group (17.1%) reported improved diabetic control and 12.7% of the participants indicated reduction in weight as an outcome of running. In general, the data indicates that running results in substantial health enhancements in both clinical and lifestyle outcomes.

Perceived primary fitness requirement for marathon running



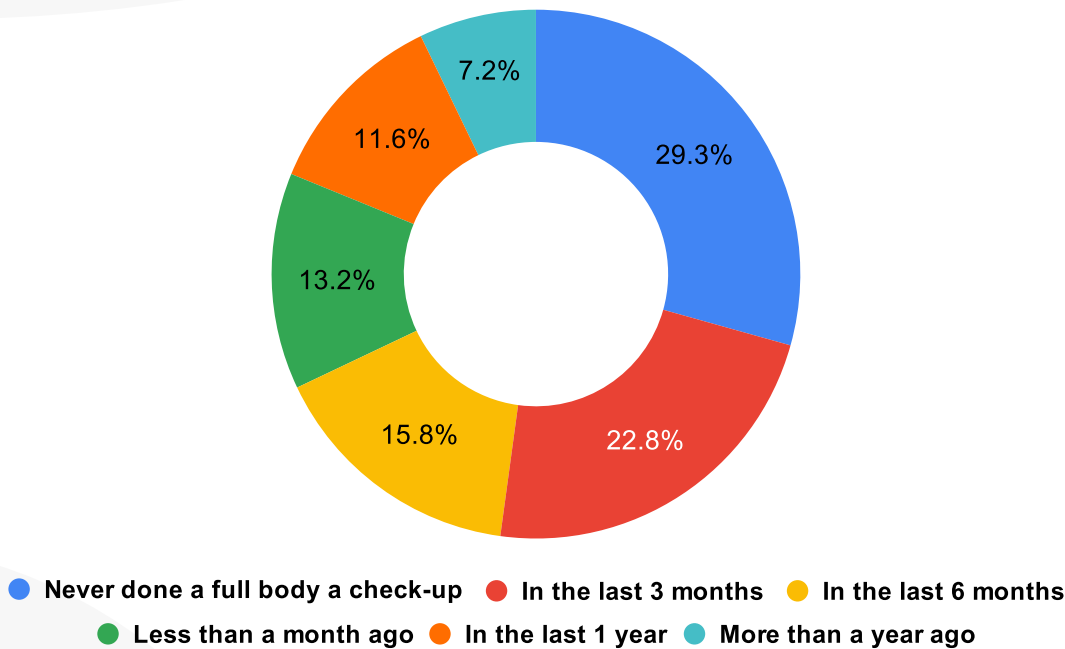
Participants overwhelmingly view endurance as the core fitness component for running (45.1%), with strength ranking second (28.1%), followed by speed (13.8%) and flexibility (13%). This suggests that runners place greater emphasis on sustained endurance while also recognising the importance of strength and other fitness components.

Body check up before running a marathon



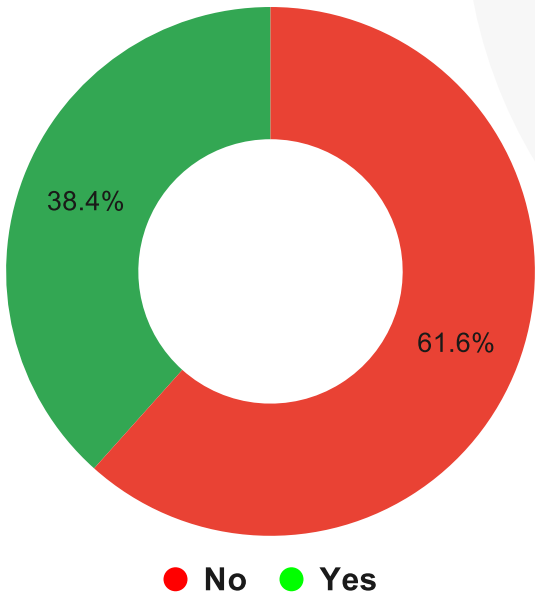
36.5% of participants underwent a body check-up before the marathon, which indicates a growing awareness of responsible and safe training practices. Nevertheless, 63.5% of runners did not receive a check-up, indicating that a significant number of runners rely on their general fitness levels rather than a formal medical evaluation. In general, the data indicates that a substantial number of participants are exhibiting a positive trend toward preventive health. However, it also suggests that there is room for further education regarding the significance of pre-run medical assessments.

