

LONDON MARATHON EVENTS

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TCS BECOMES NEW TITLE PARTNER OF THE LONDON MARATHON

- **Tata Consultancy Services signs six-year partnership with the world's greatest marathon**

London Marathon Events announced today (8 June) that Tata Consultancy Services (TCS) will be the new title partner of the London Marathon.

The leading global IT services, consulting and business solutions organisation will take over the title partnership from Virgin Money after the 2021 race on 3 October with a new six-year partnership covering the 2022 to 2027 London Marathons. A key part of TCS's new role will be to use technology to further enhance the marathon experience, promote a healthy lifestyle and amplify one of the founding pillars of the London Marathon: 'to show the family of mankind can be united'.

TCS has been the technology partner of the London Marathon since 2016, developing the record-breaking and 2019 official event app, which was designed to provide participants and spectators with the fullest London Marathon experience yet. In 2020, TCS updated the award-winning app to support participants in the first virtual London Marathon during the pandemic. TCS will continue to support the London Marathon in its digital growth, developing increasingly enriching and personalising experiences for participants, spectators and sponsors by harnessing the power of data, working to make the event even more accessible and inclusive, building the connections that unite communities, amplifying fundraising and inspiring activity.

Hugh Brasher, Event Director of London Marathon Events, said: *"We are delighted to welcome TCS as the new title sponsor of the London Marathon from 2022. This is a landmark day in our history and we look forward to working with TCS to evolve and grow our digital reach, inspire millions more to become active and develop opportunities to raise even more funds for charities. TCS has been an integral part of the London Marathon for the past five years, delivering the latest technology to enhance the marathon experience for participants and spectators. This new title partnership marks the dawning of a new era in what we can achieve together."*

Amit Kapur, TCS Country Head UK & Ireland, said: *"The London Marathon was founded on the core belief that the family of mankind can be united. TCS is building innovative and impactful technology solutions to help realise this belief, and inspire people to believe in themselves. We are pleased to take on the role of title partner and lead the way in driving the future success of physical and virtual London Marathons."*

TCS will become the seventh title partner in the 40-year history of the London Marathon. The previous title partners were:

- **1981-83:** Gillette
- **1984-88:** Mars
- **1989-92:** ADT
- **1993-95:** NutraSweet
- **1996-2009:** Flora
- **2010-present:** Virgin (Virgin Money from 2013)

ENDS

NOTES TO EDITORS

About the London Marathon

- 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.
- The 40th Race took place on Sunday 4 October 2020 with elite races on a biosecure closed-loop circuit around St James's Park and 38,000 runners around the world running the virtual Virgin Money London Marathon on the course of their choice any time from 00:00:00 to 23:59:59 BST. Participants were able to download the Virgin Money London Marathon app powered by TCS to record their run. All finishers received a New Balance finisher's T-shirt and medal
- In 2019 the Virgin Money London Marathon raised £66.4 million for charity, setting a new Guinness World Record for an annual one-day charity fundraising event for a 13th successive year. This brought the total raised for charity since 1981 to more than £1 billion
- London Marathon Events gifts its surplus each year to The London Marathon Charitable Trust
- Since 1981, The London Marathon Charitable Trust has awarded grants totalling in excess of £93 million to more than 1,490 projects in London and other areas across the UK.

About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organisation that has been partnering with many of the world's largest businesses in their transformation journeys for more than 50 years. TCS offers a consulting-led, cognitive-powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile™ delivery model, recognised as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 488,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$22.2 billion in the fiscal year ended 31 March 2021, and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) 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 and follow TCS news at [@TCS_News](https://twitter.com/TCS_News).

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