



THANK YOU
DELHI.





MESSAGE FROM THE CHIEF MINISTER

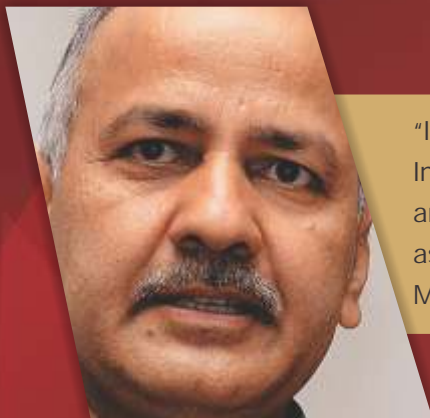
"The beauty of Airtel Delhi Half Marathon lies in the fact that it is one of the few sporting events that brings together people from all walks of life to engage in a life changing activity. People came out in great numbers to participate and it was definitely a day we will remember. It's not about 34,000 who ran on 29th November but more than double that number who wanted to run but didn't get a chance to do so. I wish to congratulate Procams International and Airtel for putting together this great event. We are proud that Delhi could host some of the best Indian and international athletes. The Delhi Govt. is extremely pleased to be associated with the run and congratulates each individual who has worked towards making it a success. Please wake up early and make running a habit!"

Arvind Kejriwal

Hon'ble Chief Minister, Govt. of NCT of Delhi



POWER SPEAK

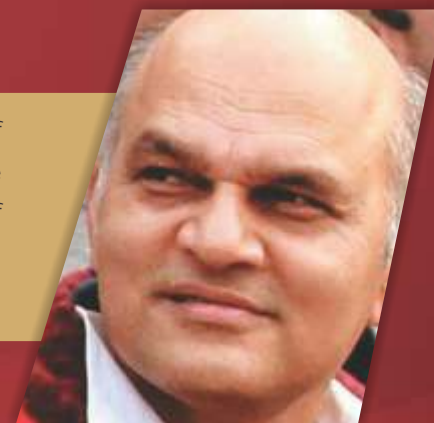


"I congratulate Airtel Delhi Half Marathon for being a platform for society to participate in sport together. India has been encouraged to adopt a culture of fitness, which is something truly important in today's day and age. I am proud to have witnessed the action in person and appreciate the efforts of everyone associated with the event. Hats off!"

Manish Sisodia, Hon'ble Deputy Chief Minister, Govt. of NCT of Delhi

"Airtel Delhi Half Marathon has helped make people conscious about the importance of health and fitness and is continuing to do so every year. I am glad to know that this time more than 34,000 individuals participated. Credit for its success goes to the combined efforts of the many organisations and individuals involved. I congratulate one and all for a great show."

Kewal Kumar Sharma, IAS, Chief Secretary, Govt. of NCT of Delhi



"Delhi Police is privileged to be a major stake holder in the success of the prestigious Airtel Delhi Half Marathon. I would like to congratulate my team for doing a great job in ensuring that the event was safe and sound for runners from India and abroad."

Deepak Mishra, IPS, Special Commissioner for Police – Law & Order



"The Airtel Delhi Half Marathon (ADHM), since its inception, has inspired Delhites to participate in large numbers, making it one of the most prestigious Half Marathons in the world. ADHM is not merely a one day event, but something that symbolizes the young and aspirational India. Besides achieving the goal of mass participation, it also provides Indian athletes a foundation, high-performance and podium level with a global platform to compete against the best in the world.

I would like to take this opportunity to congratulate the organizers and all the participants, particularly the Indian women elite runners, who set a new ADHM record among Indian runners. I see the ADHM growing from strength to strength and fully believe in its philosophy of making Young India fit and healthy across all age groups, genders and communities."

Injeti Srinivas, IAS, Director General, Sports Authority of India



FROM THE PROMOTER'S DESK

On 29th November 2015, at the Airtel Delhi Half Marathon, 34,000 individuals came together, showcasing the power of giving and sport in India's capital city, New Delhi.

Powered by international repute, enthusiasm, and self-belief, the 270,000 USD prize money event has firmly established itself as the most prestigious Half Marathon in the world. The registrations for the event were launched at the hands of the Hon'ble Chief Minister of Delhi and Chief Patron of the event, Shri. Arvind Kejriwal. The overwhelming response received for the registrations meant that, the Half Marathon was over-subscribed much before the cut-off date.

The 8th edition, under the title sponsorship of Airtel, witnessed the presence of the fastest and fiercest Indian and International elite athletes. Adding colour to the event was one of the greatest champions of distance running, multiple Olympic and world record holder, Kenenisa Bekele, who graced the event as the international event ambassador.

Ethiopia's Birhanu Legese and Kenya's Cynthia Limo came out on top after a thrilling battle over the last kilometre for both the men's and women's titles. With an Olympic qualification firmly in place, India's favourite running trio - Lalita Babar, OP Jaisha and Sudha Singh lived up to their high expectations. All three of them broke the ADHM Course Record (01:17:12) set in 2008, with Lalita Babar clocking the fastest ever half marathon time (01:10:52) by an Indian woman.

The Airtel Delhi Half Marathon is known as an event with a social conscience. Over the years, the philanthropy pillar associated with the event has aimed to inspire individuals, to give and improve the lives of thousands through funds raised. In the last two editions, leading the way for charity has been the Philanthropy Partner – India Cares Foundation. And this year what they have achieved is truly remarkable. With an almost 100% increase in the amounts raised, the capital city has showcased its giving side in style.

Last but not the least, an event of such stature is not possible without the relentless support from the Delhi Government, Sports Authority of India, Delhi Police, city authorities, the Athletics Federation of India the Association of International Marathons & Distance Races and our sponsors & partners.

Since its inception, ADHM has sown the belief to dream making impossible possible and by the Grace of God shall continue to do so.



Anil & Vivek B. Singh
Procam International

COURSE RECORD HOLDER



Lalita Babar clocked the fastest half marathon time by an Indian women athlete at the Airtel Delhi Half Marathon, by finishing in 1:10:52. She bettered the ADHM Indian women's course record set by Kavita Raut in year 2008 by almost 2 minutes.

FACE OF THE EVENT



"It was a very enriching experience for me. It is very heartening to see innumerable people participate year after year, their ardour and zeal is an inspiration to everyone. Over the years, we have had a chance to support a multitude of causes, and it is because of the positive response from the citizens of Delhi that we continue to help. I urge you to once again dust off your running shoes and put your best foot forward for the Airtel Delhi Half Marathon. See you next year Delhi!"

-Bipasha Basu (Actor)

INTERNATIONAL EVENT AMBASSADOR

"During my time in India, I noticed that it is a land where there is so much of diversity visible in different ways. The Airtel Delhi Half Marathon brought out the power of unity in diversity because thousands of men and women from different occupations and backgrounds ran as one. It is critical that they continue to do so and more and more join because running can be a life changing experience. All the best!"

-Kenenisa Bekele (Multiple World & Olympic Record Holder and International Event Ambassador)



PHILANTHROPY PILLAR

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."
~ Margaret Mead

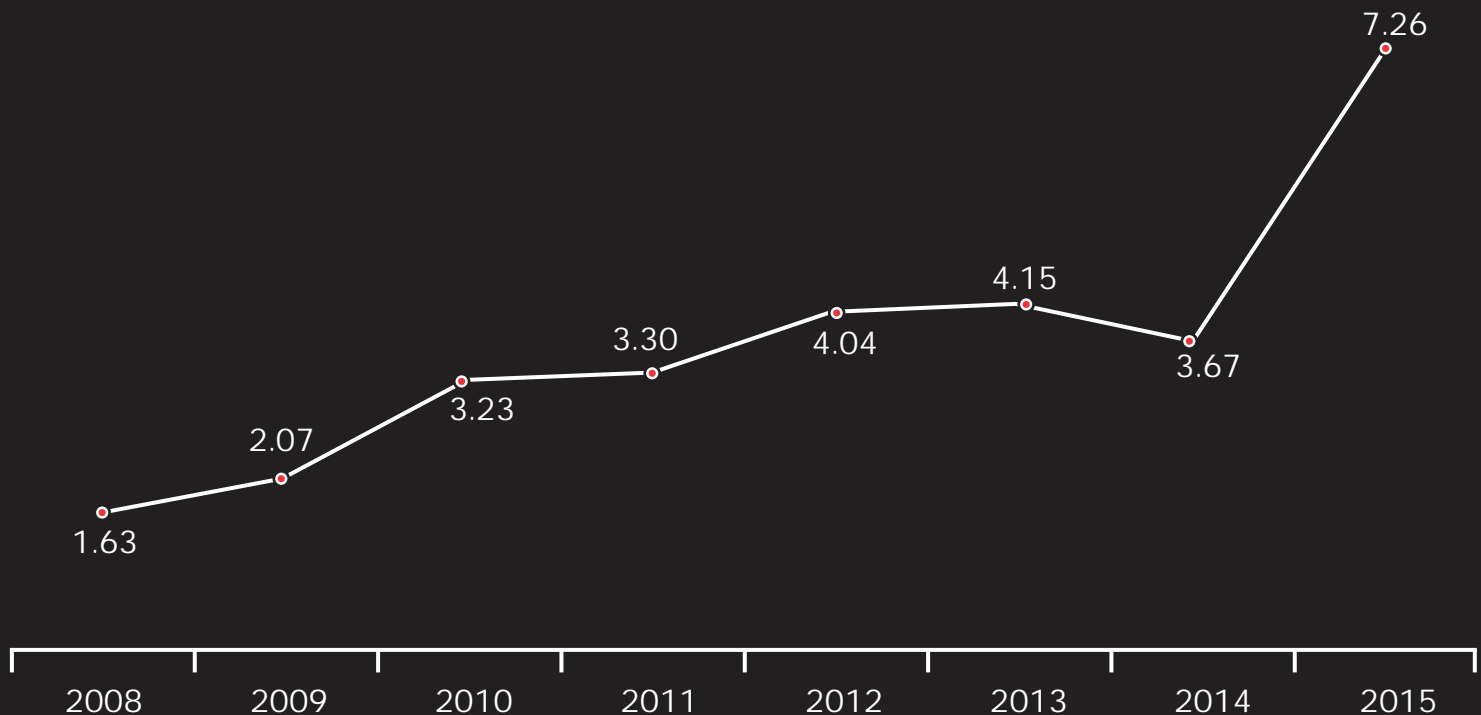
Philanthropy is one of the pillars of the Airtel Delhi Half Marathon (ADHM). This pillar lends an opportunity to the social sector to engage with individuals, corporate, runner groups and therefore raise funds and become 'catalysts of change'. This year was the 11th edition of the Delhi Half Marathon & 8th edition under the title sponsorship of Bharti Airtel. Since time immemorial, it is the heart of an individual fund raiser/donor that has helped the social sector, thus making an indelible impact at the grassroots.