Time since last body check up



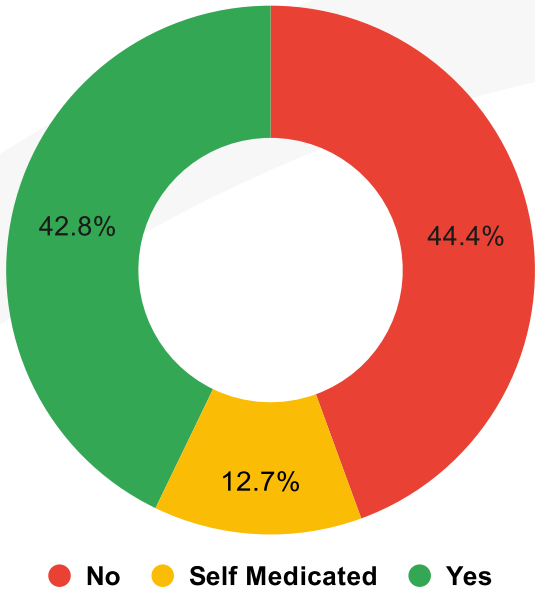
Although 29% of participants have never undergone a comprehensive body check-up, a substantial proportion of them undergo regular assessments—23% within the past three months, 16% within the last six months, and 12% within the past year. Furthermore, 13% of respondents had a check-up within the past month, while 7% had one more than a year ago. In general, the data suggests that numerous runners prioritize timely health evaluations, despite the fact that a significant number of them forgo routine check-ups. This suggests that there is an increasing awareness of preventive fitness and well-being.

Stress test 2D echo as part of the full body check up



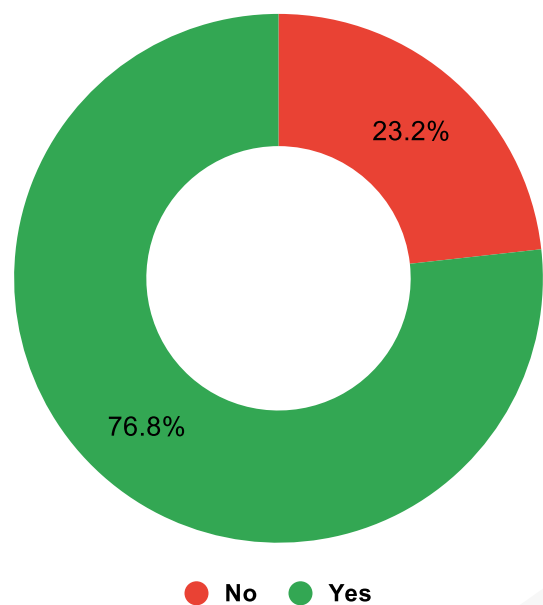
The fact that 38.4% of participants have undertaken a stress test or 2D echo suggests that there is a growing awareness of heart health among runners, which is particularly significant for endurance events. Nevertheless, 61.6% of individuals have not undergone these cardiac evaluations, indicating that a significant number of individuals rely on general fitness rather than specific heart screening. In general, the data indicates a positive trend toward preventive cardiac care among a substantial population, with potential to further advocate for heart-health assessments to ensure safer marathon participation.

