

‘The Great India Run’ ropes in Tata Salt as Title Sponsors

New Delhi, 14th July 2016: The Great India Run - conceptualized by ProSportify in association with MobieFit Technologies, today announced the premium packaged salt brand **Tata Salt** as the Title Sponsors for the inaugural edition of the 1480 km run. The announcement comes ahead of the flag-off of the event from New Delhi, on July 17th, 2016.

In its inaugural edition, The Great India Run has got on board NewsX, iTV owned and operated 24 hour English News channel that will package and produce shows, live telecast special moments from the event across 21 days. Additionally, the event is powered by Universal water purifier brand, Aquaguard, and sports apparel giant, Adidas, as the official kit partner. The cross-country event has also roped in Uttar Pradesh Tourism and Daman Tourism as sponsors.

Tata Salt, the title sponsor of ‘The Great India Run’, has also recently launched its campaign called ‘*Namak ke Waastey*’ which celebrates sports by providing a platform to the young, budding athletes of India who would be seen representing India at the Rio Olympics.

According to **Mr. Sargar Boke, Head- Marketing, Consumer Products Business, Tata Chemicals**, *“In a country like India, sports is something that has the ability to transcend all social and economic barriers to truly unite people. At Tata Salt, we have always supported this undying spirit of sportsmanship. We are proud to be the title sponsors of ‘The Great India Run’ as it furthers our brand philosophy of fostering human connections, and we look forward to seeing the enthusiastic and vivacious spirit of India out on the streets running alongside some of India’s star athletes.”*

Commenting on the association, **Mr. Kartikeya Sharma, Founder, ITV Network**, said, *“It has been our constant endeavor to promote sports that’s not been paid attention to in our ecosystem. ITV Network has always been at the fore front of using media as a platform for change. We are delighted to be associating with this*

event and we aim to showcase to the world what running does to values and visions of an individual”.

“We are proud to have esteemed brands supporting our cause in the first year. We wanted to show that events like marathons are just not fund raisers but are equally capable of attracting brands as sponsors and also generate revenues, and the partnerships that we have acquired for the inaugural edition of The Great India Run only proves that we as a country are truly opening up to sports outside cricket. We have a robust marketing plan in place and we are confident of turning heads once we get done with the first season”, said Vishal Gurnani, Director, ProSportify.

The Great India Run which aims to boost running as a sport in the country will feature 15 of the best ultra marathoners from India and abroad passing through six states in the country. Pre selected pit stops of the run will consist of a 5K fun run as well as a 21 Km half marathon. The registrations for both the ‘Fun Run’ (Ghaziabad, New Delhi, Gurugram, Jaipur, Ahmedabad, Silvassa, Mumbai) and the ‘Half-Marathon’ (Silvassa) across venues can be done through bookmyshow.com for minimal fee of INR 350 & INR 690 respectively.

The inaugural edition of ‘The Great India Run’ will see athletes Arun Bhardwaj, Siddharth Choudhary, David Bredo, Yuri Esperson, Meenal Kotak, Ranjana Deopa, Sreekanth Reddi, Melanie Delainey, Dinesh Heda, Joginder Chandna, Pia Hansson, Sunil Sharma, Shweta Sharma, Kaushal Chauhan and Dhanee Kumar going the distance.

ProSportify & MobieFit plan to make ‘The Great India Run’ an annual event. As the tagline ‘Jeet Har Kadam Par’ suggests the objective of this event is to build many more athletes for the future with the attitude and determination to win. -The revenue generated the inaugural edition of TGIR will be contributed to ‘Go Sports Foundation’ an organization that works towards development of deserving Olympians in the country.