Some NGOs use this event as a platform to raise awareness for the work they undertake, and some to raise amounts for their charitable activities. Each NGO is empowered, under the guidance of India Cares Foundation, the Event's official Philanthropy Partner, thus reaching out to various corporate and citizens of India. In the last 8 years of the Event, over 150 NGOs have on an aggregate raised INR 32.85 crores for their various projects.

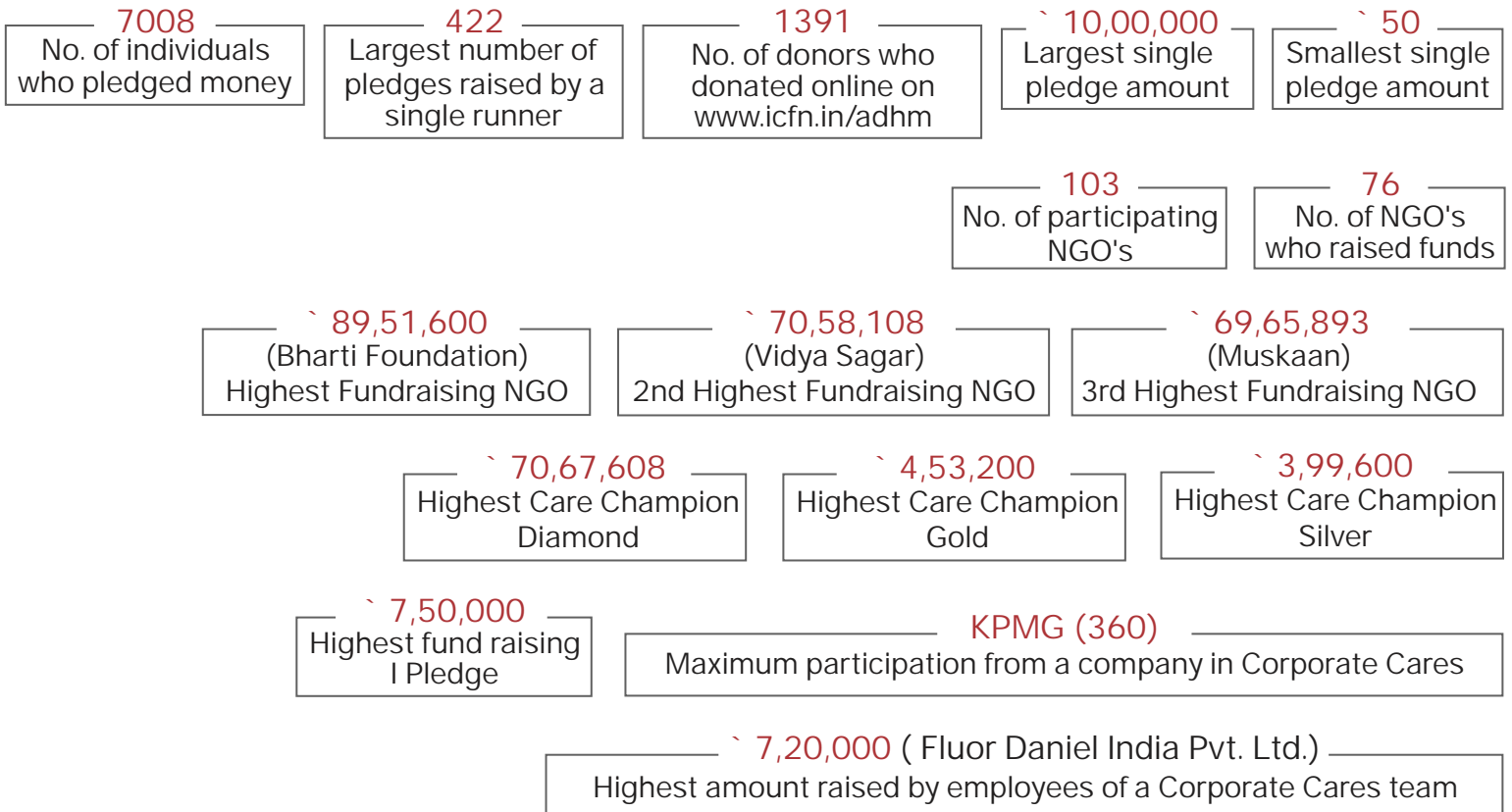
Charity through the ADHM is encouraged by ways of fundraising; runners/individuals are invited to not only donate on their own, but importantly raise funds through their circle of family, friends, colleagues, acquaintances, in support of the NGO chosen by such runner/individual. A Charity Structure is created for ease of understanding and is used by all constituents of society- Care Champions, iCare individuals, Corporate Cares and Youth Cares. This structure has been explained further in this docket, along with highlighting their fundraising achievements through the ADHM.

"Running for a cause is a 'win-win-win' scenario. Running helps in winning the fitness goal, the NGO wins since they are raising vital funds for their cause, the people supported by the NGO win as their lives get a chance to get better."

Funds Raised at ADHM 2008 - 2015 (` in crores)



A QUICK OVERVIEW



SUMMARY OF AMOUNTS RAISED THROUGH THE AIRTEL DELHI HALF MARATHON 2015

Amount raised by CARE CHAMPIONS	Amount raised by iCARE FUNDRAISERS	Amount raised by the CORPORATE CARES	Amount raised by NGO EFFORTS	TOTAL AMOUNT RAISED THROUGH ADHM 2015
₹ 2,60,70,134	₹ 43,31,194	₹ 3,25,25,110	₹ 1,40,02,789	₹ 7,25,98,033

CARE CHAMPIONS – DIAMOND

A Care Champion Diamond is a deeply committed individual who commits to raise a minimum of ₹ 5 lakhs through pledges for a charity or cause of his/her choice using the ADHM platform. Such individuals have a large network they can reach out to in their fundraising drive.

The Care Champions Diamond at the The Airtel Delhi Half Marathon 2016 have collectively raised ₹ 1,94,36,820, benefitting 6 NGOs. We salute their efforts!

When Dwaraka Panduragi met Poonam Natrajan of Vidya Sagar some 27 years ago, she was floored by Poonam's dedication and love for the cause. This accidental meeting won Vidya Sagar a hugely committed volunteer and fundraiser for life! Dwaraka is passionate about the social sector and believes that there is no shame in asking money for a noble cause. Her belief in the cause of disability has encouraged most of her family members and friends to donate for the same.

Her association with the Airtel Delhi Half Marathon has been consistent. Since the 2008 edition of ADHM, cumulatively she has raised over ₹ 136 lakhs for her Vidya Sagar. We doff our hats off to this spirited lady!

"It is indeed easier to give/donate through this ADHM platform as it is a reputed platform across the country and it is done via a philanthropy partner. Trustworthy relations and clean organizations are founded this way. There are various options to donate, not restricting anyone who has the heart of a giver. Appeal letters and you tube links has always worked in my favour," says Dwaraka.

DWARAKA PANDURANGI
Highest Fundraiser at ADHM
Total funds raised: ₹ 70,67,608/-
In Support of 'Vidya Sagar'



Madhavi has spent over 12 years in driving significant and lasting impact across private and social sectors both in India and the US. She has led global teams working on critical supply chain and field support services for GE Healthcare as well as designed and implemented learning and development programs at Genpact. She is currently an Executive Board Member at Muskaan, a Delhi based NGO that provides vocational training for intellectually challenged young adults.