Referring full body reports to doctor for advice



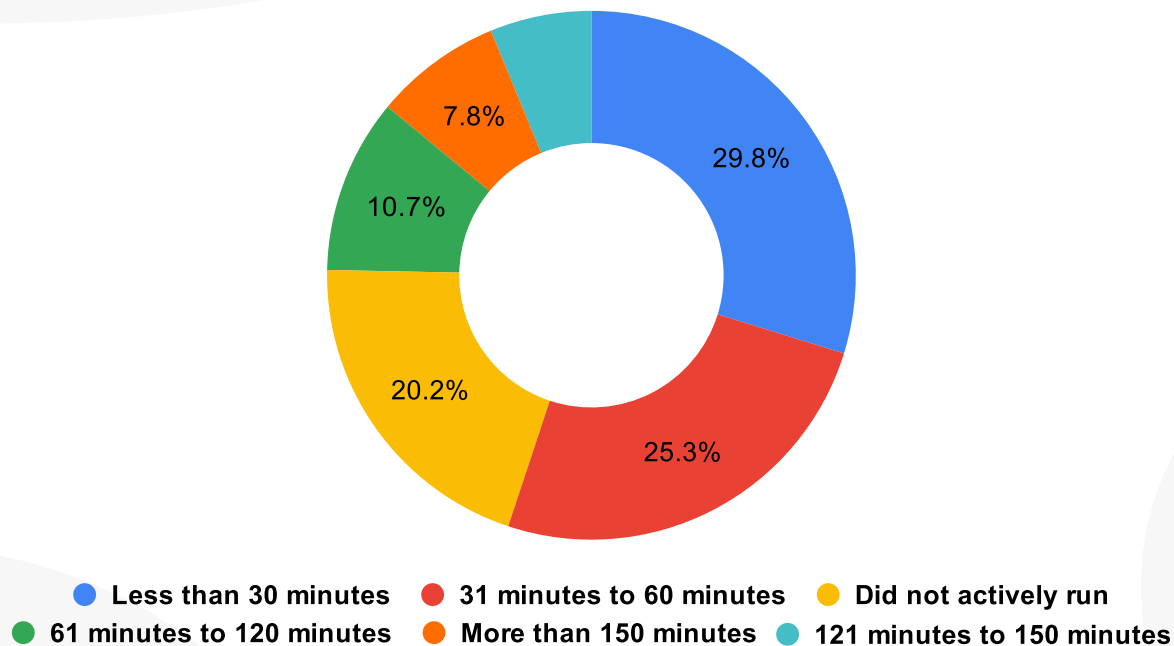
A positive trend toward responsible health surveillance is evident in the fact that 42.8% of participants shared their reports with a doctor. In the meantime, 44.4% of the respondents did not refer their reports, and 12.7% chose to self-medicate. This suggests that a substantial number of individuals continue to rely on personal judgment rather than professional advice. In general, the data emphasizes the importance of expert consultation for safe and informed running practices, as well as the potential to increase awareness of the benefits of engaging with medical guidance.

Use of specific techniques for injury prevention



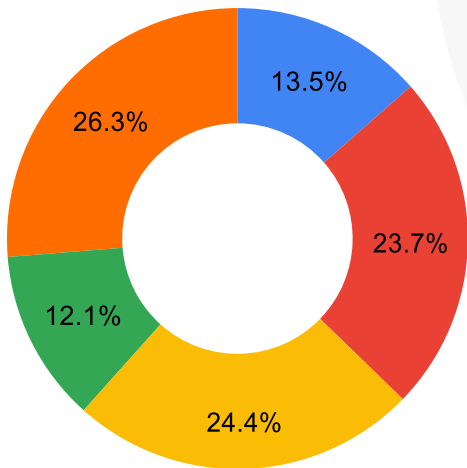
Runners demonstrate a high level of awareness and proactive care in order to maintain their performance and safety, as evidenced by the fact that 76.8% of participants employ injury prevention techniques. This suggests that the overwhelming majority prioritize warm-ups, stretching, strength training, or other preventive methods to prevent injuries, as only 23% do not adhere to such practices. In general, this is indicative of a running community that is exceedingly health-conscious and responsible.

