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UNDER EMBARGO UNTIL 00:01 THURSDAY 4 MAY 2023

FIRST WORLD RECORD FOR 2024 TCS LONDON MARATHON

- More than half a million people apply in the ballot for a place in the 2024 event
- Total of 578,374 smashes previous world record set in 2019
- TCS London Marathon confirmed as the most popular race on the planet

For the first time in history, more than half a million people have applied for a marathon as 578,374 hopefuls from the UK and across the globe entered the ballot for the 2024 TCS London Marathon, setting a new world record.

The previous world record total of 457,861 applications was set pre-pandemic in 2019 by applicants for the 2020 London Marathon.

The total number of UK applications for 2024 was 457,105 of which 242,119 were applications from men (52.9% of the total), 212,179 from women (46.4% of the total) and 2,807 (0.6% of the total) from non-binary applications.

There were a further 121,269 applications in the international ballot for non-UK residents.

Hugh Brasher, Event Director for the TCS London Marathon, said: “This incredible new world record reflects the extraordinary inspirational effect of the TCS London Marathon on 23 April. We saw a record number of more than 48,600 finishers on Marathon Day and more than 8,200 children took part in the mass TCS Mini London Marathon the day before.

“We work to inspire activity in people of all ages and abilities and these record-breaking numbers show how the TCS London Marathon weekend does that. The unique camaraderie and togetherness that participants feel

when they take part in the London Marathon continues to have an extraordinary impact on the desire for people to take part. It is an event that inspires people to take up running and to raise millions for charity.”

The ballot for the 2024 TCS London Marathon was operated for the first time by Let’s Do This as part of a new five-year partnership. Founded in 2017 and headquartered in London, LDT is the leading consumer marketplace for mass participation endurance events and is the registration partner to many of the leading running events around the world.

ENDS

Notes to Editors

About the London Marathon

- The 2024 TCS London Marathon will take place on Sunday 21 April 2024.
- The London Marathon was first held on 29 March 1981 and the millionth finisher in the history of the event crossed the line in 2016.
- Since the first London Marathon in 1981, the event has raised more than £1.1 billion for charity.
- The 2024 TCS London Marathon Official Charity of the Year is Samaritans.
- London Marathon Events gifts its surplus each year to the London Marathon Foundation (the operating name of The London Marathon Charitable Trust, a registered charity (283813) and a company limited by guarantee registered in England & Wales (01550741), registered office: 190 Great Dover Street, London, SE1 4YB).
- Since 1981, the London Marathon Foundation has awarded £100 million to more than 1,600 projects that inspire activity in London and across the UK.
- For more information, visit tcslondonmarathon.com

About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world’s largest businesses in their transformation journeys for over 55 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India’s largest multinational business group, TCS has over 614,000 of the world’s best-trained consultants in 55 countries. The company generated consolidated revenues of US \$27.9 billion in the fiscal year ended March 31, 2023, and is listed on the BSE and the NSE in India. TCS’ proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit www.tcs.com

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