“The cause of Muskaan is very personal to me, as my sister has Downs Syndrome and has been going to Muskaan for the past 15 years. Intellectual disability has historically been marginalized in our society and this realization has always been my biggest motivator. ADHM as a platform has been great to not only raise funds but also spread awareness at a national level. The reach it provided was phenomenal and we look forward to partnering in 2016 as well.

Muskaan has never used Social Media platforms to talk about the work we do. It was due to the effort made by India Cares that a video on Muskaan was shot and made available on Facebook. For the first time we made our appeal through a video with one of our students. Our supporters received this very well. We created a strategic outreach plan to runner groups and individuals along with a door-to-door campaign, which was led by my son Vidush. Individual contributors have always been our biggest support however this time we found excellent support from corporates too. Thanks to ADHM, we have become more confident in sharing what we do and spreading the word on an individual basis.”

MADHAVI GUPTA
 2nd Highest Fundraiser
 Total funds raised: ₹ 56,46,837/-
 In Support of 'Muskaan'



Dr. Kiran Modi founded Udayan Care. She chose this cause as she feels that orphans need more care and young girls need access to higher education. “We are a part of this event since its inception and it is easy for us to raise funds through a dedicated channel. We were able to achieve maximum funding this year through personalised emails, sending and encouraging online fundraising via links and last but not the least, through immediate contacts like family and friends. This year has been special in terms of fundraising, as our girls who have started working and are now independent, have donated a part of their earnings to the organisation where once they were beneficiaries. We are glad they are giving back to help more individuals like themselves to reach greater horizons,” mentioned an overwhelmed Kiran.



DR. KIRAN MODI
 Total funds raised: ₹ 12,38,413/-
 In Support of 'Udayan Care'

CARE CHAMPIONS – GOLD

A Care Champion Gold is a deeply committed individual who commits to raise a minimum of ` 2.50 lakhs through pledges for a charity or cause of his/her choice using the ADHM platform.

The Care Champions Gold at the Airtel Delhi Half Marathon 2016 collectively raised ` 21,04,100 benefitting 5 NGOs. We salute their efforts!

Kunal is an IT professional who is based out of Delhi. He has lived and worked in India and US. He is a fun-loving guy passionate about education and fitness. He is a regular at ADHM and this provides him a perfect platform to spread the awareness on both his passions.

He supports Lotus Petal Foundation. He ran to spread awareness and to raise funds as he believes education holds the key to growth and success of any child. Through this platform, he was able to meet and pursue people to donate towards this cause, to help many children get healthy meals and go to school, free of cost.

KUNAL BHARDWAJ
Highest Fundraiser
Total Money raised: ` 4,53,200/-
In Support of 'Lotus Petal Foundation'



Being afflicted by cerebral palsy herself, Tamana Chona is a well-known personality in the field of cerebral palsy. In spite of her challenges, Tamana is a success story in her own right. She trained herself in speech and physiotherapy and has completed her Early Childhood Care and Education from IGNOU. Tamana now teaches nursery children at the Delhi Public School. She has also been recognized as an Ambassador of Peace by the Universal Peace Federation and the Inter-religious and International Federation for World Peace.

Tamana says, "ADHM is a global platform for creating awareness about my cause of inclusion of the specially enabled. Tamana, the NGO is inspired by my story and the students of Tamana hold a very special place in my heart. I want all of them to become independent like me. The chapter of fundraising has been really special for me, as last year I ran along with my mother, but this year I was leading a contingent of over 150 students, friends and supporters of Tamana organisation. The encouragement and support we received was heart warming and has given me some precious memories, which will always remain dear to me. The best moment was when we all completed the run and received medals which will always remind us of our accomplishment."



TAMANA CHONA
2nd Highest Fundraiser
Total Money raised: ` 2,90,800/-
In support of 'Tamana Organisation'

A successful entrepreneur with rich experience of tapping opportunities in greenfield ventures, Rohit joined hands with Mr. Amit Burman to further their vision for creating a distinctive food and beverage industry model by starting Lite Bite Foods in 2001. The foray into the food industry began for the good friends turned partners with being the parent franchisee for Subway in India.

"I have always held health and education very dear to my heart and have been working towards promoting good causes through my business setup. I have also been instrumental in promoting a culture of good health and fitness in my organization. Because of its wide reach, this platform helps me to reach to out many and I can request each and every one of them to donate liberally towards a noble cause and extend a helping hand to make India a better place!" quoted Rohit.

ROHIT AGGARWAL
Total Money raised: ` 2,57,500/-
In Support 'Concern India
Foundation'



She is currently working in Film Distribution and Exhibition. She has interned with PVR Limited and has worked with Fox Entertainment, London as Market Researcher.



NIHARIKA BIJLI
Total Money raised – ` 2,57,500/-
In Support of 'PVR Nest'

CARE CHAMPIONS – SILVER

A Care Champion Silver is an individual who commits to raise a minimum of ₹ 1 lakh through pledges for a charity or cause of his/her choice using the ADHM platform.

The Care Champions Silver at the Airtel Delhi Half Marathon 2016 have collectively raised ₹ 20,43,164 benefitting 8 NGOs.

Veronique is a Paediatrician attending to children with cancer and doing research in that field. She helps children from low and lower-medium socio-economic level get access to treatment, which their families can't afford, and thus fundraises for the same. She finds it to be a very fulfilling and satisfactory experience. She has been fundraising via ADHM since the 2012 edition. She promotes the cause of Kamalini, as she finds it special. She says, "Education of women is a key to development of the family, community and society at large. I have been associated with it since 2006, since its inception and I started by giving English lessons. I have chosen to fundraise as there many causes are associated with this event. ADHM is a prestigious event and anyone can come and join to run for a cause."

VERONIQUE DINAND
Highest fundraiser
Total Money raised: ₹ 3,99,600/-
In Support of 'EDI-Kamalini'



ADITI A MEHROTRA
Tamana
₹ 1,07,000



AMIT SINGH
Udayan Care
₹ 1,17,800



DEVIKA BAKSHI
Concern India Foundation
₹ 2,77,310



DIWAKAR SHARMA
Tamana
₹ 1,07,000



YOUTH CARES

A Youth Cares team is a deeply committed group of young like minded individuals/students who commit to raise a minimum of INR 50,000 thousand as a team, through pledges for a charity or cause of their choice using the ADHM platform.

Youth Cares teams at the The Airtel Delhi Half Marathon 2016 have collectively raised ₹ 23,77,250, benefitting 5 NGOs. We salute their efforts!

"The students were ecstatic at the opportunity to be able to help us raise funds for their school. It was their chance to contribute to their education and also to help their school to be bigger so that their friends could get similar opportunities. We invited the community to various events to our school through out the year. Visitors met the students, saw their enthusiasm towards education and their zeal to raise funds. We shared their story on various platforms through social media and people generously did their bit to support our cause."

Lotus Petal Foundation
Atish Kumar Sahu, Satraj Khan,
Sana
Total Money raised: ₹ 12,02,508



EDI - Educational and Development Initiative



Nil Kusum Lakra, Preeti Munda,
Monika Pawan
Total Money raised: ₹ 8,25,140

Ramakrishna Ashrama ROSHNI

Raggoo Neevwun, Himani Mehra,
Chandan Kumar
Total Money raised: ₹ 1,33,600



Concern India Foundation



Aamir Baswani, Arsh Gulati, Prajit
Sarkar
Total Money raised: ₹ 1,25,401

Nidan

Aman Kishore Singh, Shivam
Mamgain, Nitin Kamra
Total Money raised: ₹ 90,601



CORPORATE CARES

FLUOR DANIEL INDIA PVT. LTD.

Highest Fundraising Corporate

₹ 16,43,000 in Support of 'Aman Biradari Trust' & 'Khushboo Welfare Society'

Where there is teamwork and collaboration, marvellous results can be achieved. By raising a whopping amount of ₹ 7,20,000, Fluor Daniel employees have proven yet again that with positive synergy amongst the people they can achieve wonders. The entire troupe worked selflessly towards spreading awareness and generating funds for partner NGOs. The team spirit was clearly visible on race day with all the volunteers walking together hand-in-hand as if they were in their flying blue capes and psychedelic masks - Superheroes striding with purpose! The employees almost matched the company's contribution of ₹ 9,23,00,000.

"Capitalizing the momentum gained in the past year, our committed volunteer league devised innovative techniques and then deployed them with meticulous planning to further spread the joy of giving. And how! Their evocative and impassioned pleas created a groundswell of support and drew out two thousand five hundred fellow employees and neighbours who donated handsomely for the cause. The cause - inspiring children to float their dreams into space and then acquire the ability to bring them back one by one like a kite.... We hope our alliance with our NGO partners Khushboo and Aman Biradari will make this happen!"

~ Arun Kumar Jain
Managing Director



KPMG

Highest Contributing Corporate

₹ 31,50,000 in Support of 'Literacy India', 'Mobile Creches' & 'Vidya Integrated'

"At KPMG in India, it is our people whose enthusiasm enables us to expand our programmes and reach a greater number of beneficiaries. Our people's participation in the Airtel Delhi Half Marathon is a great example of our support. With the contingent this year being significantly larger, we raised funds and awareness for three of the NGOs and schools we work with."