Minutes in a week ran before becoming an active runner



Before participants became more active, their running activity was generally minimal, with 30% of them running for less than 30 minutes per week and 20% not running at all. A further 25% of individuals completed 31–60 minutes, while only 11% completed 61–120 minutes and a minuscule 6% completed 121–150 minutes on a weekly basis. In general, the data suggests that the majority of participants began with minimal or moderate levels of activity, which underscores a positive change as they transitioned to more consistent running behaviors.

Minutes in a week ran after becoming an active runner



- 121 minutes to 150 minutes.
- 31 minutes to 60 minutes.
- 61 minutes to 120 minutes.
- Less than 30 minutes.
- More than 150 minutes.

A significant improvement in running behaviour was observed following increased physical activity. Specifically, 26% of participants reported running for more than 150 minutes per week, while 24% ran for 31–60 minutes and another 24% ran for 61–120 minutes. Currently, only 12% of participants run for less than 30 minutes per week, while 14% run for 121–150 minutes. Overall, the data reflects a positive shift in weekly running duration, indicating greater consistency and commitment to running.





ABOUT PROCAM INTERNATIONAL

Pioneering the Growth of Sports Management in India

Since its founding in 1988 by brothers Anil and Vivek Singh, Procam International has been pivotal in transforming India's sporting landscape. What began as a visionary sports management venture has grown into India's foremost sports management company, excelling in live events, sports consultancy, broadcast production, and athlete engagement. With more than 100 international events created, planned, and executed across disciplines such as Powerboat Racing, Cricket, Football, Tennis, Squash, WWE, Horse Racing, Volleyball, and more, Procam has consistently drawn elite athletes and enthusiastic spectators, helping elevate India's presence on the global sporting map.

Procama's strategic approach to event design and flawless execution has made it a name synonymous with high-impact sporting moments in India. Based in Mumbai, the company continues to expand its portfolio and influence, incorporating innovative partnerships — such as those focused on sustainability, sports sponsorship, and community engagement — that reflect the evolving dynamics of 21st-century sport.

A cornerstone of Procam's legacy is its role in popularising distance running in India. The company's "Big 4" running events — the Tata Mumbai Marathon, Vedanta Delhi Half Marathon, Tata Consultancy Services World 10K Bengaluru, and Tata Steel Kolkata 25K — are among the country's most celebrated races and are recognised as global leaders in their respective distances.

These marquee events have not only revolutionised participative athletics — with millions of runners joining hundreds of events annually and creating an ecosystem now valued at hundreds of millions of dollars — but also turned sport into a force for social good.

Beyond competition, Procam has catalysed a nationwide running movement, inspiring amateur athletes through programs like the Procam Slam — awarded to runners who complete all four major races in a season — and encouraging personal achievements that resonate across communities.

Moreover, Procam events have become major conduits for charity. For example, recent editions of the Tata Mumbai Marathon have collectively raised tens of crores of rupees for NGOs working in education, health, environment, women's empowerment, and community development, further cementing the company's role in harnessing sport for societal impact.



ABOUT IISM

Shaping the Future of Sports Education in India

Founded in 2010 by Mr Nilesh Kulkarni, a former Indian international cricketer, and Mrs Rasika Nilesh Kulkarni, the International Institute of Sports & Management (IISM) is a premier institution based in Mumbai, India, dedicated to education and professional training in sports management and sports science. Since its establishment, IISM has played a pivotal role in shaping structured sports education in the country.

IISM is recognised as the first institute in India to introduce a dedicated degree program in sports management, marking a significant milestone in the professionalisation of the sports industry. The institute offers a comprehensive range of undergraduate and postgraduate programs in Sports Management and Sports Science, designed to address the growing need for skilled professionals across the sports ecosystem.

The sports management curriculum covers key functional domains, including sports marketing, sponsorship and commercial partnerships, event and venue management, athlete management, sports law, and sports media. The sports science programs focus on sports biomechanics, exercise physiology, sports nutrition, performance analysis, and athlete conditioning, ensuring a balanced integration of theoretical knowledge and applied practice.