~ KPMG India



Corporate Cares

71 Corporates | 110 Teams | ₹ 3,25,25,110 raised in total | 30 NGOs benefitted.

*Organisations whose employees have raised funds for a chosen NGO(s).

Company Name	NGO Supported	Participating Employees	Fund Raised (₹)
Accenture	Bharti Foundation	10	1,25,000
Aegis Global	Bharti Foundation	10	1,25,000
AGA Assistance (India) Pvt Ltd	Khushboo Welfare Society	40	3,50,000
Airbus Group India Pvt. Ltd.	United Way of Delhi	25	2,50,000
Alcatel Lucent	Bharti Foundation	40	3,50,000
Amara Raja	Bharti Foundation	10	1,25,000
Amtek Auto Ltd.	Smile Foundation	25	2,50,000
Aon India	CAF - Charities Aid Foundation India	80	7,00,000
Apollo Tyres	Apollo Foundation	80	7,00,000
Arrows Global Services India Pvt. Ltd.	Udayan Care	40	3,50,000
ATC Telecom Tower	Bharti Foundation	30	2,85,000
Avaya	Bharti Foundation	25	2,50,000
Bajaj Electricals	Paryavaran Mitra	100	10,00,000
Bank of America	United Way of Delhi	40	3,50,000
Bharti Infratel	Bharti Foundation	82	7,14,000
Bharti Life Insurance	Bharti Foundation	10	1,25,000
Bharti Realty Holding Limited	Bharti Foundation	17	2,99,000
Bird Group	Sukarya	160	14,00,000
Blackrock	Smile Foundation	25	2,50,000
Blue Star Ltd.	Blue Star Foundation	50	5,00,000
Cargill	United Way of Delhi	126	10,92,000
Central Bank of India	Concern India Foundation	40	3,50,000
Ciena	Bharti Foundation	10	1,25,000
Cisco	Bharti Foundation	17	1,49,000
Compass India Support Services Pvt Ltd	Sukarya	25	2,50,000
Comviva Technologies Ltd.	Bharti Foundation	25	2,50,000
Cornell Overseas Pvt Ltd	Concern India Foundation	40	3,50,000
Corning	Bharti Foundation	25	2,50,000
Corporate Executive Board India	Jan Madhyam	25	2,50,000
Cowi India Pvt. Ltd.	Noida Deaf Society	16	1,67,000

Company Name	NGO Supported	Participating Employees	Fund Raised (₹)
ECI Telecom	Bharti Foundation	10	1,25,000
Ericsson	Bharti Foundation	25	2,50,000
Exponential Interactive	Concern India Foundation	40	3,50,000
EY CARES	Salam Baalak Trust	10	1,25,000
FieldFresh Foods	Bharti Foundation	40	3,50,000
*FLUOR India	Aman Biradari Trust, Khushboo Welfare Society	104	16,43,000
Future First InfoServices Pvt Ltd	Etasha Society	25	2,50,000
HDFC ERGO General Insurance Company Limited	Care India	50	4,75,000
HDFC Ltd	The Naz Foundation	40	3,50,000
Hero Moto Corp Ltd.	CRY - Child Rights and You	280	26,95,000
HH Global	Bharti Foundation	10	1,25,000
Hinduja Global Solutions	Bharti Foundation	25	2,50,000
ICICI Prudential	CSA - Centre for Social Action	32	2,99,000
Indus Towers	Bharti Foundation	68	6,21,000
Ingersoll Rand	Agastya International	40	3,85,000
Intercontinental Hotels Group	IGSSS - Indo-Global Social Services Society	40	3,50,000
J K Cement Ltd	Smile Foundation	25	2,50,000
Johnson & Johnson Pvt. Ltd.	SOS Childrens Villages	25	2,50,000
KOHLER	CAF - Charities Aid Foundation India	50	4,75,000
Konica Minolta Business Solutions India Pvt. Ltd.	Smile Foundation	10	1,25,000
KPMG	Literacy India, Mobile Creches, Vidya Integrated	360	31,50,000
*Kotak Mahindra Bank	AADI - Action for Ability Development and Inclusion	40	5,64,800
MakeMyTrip	Udayan Care	25	2,50,000
Maquarie Global Services Pvt. Ltd	Asha Society	50	4,75,000
Mcarbon	Bharti Foundation	10	1,25,000
MetLife	Guru Vishram Vridh Ashram of SHEOWS	282	27,45,000
Nokia Solutions and Networks Limited	Bharti Foundation	10	1,25,000
OnMobile	Bharti Foundation	10	1,25,000
Oski Technology	CRY - Child Rights and You	10	1,25,000
Penguin Books India Pvt. Ltd	Save the Children	17	1,74,000
Pizza Express	Bharti Foundation	10	1,25,000
Serco	Bharti Foundation	25	2,50,000
Snapdeal	Concern India Foundation	40	3,50,000

Company Name	NGO Supported	Participating Employees	Fund Raised (₹)
Sterlite Technologies Limited	Bharti Foundation	65	6,00,000
Tata Communications Ltd.	Etasha Society	40	3,50,000
Tetra Pak India Pvt. Ltd.	CAF - Charities Aid Foundation India	25	2,50,000
UT Starcom	Bharti Foundation	25	2,50,000
Vatika India	Udayan Care	25	2,50,000
Velocis	Bharti Foundation	65	6,00,000

METLIFE
2nd Highest Contributing Corporate
₹ 27,45,000 in Support of 'Guru Vishram Vridh Ashram of SHEOWS'

MetLife GOSC employees have been participating in ADHM for many years now, this year it was really special as we ran for a cause, cause which is very close to our hearts, to help people who are really helpless. 282 people from MetLife GOSC participated and really enjoyed the run and extended support to the community.



HERO MOTOCORP LTD.
3rd Highest Contributing Corporate
₹ 26,95,000 in Support of 'Child Rights and You (CRY)'

"As a philosophy and as a practice, CSR is embedded in Hero MotoCorp's commitment to all our stakeholders including the society. Two of our key focus areas are Empowerment of Girl Child (Hamari Pari) and Supporting Education (E2-Educate to Empower). We are supporting more than 50,000 children (mostly girls) from weaker sections of society across India. We are also working with CRY in the national level program 'The Healthy Start (THS)' for ensuring better healthcare and education for underprivileged children of India. Participation in ADHM was aimed at involving more and more of our employees in this endeavour."

~ Vijay Sethi,
Head- Corporate Social Responsibility



HIGHEST FUNDRAISING NGOs

BHARTI FOUNDATION
Highest Fundraising NGO
Total Funds Raised: ₹ 89,51,600

Bharti Foundation is working towards improving accessibility and quality of education across rural India covering regions of Haryana, Rajasthan, Punjab, Tamil Nadu, Uttar Pradesh and West Bengal. Currently 254 primary schools, elementary schools and senior secondary schools are operational under the Satya Bharti School Program. This is the flagship program of Bharti Foundation which was launched in 2006.

bharti
Bharti Foundation



VIDYA SAGAR

2nd Highest Fundraising NGO

Total Funds Raised: ₹ 70,58,108

Vidya Sagar works on rehabilitation, education, empowerment and inclusion of people with neurological disabilities in India's rural/urban community. Founded by a parent of a person with profound disability in 1985, Vidya Sagar's primary work is with persons with multiple disabilities and their families. Since 30 years, Vidya Sagar has been reaching out to 3800 individuals in any given year through the programs ranging from early intervention to adult programs, therapy, special education and inclusive education, training, community-based rehabilitation and advocacy.

Funds were utilised to help people with cerebral palsy, multiple disabilities, no matter how profoundly affected, and other disabilities, where facilities are inaccessible.



MUSKAAN

3rd Highest Fundraising NGO

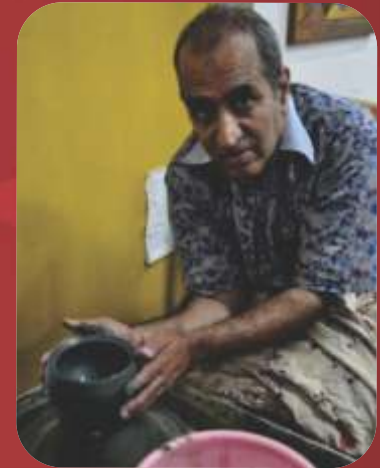
Total Funds Raised: ₹ 69,65,893

Muskaan facilitates the creation of an enabling environment and an inclusive society. It advocates for the rights of the people with intellectual disability as equal citizens of India. Voluntary in nature, this organization was established in 1982. A group of parents and professionals came together as there was an absence of services for children and adults with intellectual disabilities. Muskaan believes that self reliance in any measure is the only road to a dignified life. The core guiding philosophy is dignity and empowerment of people with disability. Muskaan last participated in the Airtel Delhi Half Marathon 2010.

"Happiness doesn't result from what we get, but from what we give' - Ben Carson. ADHM event enabled many of us to experience this first hand. Muskaan team was able to spread awareness about its work and raise funds."