IISM's academic programs are delivered in collaboration with the University of Mumbai and the Garware Institute of Career Education and Development (GICED), offering accredited, globally relevant qualifications. A strong emphasis on industry exposure and experiential learning enables students to gain practical insights through live projects, internships, and interaction with sports professionals.

In recognition of its contributions to sports education and development, IISM was awarded the Rashtriya Khel Protsahan Puruskar in 2020 by the Hon'ble former President of India, Shri Ram Nath Kovind. Through its continued commitment to academic excellence, industry alignment, and innovation, IISM remains a key contributor to the growth of India's sports management and sports science sectors.



RESEARCH METHODOLOGY

The socio-economic health impact assessment for the Tata Mumbai Marathon 2026 was carried out using a structured, multi-phase research methodology. The study combined responses from participants along with insights from key city stakeholders, ensuring a holistic understanding of both the direct and indirect impact of the event. Multiple questionnaires were designed to evaluate outcomes across health, social, and economic dimensions.

A total of 4,600+ responses were collected, ensuring strong reliability and representativeness. All datasets underwent thorough data-cleaning procedures to remove inconsistencies and ensure accuracy before analysis.

Phase 1 – Pre-Race

Pre-race data was collected from runners at the TMM Expo and major running hotspots across Mumbai. The focus was on understanding training behaviour, health practices, preparation patterns, gear preferences, and technology usage. This phase formed the core foundation by covering the largest sample of participants.

Phase 2 – Race-Day

Race-day insights were gathered at major event locations such as Azad Maidan, CST, and Marine Drive. This phase aimed to understand real-time event experience, motivation, preparedness, and the on-ground environment across all running categories.

Phase 3 – Post-Race

Post-event responses from more than 600 runners helped evaluate the overall influence of running and the marathon, including perceived benefits, behavioural changes, and long-term impact.

Economic Stakeholder Survey

To assess the economic footprint of the marathon, parallel surveys were conducted with city stakeholders such as cab drivers, hotels, restaurants, water suppliers, coconut vendors, retail outlets, and other service providers who experienced increased activity around the event.

This three-phase research design, supported by a large and statistically validated dataset, enabled a balanced understanding of the marathon's influence across health, social engagement, technology adoption, and economic impact. The structured approach ensures that the findings are credible, comprehensive, and reflective of the event's true significance.

► Acknowledgement

This comprehensive report is the outcome of months of dedicated work and multiple surveys conducted by a committed team at IISM passionate about advancing sports in India. The “Social, Economic, Health, and Sustainability Impact of the Tata Mumbai Marathon 2026” provides valuable insights into the participative sport of running and further deepens our understanding of its wide-ranging benefits.

We thank IISM and its team for their outstanding efforts in successfully conducting this study since 2020. Our sincere appreciation also goes to the teams at Procam International, as well as the city’s officials and government institutions, for their continued support in making this possible.

We welcome all feedback, including unintentional errors or omissions, as we continuously strive to improve and do better. Please write to us at tatamumbaimarathon@procam.in

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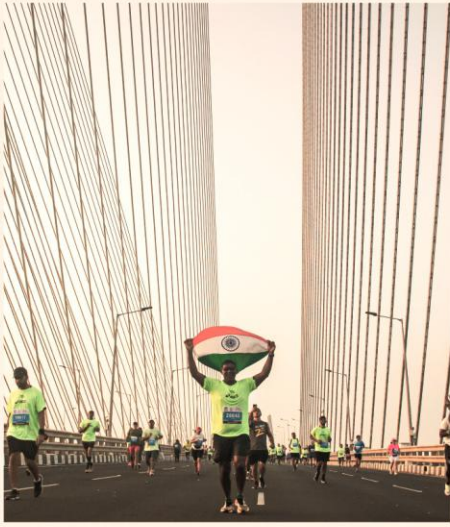
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