- Madhavi Gupta
Executive Board Member

Celebrating Simple Joys



UDAYAN CARE

4th Highest Fundraising NGO

Total Funds Raised: ₹ 58,57,717

Udayan Care is a nurturing home for every orphaned child. It gives an opportunity for higher education to every girl and every adult with dignity, self reliance and the desire to give back to the society. Udayan Care has 3 innovative programs running - Udayan Ghar, Udayan Shalini Fellowships, Udayan Care Information Technology and Vocational Training Centers. Apart from these Udayan Care also has on-going Volunteer and Internship programs, Advocacy, Big Friend Little Friend Program and Curricula on Life Skills and Health Education. Since its inception in 1996, Udayan Care has been extremely active in the education sector.

Funds raised in 2014 have been utilized for the Joy of Education Program. Projects which have benefited by the funds were Udayan Care Information Technology Program and Udayan Shalini Fellowship Program. Outcome of these programs were in terms of increased confidence and self esteem levels of students, better livelihood options through placements cells. This increased aspiration and outlook towards life for the beneficiaries and their families.

"This platform has helped us to give more wings to young and deserving girls and enabled them to take a flight to their bright futures."

- Dr. Kiran Modi

Founder & Managing Director



LOTUS PETAL FOUNDATION

5th Highest Fundraising NGO

Total Funds Raised: ₹ 57,67,295

Lotus Petal Foundation is working towards providing exemplary education, nutritious meals, free health care and skill development to urban poor in Gurgaon. More than 150 children and over 600 adults are served under various programs. Established in 2011, Lotus Petal Foundation is a trust with a vision to create an enriching environment for the underprivileged. They have 3 functional centres - Pratishtan Learning Center, Vidyananda School and Aarogya Wellness. The funds utilised in 2014 were used towards the expansion of the education program for urban underprivileged children. INR 53,000/- raised in 2014 was utilised towards building of a new classroom for 60 children. Over the next 10 years, nearly 1000 children will receive education and healthcare.

"ADHM opened doors for Lotus Petal to showcase our work at a larger level. It gave us an opportunity to interact with people in a substantial way. The visibility that lotus petal received through the participation in ADHM has made our cause more credible."

- Saloni Bharadwaj

Trustee



FUNDS RAISED BY PARTICIPATING NGOs



AADI - Action for Ability Development and Inclusion
Amount Raised: ` 5,63,900

A world where people with disability are an integral part of the society with equitable access to opportunities and services, enabling them to participate fully in the community and live life to the fullest.

Aarth Astha
Amount Raised: ` 2,91,678



Taking issues in relation to persons with disabilities from grass root to policy level.



Agastya International Foundation
Amount Raised: ` 3,50,000

Through all its programs, Agastya has reached over 6 million children and 2,00,000 teachers in 17 states in India.

Aman Biradari Trust
Amount Raised: ` 7,80,250



A People's campaign for a secular, peaceful, just and humane world.



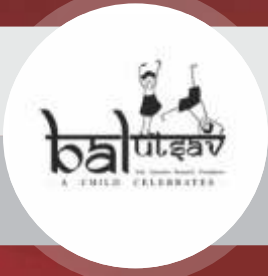
Apollo Tyres Foundation
Amount Raised: ` 6,30,000

To inform, educate and bring behaviour change in the identified target population (Customers, Employees, Supply Chain Partner and Community) with respect to HIV-AIDS & Sexually Transmitted Infection.

Asha Community Health and Development Society
Amount Raised: ` 4,27,500



To work with the urban poor to bring about long-term, sustainable and holistic transformation to their quality of life.



Bal Utsav - Child Empowerment Foundation India
Amount Raised: ₹ 5,88,450

We move children out of poverty by nurturing them from childhood to livelihood through education.

Bharti Foundation
Amount Raised: ₹ 8,9,51,600

Improving accessibility and quality of education across rural India (Haryana, Rajasthan, Punjab, Tamil Nadu, Uttar Pradesh, West Bengal).



Bhumi
Amount Raised: ₹ 94,800

Bhumi works in 12 cities with the aim of providing children with quality supplementary education.

Blind Cricket Association
Amount Raised: ₹ 42,700

We work for rehabilitation, upliftment & betterment of blind people through Cricketing Activities at grass root level to national and international level.



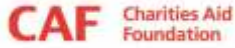
BloodConnect Foundation
Amount Raised: ₹ 1,27,400

To eradicate blood shortage in India, within our lifetime. Spread across 20 cities, we work primarily the country's youth to achieve 100% voluntary donations, and have saved over 90,000 lives since 2010.

Blue Star Foundation
Amount Raised: ₹ 4,50,000

It supports various activities in Education, Health, support women and children, senior citizens, Disability and environment.





CAF - Charities Aid Foundation India
Amount Raised: ₹ 12,82,500

We support all socio development causes that positions us uniquely to address a wide cross sectoral span of donor interests.



CARE India
Amount Raised: ₹ 4,28,000

CARE India helps alleviate poverty and social exclusion by facilitating empowerment of women and girls from poor and marginalized communities.



Caritas India
Amount Raised: ₹ 4,850

Poverty Alleviation, Sustainable Development, Community Managed Disaster Risk Reduction, Natural Resource Management, Community Health, Development of indigenous people, Gender and Child Rights.



Chikitsa
Amount Raised: ₹ 3,63,900

Providing free community based primary health care in underserved areas of Delhi - NCR.



Childline India Foundation
Amount Raised: ₹ 3,100

CHILDLINE 1098 is a national, emergency, free phone outreach service for children in distress.



Concern India Foundation
Amount Raised: ₹ 28,98,111

Supporting 270 NGOs through 7 offices across India in education, health and community development.



CREA
Amount Raised: ₹ 2,800

Build feminist leadership; advance women and girls'™ sexual and reproductive rights in the global South.

CRY- Child Rights and You
Amount Raised: ₹ 27,81,850



CHILD RIGHTS AND YOU
www.cry.org

Ensuring lasting change
for children

Works towards ensuring a lasting change in the lives of underprivileged children across 23 states in the country.



CSA - Catalyst for Social Action
Amount Raised: ₹ 2,74,000

Work as a 'catalyst' focusing on holistic approach to child care and optimal rehabilitation outcome for orphaned children in 4 states (Maharashtra, Madhya Pradesh, Goa & Odisha)

Cuddles Foundation
Amount Raised: ₹ 10,000



Cuddles
Foundation

Our mission is to give every single child suffering from cancer a chance at a cure. We do this by giving them access to best nutrition, supplements and education about nutrition.



E&H Foundation
Amount Raised: ₹ 14,15,136

To provide quality education and health-care facilities to 100,000 underprivileged children per year, by 2020, with a special focus on the girl child.

EDI - Educational and Development Initiative
Amount Raised: ₹ 12,93,444



A thriving future for rural women through vocational skills training in sewing, computers and hospitality.



Etasha Society
Amount Raised: ` 6,90,300

Providing market-oriented vocational training and placement, employability skills training and career guidance to young people from disadvantaged backgrounds in India.



Friendicoes SECA
Amount Raised: ` 3,500

Friendicoes SECA is a clinic-cum-shelter that provides medical and rehabilitation services to rescued animals. This NGO was started in 1979 and has slowly become one of the most popular animal welfare NGOs in India.



GoSports Foundation
Amount Raised: ` 50,100

Sports scholarships to empower elite junior athletes and develop ecosystem of Indian Olympic and Paralympic sports.



Guru Vishram Vridh Ashram of SHEOWS
Amount Raised: ` 25,00,000

We take care helpless old aged found on the streets of Delhi, those who are struggling for a meal a day and have no family to go to. We give them love, care, food, shelter, health care and do cremations for free.



Gyanada Foundation
Amount Raised: ` 52,175

Gyanada Foundation provides 140 economically disadvantaged girls access to education in affordable private schools across five cities namely Kolkata, Ranchi, Delhi, Mumbai and Pune.



IGSSS - Indo-Global Social Services Society
Amount Raised: ` 4,69,500

More than a million poor families are reached out by IGSSS across 22 states and one union territory every year.



Ina Raja Memorial Education Trust
Amount Raised: ` 39,500

Working for the last eighteen years towards education of underprivileged children in west Delhi

Isha Education
Amount Raised: ` 17,300



To make quality education accessible & affordable to the rural poor children.



Jan Madhyam
Amount Raised: ` 2,25,000

Inclusion of the disabled and economically disadvantaged child in all aspects of mainstream life-school-society and work place.

Joining Hands
Amount Raised: ` 4,200



Enhancing employability by providing skill training to urban poor youth of Badarpur and adjoining areas.



Khushboo Welfare Society
Amount Raised: ` 14,35,450

We Enhance The Discovered Potential In Individuals Challenged With Cognitive And Physical Impairments For Equal And Contributory Participation In Society.

Kost - Kadambini Charitable Trust
Amount Raised: ` 3,38,901



The Trust is working on creating awareness about musculoskeletal and deformities by (1)Teaching (2) Health Camp Screening (3) Free and Subsidies Spine Surgery mainly in Orissa & NCR region in Delhi.



Literacy India
Amount Raised: ` 12,60,000

Literacy India's endeavor is to meet this objective through imparting basic education and through exposing our students to a variety of vocational skills in performing arts, computer animation, multimedia etc.

Lotus Petal Charitable Foundation
Amount Raised: ` 57,67,295

We provide exemplary education, nutritious meals, free healthcare and skill development to urban poor in Gurgaon. 150+ children & over 600 adults served under various programmes.



Love Care foundation
Amount Raised: ` 2,100

Education, Health Vocational Training, Women Empowerment and Disaster Management.

Maitri
Amount Raised: ` 500

Maitri is committed to promoting identity, respect and dignity for vulnerable populations in India with a focus on educating and empowering underprivileged students.



Mobile Creches
Amount Raised: ` 3,15,000

Mobile Creches is a 45 year old organization working towards providing holistic care to the most neglected children, in the harshest of circumstances, at the construction site & urban slums.

MPSSM - Mahatma Phule Samaj Seva Mandal
Amount Raised: ` 2,100

We are working specially for small marginal farmers, Dalit's, Women, Child as well as weaker section of society in draught prone areas in Maharashtra state.





MSF India
Amount Raised: ₹ 5,57,283

MSF provides essential healthcare to people in remote areas and specialist care for people affected by HIV/AIDS, kala azar, tuberculosis and malnutrition in seven Indian states.

Muskaan
Amount Raised: ₹ 69,65,893



Muskaan facilitates the creation of an enabling environment and an inclusive society. We advocate for the rights of people with intellectual disability as equal citizens of India.



Nanhi Kali - K.C. Mahindra Education Trust
Amount Raised: ₹ 10,700

Project Nanhi Kali empowers more than 100,000 girls across rural, tribal and urban regions in nine states of India by providing them with high-quality education support and resources.

National Thalassemia Welfare Society - NTWS
Amount Raised: ₹ 1,59,301



Care & Control of Thalassemia in India.



NDS - Noida Deaf Society
Amount Raised: ₹ 1,54,500

NDS believes that the Deaf can do everything except hear, we provide vocational training to the Deaf to enhance their employability quotient and enable them to become contributive partners of society.

Nidan
Amount Raised: ₹ 1,58,001



Pioneer in creating community owned sustainable programs on livelihood, micro-finance, health and education.



Parivartan Sandesh Foundation
Amount Raised: ` 5,30,001

We work for Health & Survival, Education & schools, Vocational Skills Development, Other Social Causes & Emergency response with support from our respective donors.

Paryavaran Mitra
Amount Raised: ` 9,00,000

Paryavaran Mitra's main objective is to work in the direction to prevent air, water, land and sound pollution, so as to make this world a better place to live for our future generations.



PETA - People for the Ethical Treatment of Animals
Amount Raised: ` 8,350

PETA's motto: Animals are not ours to eat, wear, experiment on or use for entertainment.

Pragati
Amount Raised: ` 81,500

Pragati focuses on providing quality primary education to underprivileged children in Gurgaon.



Prajnya Trust
Amount Raised: ` 17,600

Women's rights, gender equality and peace through research and public education, both online and offline, mainly in Chennai.

Prayatna School of Excellence
Amount Raised: ` 10,000

Aims to deliver Excellence in the Education and lay the foundation for the citizens of tomorrow.





PVR Nest
Amount Raised: ` 2,42,500

To transform lives of vulnerable children around PVR complexes through carefully planned educational, social and cultural activities which are designed to engage and educate the children and equip them for their future.

Rahab Centre for Hope
Amount Raised: ` 2,57,500



Rahab Centre for HOPE is a humanitarian organization that rescues women who are abused and victims of human trafficking.



Restless Development
Amount Raised: ` 14,700

We engage young people to take up leadership roles in India, to address critical development issues.

ROSHNI Ramakrishna Ashrama
Amount Raised: ` 1,32,100



Support persons with Neurological developmental disabilities & their families through services & training. We provide an enabling environment for Persons with Disabilities to be empowered and live meaningful lives.



S M Sehgal Foundation
Amount Raised: ` 1,02,068

Our mission is to strengthen community-led development initiatives to achieve positive social, economic and environmental change across rural India.



Salaam Balak Trust
Amount Raised: ₹ 2,79,300

To provide a sensitive, secure and caring environment for street and working children and who are vulnerable. It seeks to work to empower children to realize their fundamental rights.

Sarthak Educational Trust
Amount Raised: ₹ 27,200

Generate Employment and Enhance Employability Skills.



Save The Children India
Amount Raised: ₹ 2,65,100

Our Delhi Chapter works with children and women for actualizing their rights to education, protection, health and decent livelihood.

Shakti Fund - An India Cares initiative
Amount Raised: ₹ 5,01,285

Strengthening the NGO community to respond to the challenges of inequality and injustice facing Indian society.



Sightsavers
Amount Raised: ₹ 24,900

Sightsavers works to eliminate avoidable blindness and promote equal opportunities for disabled people in India.

Smile Foundation
Amount Raised: ₹ 8,78,500

Education of underprivileged children as a catalyst to address issues like health, poverty, unemployment, human rights across India.





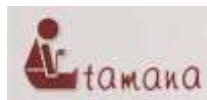
SOS Children's Villages of India
Amount Raised: ` 2,34,300

SOS CV India is one of the largest self-implementing organizations providing rehabilitation of orphaned, homeless and abandoned children through children's villages at 32 locations in 22 states across India.

Sukarya
Amount Raised: ` 14,85,000



Sukarya, is working on issues of Maternal and Child Health, Provision of Basic Health Care and Economic Empowerment of Women through Self Help Groups in Delhi, Haryana and Rajasthan.



Tamana
Amount Raised: ` 6,12,800

Based in New Delhi, Tamana provides a holistic rehabilitation program to special needs individuals to make them happy integrated members of society.

Teach to Lead
Amount Raised: ` 37,300



We place fellows in the existing under resourced schools and are present in 7 states.



The Leprosy Mission Trust India
Amount Raised: ` 32,399

We work in nine states of India, with people affected by leprosy and people with other disabilities.

The Naz Foundation (India) Trust
Amount Raised: ` 3,67,628



Holistic approach to combat HIV, focusing on prevention as well as care and support.



Udayan Care
Amount Raised: ₹ 58,57,717

A nurturing home for every orphaned child, an opportunity for higher education for every girl and for every adult, the dignity of self-reliance and the desire to give back to society.

United Way of Delhi
Amount Raised: ₹ 15,27,000



To improve lives in a measurable, scalable and sustainable way by mobilizing the caring power of Delhi.



VIDYA Integrated Development for Youth and Adults
Amount Raised: ₹ 12,60,000

Grass-root level development programmes in poorest neighbourhoods of Delhi, Haryana, Mumbai and Bangalore.

Vidya Sagar
Amount Raised: ₹ 70,58,108



Rehabilitation, education, empowerment and inclusion of people with neurological disabilities in India's rural/urban community.

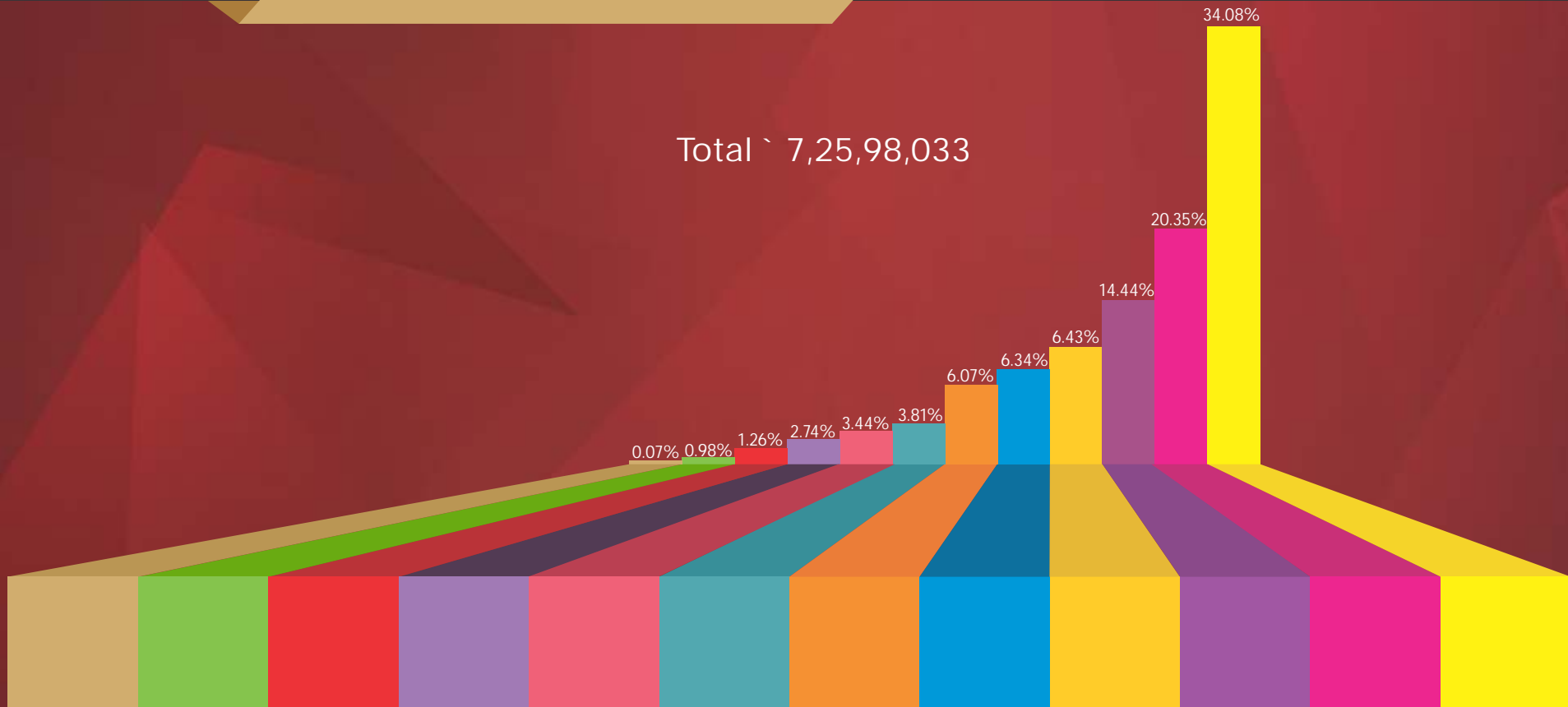


Wishes and Blessings
Amount Raised: ₹ 4,39,754

A unique forum for connecting donors with beneficiaries while working for the well-being and upliftment of the underprivileged.

CAUSE - WISE FUNDS RAISED

Total ` 7,25,98,033



CAUSES - TOTAL AMOUNT RAISED

HIGHEST FUND RAISING NGO

Children	` 1,04,77,717	(14.44%)	Udayan Care
Community Development	` 44,07,566	(6.07%)	Concern India Foundation
Disability	` 27,65,328	(3.81%)	Khushboo Welfare Society
Education	` 2,47,35,424	(34.08%)	Bharti Foundation
Elderly	` 25,00,500	(3.44%)	SHEOWS- Guru Vishram Vridh Ashram
Environment and Animal Welfare	` 9,11,850	(1.26%)	Paryavaran Mitra
Girl Child & Women	` 7,10,750	(0.98%)	Care India For Sustainable Development
Health	` 46,01,813	(6.34%)	Sukarya
Intellectually Challenged	` 1,47,68,901	(20.35%)	Vidyasagar
Social Services	` 46,65,830	(6.43%)	Shakti Fund
Sports	` 50,100	(0.07%)	GoSports Foundation
Vocational Training	` 19,87,944	(2.74%)	Education and Development Initiative

OUR EXPERIENCE

SOUVIK DAS GUPTA

Raised ₹ 2,98,001 in support of MSF India

Fund raising is a very involved and stressful activity. I set on this journey with very difficult target, which kept me on my toes and it felt great once I achieved it.

I had attended a screening of a documentary called Fire in the Blood. The film narrated how Western pharmaceutical companies (armed with patent monopolies) and governments aggressively blocked access to low-cost AIDS drugs for the countries of Africa and the global South in the years after 1996, causing ten million (or more) avoidable deaths (at one point nearly 8,000 deaths a day), and in parallel the effort by an improbable group of people who decided to fight back. The story moved me and made me think further about how fickle life is without the availability of speedy medical assistance at the time of large-scale crisis. The screening was organised by MSF, and that's where I got to know about work.



AJAY JAIN

With the ₹ 3.5 Lacs raised last year, we provided education, vocational training, food and rent for eight girls for six months. 'Rahab Centre of Hope' since then has expanded to accommodate and help up-to 30 girls. My passion for running continues to grow and the children at Rahab continue to inspire me to do better. In fact, this year, my wife and kids supported me by running the Dream Run.



THE PHILANTHROPY PARTNER'S SPEAK

In our second year as the philanthropy partner, with our belief that Airtel Delhi Half Marathon is a great platform for 'individuals' to associate with a chosen cause and make a difference, we introduced new levels to fundraise and called them Care Champions and the Youth Cares teams for students! These 41 individuals raised ` 2.55 crore, with a jump of 210% more than last year!

We got a team in place whose only job was to support the participating NGOs in every way possible, attend calls at 11 pm to meet volunteers/ trustees and get them to participate by running and raising funds for the cause.

Work started in July 2015 and ended on 3rd January 2016, 5 months of services to the NGOs which resulted in an 95% jump in the funds raised, from ` 3.67 crores to ` 7.26 crores.

India Inc. was not far behind the individuals! 42% or ` 3.25 crores was contributed to various causes by 71 companies fielding 3353 runners through 110 teams.

When this kind of support came in from individuals and companies, the NGOs made extra and special efforts to reach out to public, hold smaller events to communicate about the impact they bring to society and lo! ` 7.26 crores was raised.

We will, by the next edition, know the direct impact on lives of the less fortunate these funds will make, but we will never be able to measure the joy it will bring directly to the impacted lives, their families and to the society. Running, through the platform of Airtel Delhi Half Marathon, is the catalyst that gets donors to support causes.

NGOs and their iCare Fundraisers together have raised ` 1.35 crores.

A special thank you, to each of the 193 fundraisers, 7055 donors and 71 companies that helped NGOs raise these funds, but more importantly, we wish to thank the NGOs for reaching out to the public, building the value and belief in the social sector through the event.

At India Cares it is our constant endeavour to reduce the direct cost of fundraising passed on to participating NGOs, thereby making fundraising at ADHM a sustainable exercise. We are happy to announce that at ADHM 2015 India Cares has retained 5.79% of funds raised to cover the processing fees and manage the philanthropy pillar.

We are thrilled and awed by the stupendous connect, engagement and response that the individuals and companies in the NCR region have given to the participating Civil Society Organisations through the Airtel Delhi Half Marathon 2015. The platform is a testimonial that if a non-profit is willing to reach out to people and explain about the wonderful impact that is brought by their cause, people will Give.



MURRAY CULSHAW
Chairperson
India Cares Foundation



India Cares Foundation is a support organisation for NGOs. A belief in the social sector and a strong platform of the Airtel Delhi Half Marathon has helped facilitate NGOs to go out to the public, raise awareness of their work and raise resources to sustain while expanding their services.

India Cares 'enables' NGOs to develop skills and knowledge to make the best use of the social ecosystem. Through compartmentalised training, we work to 'enhance' engagement between NGOs, individuals and companies by our continuous efforts in data research, methods, processes and framework.

When we started work for the 2015 edition of ADHM, we realised that all sections – NGOs, runners, and society had to believe in the potential of this platform. For NGOs, it gives a second to none opportunity to raise friends and funds for their cause, for runners this provides an opportunity to motivate themselves, get the best out of their training by running for a cause. NGOs are willing to be transparent and accountable, and they need all the support they can garner.

Hence, we concentrated on building the image of the NGOs through testimonials and video appeals. We held training sessions on communicating the right way to donors, with a clear call to action that showed the difference, funds raised and donated would make.

India Cares gave the necessary support and the push wherever needed. However, it was the participating NGOs who believed in our vision and the ADHM when they approached their respective networks.

Well, we think Endu-Runs is the common thread between running and social workers! They never give up!



EVENT HIGHLIGHTS

JABONG RUN IN COSTUME
judged by Nitya Bajaj (Renowned Fashion Designer)



VOLINI RECOVERY ZONE

Volini set up a Recovery Zone covering an area of over 7500 sq.ft. with masseurs, beds, stretching areas with yoga mats, foam rollers and even Swiss balls for back exercises. Professional trainers and physiotherapists provided special assistance to runners after the event to support instant relief and recovery.



PUMA WARM-UP ZONE

Warm up on race day was conducted by ace golfer Sharmila Nicolle for all the registered Half Marathon participants.

EVENT HIGHLIGHTS



ADHM REGISTRATION LAUNCH
As a forerunner to India's leading and Delhi's most awaited 'athletic event with a social conscience'; Hon'ble Chief Minister of Delhi and Chief Patron of the event Shri Arvind Kejriwal along with representatives from the Title Sponsor Bharti Airtel and Procurement International launched the registrations for the eighth edition of Airtel Delhi Half Marathon.



LAUNCH PRESS CONFERENCE

EVENT HIGHLIGHTS

CHARITY PRESS MEET AND GREET

Record Breaking amount collected for 12 different causes



TECHNICAL PRESS MEET

Taking the media through the course, prepping them for race day along with focus on facilities on route, medical provisions with Mukesh Meena, Joint Commissioner of Police (ACB) and Sharad Agarwal, Additional Commissioner of Police, Traffic, Dr Tamorish Kole (Director - Emergency Medicine, Max Healthcare and Medical Director), Hugh Jones-Race Director, P N Sankaran & Vivek Singh (Procam International).

EVENT HIGHLIGHTS

INDIAN WOMEN COURSE RECORD

All the three Indian Women-Lalita Babar, OP Jaisha & Sudha Singh broke the ADHM Course record set in 2008 by Kavita Raut (01:17:12).



EVENT HIGHLIGHTS

PASTA COOKOUT

Celebrating the age-old tradition of carb-loading, all partners and key dignitaries engaged themselves in a pasta cookout, competing to create the dish of the day.



OUTSTATION EXPO

Outstation confirmed participants from Outside Delhi and overseas to come and collect their running numbers along with the runners' kit.



NESTLÉ MIRCHI GET ACTIVE EXPO

One-stop destination for runners catering to 35,000 people, hosting top-notch sports and lifestyle brands of the country.



EVENT HIGHLIGHTS

MARUTIS-CROSSMOTORCADE

The Official Lead Car of the event with World and Olympic record in both the 5,000 meters and 10,000 meters events Kenenisa Bekele-International Event Ambassador for ADHM 2015; along with Vivek B. Singh - Procam International.



EVENT HIGHLIGHTS

DHL CORPORATE CHAMPIONS

This race category was an attempt to make running an enjoyable exercise routine among working professionals. 301 teams with 608 individuals participated in this edition, which is an increase of 9% since the last edition.



AIMS AWARD CEREMONY Ethiopia's Florence Kiplagat was awarded the AIMS World Record Award in recognition of her world record breaking Half Marathon time of 1:05:09 set in the eDreams Mitja Marató de Barcelona.



CHAMPIONS DINNER: A dinner with the Champions celebrating their day of victory.



PARTNER QUOTES

Title Sponsor

Bharti Airtel Ltd.

"We at Airtel are delighted to be associated with The Airtel Delhi Half Marathon (ADHM). Airtel Delhi Half Marathon has become a part of every fitness enthusiast's calendar with registrations increasing every year. This largest annual sporting event has carved a strong relationship with the citizens of Delhi. Like every year, 2015 ADHM was a huge success with 34,000 enthusiasts took part in the event across categories and run for a healthy life. The event has gained momentum that keeps us inspired and motivated to carry on our endeavor and be a part of this fitness journey year on year."



Ajai Puri
Director
Market Operations – India

Health Insurance Partner

Cigna TTK Health Insurance Company Ltd.

"At Cigna TTK, our mission is to improve the health, wellness and sense of security of our customers. We are proud to be associated with Procama again this year as the Official Health Insurance partner for Airtel Delhi Half Marathon. Events such as this encourage people to take care of their health and lead life to the fullest. This makes our association stronger as we believe 'Health Hai Toh Life Hai'."



Sandeep Patel
MD & CEO

Retail Partner

Jabong.com

"Running is the fastest growing sport in India and our association with ADHM for the second consecutive year has helped us reinforce our passion to engage with the youth and sports enthusiasts in India. With over 50 employees who showed tremendous enthusiasm in participating, Jabong witnessed an equal fervour from its customers and witnessed 100% growth in sports category. Apart from providing exemplary gear for running enthusiasts and adding interactive components for running on our portal, our signature property, the 'Jabong Run In Costume' gave the casual runners an opportunity to dress and sprint in creative costumes, depicting socially relevant themes. With several engaging activities that were organized in a bid to encourage sports and fashion together, Jabong was able to create substantial buzz amongst the runners."



Sanjeev Mohanty
EO & MD

Sportswear Partner

Puma Sports India

"Running is the fastest growing sport in India and our association with ADHM for the second consecutive year has helped us reinforce our passion to engage with the youth and sports enthusiasts in India. With over 50 employees who showed tremendous enthusiasm in participating, Jabong witnessed an equal fervour from its customers and witnessed 100% growth in sports category. Apart from providing exemplary gear for running enthusiasts and adding interactive components for running on our portal, our signature property, the 'Jabong Run In Costume' gave the casual runners an opportunity to dress and sprint in creative costumes, depicting socially relevant themes. With several engaging activities that were organized in a bid to encourage sports and fashion together, Jabong was able to create substantial buzz amongst the runners."



Abhishek Ganguly
Managing Director

Recovery Partner

Sun Pharma Consumer Healthcare

"Volini is delighted to be the Official Recovery Partner for the Airtel Delhi Half Marathon (ADHM) for a second year in a row. Last year we got tremendous response from the runners & our top of the class "Volini Recovery zone" at the Finish line was very well appreciated by the runners and the media. This year we raised the bar even further by helping more than 7600 runners recover post the half marathon & we are sure this association with marathons across the country will further strengthen Volini's position as India's leading instant pain relieving spray & the first choice for runners as a 'Recovery Expert'. The intention is to propagate the thought that pain should not deter any individual from carrying on with physical activities that they enjoy, Volini will take care of that for them."




Subodh Marwah
Vice President & Global Head

Timing Partner

Seiko India

"Sport, and in particular athletics, is at the heart of the SEIKO brand, we are delighted to forge a partnership with the Airtel Delhi Half Marathon 2016 which has sparked a running revolution in the country. SEIKO is glad to support the growth of this sport and to serve this event as Official Timing Partner and we hope to contribute to its success and help it to become one of the top races in the world."




Atsushi Kaneko
President

Nutrition Partner

Nestlé India

"Nestlé is '100 years and running' in India. We are honoured to have Fauja Singhji, the iconic 104 year old marathon runner, as the ambassador and symbol of Nestlé India's '100 years and running' campaign. As we celebrate this long and valuable association with the people of India we are happy to partner with Procam and Airtel Delhi Half Marathon."



Chandrasekar Radhakrishnan
Head - Communication & E-commerce

Travel Partner

TUI India

"TUI is proud to be associated with ADHM second time in a row and we are sure this will be a long journey for us as the travel partners. A healthy mind and body is the key to a happy soul and just like this phenomenal event helps each person achieve that, we believe that a perfect holiday can bring a smile on anyone's face. At TUI we help you discover that smile with tailor made holidays and ensure that there is no stone unturned to make it the perfect experience for our customers. ADHM is symbol of resilience, determination and joy and thus resonates completely with our core values."




Vishal Sinha
COO

Hospitality Partner

Le Meridien New Delhi

"We were yet again the Hospitality partners to the spectacular phenomenon in distance running ... the Airtel Delhi Half Marathon. It has always been a pleasure to partner with Procam over the years, an association we are proud of. The Airtel Delhi Half Marathon is a prestigious Sports Event in the Sporting Calendar.

We at Le Meridien New Delhi also had the privilege to have Mr. Kenenisa Bekele, a sport legend stay with us. Le Meridien combines refined elegance, superlative services, acclaimed dining options and luxurious accommodations and the perfect home away from home for this prestigious event!"



Meena Bhatia
VP - Operations

Radio Partner

Radio Mirchi

"Radio Mirchi is proud to be a part of Delhi culture, which the ADHM has also become in such a short while. The marathon is a great way for the city of Delhi to come out and show their support a worthy cause, and we feel privileged to be the event's voice to raise awareness. This year's focus on "xyz charity" made it an extra special year."



Nitin Singh
Senior Vice President &
Cluster Head – North

Medical Partner

Max Healthcare

"It has been a matter of great pride for us to have successfully partnered with ADHM for the fourth year in a row. Max Healthcare in all its endeavours has strived to encourage the masses to lead a healthier and more active life. Today, a majority of the diseases are triggered due to a sedentary lifestyle and unhealthy eating habits. ADHM has year on year inspired citizens to come forward and take a step towards a healthier and fitter life. This is a sentiment that resonates with Max Healthcare's 'Care for Life'. Every year we tremendously emphasize on the safety and fitness of the runners and this year too, the team ensured medical and service excellence to its consumers. Max Healthcare provided medical cover to over 30,045 runners at the marathon. We supported the event with seven advanced cardiac life support ambulances and 75 doctors, besides medical emergency specialists, paramedics and nurses manning the base stations and medical stations along the route of 21.097 kms. Max Healthcare ensured that all runners received the best possible healthcare support in their step towards a healthier life."



Dr. Tamorish Kole
Medical Director
ADHM 15

Logistics Partner

DHL Express India Pvt. Ltd.

"DHL has been the Official Logistics Partner of the event since 11 years, right from inception. DHL brings ADHM to life by transporting over one ton equipment of timing chips, heavy broadcast and running gear from four countries. Until the last runner crosses the finish line, over 80 DHL vans ensure smooth on ground logistic movement.

We have set up a special category in the Marathon called 'Corporate Champions' to spread the awareness of healthy living, which we at DHL firmly believe in. We are proud of our long and meaningful journey with the ADHM."



R.S Subramanian
Senior Vice President &
Country Manager

Institution Partner

Harmony for Silvers Foundation

"Events such as these bring people from all walks of life together in a celebration of vitality and life. For Harmony for Silvers Foundation, whose motto is 'Celebrate Age', association with the ADHM in the form of the Harmony Senior Citizens' Run is a natural expression of all that we stand for: active, independent ageing; the sheer potential of Generation A; and the crucial need for our silvers to stay fit and empowered."



Tina A. Ambani
Chairperson

Title sponsor



Channel Partner



Travel Partner



Health Insurance Partner



Hospitality Partner



Retail Partner



Print Partner



Ignited By



Radio Partner



Recovery Partner



Medical Partner



Timing Partner



Logistics Partner



Nutrition Partner



Philanthropy Partner



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Institution Partner



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A

Initiative