



TATA
MUMBAI
MARATHON
TATA CONSULTANCY SERVICES
18 January, 2026



CHANGE BEGINS HERE

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Introduction to the Tata Mumbai Marathon 2026

The Tata Mumbai Marathon, held every year on the third Sunday of January, is Asia's largest marathon and the continent's biggest mass participation sporting event. Promoted by Procam International, TMM is a World Athletics Gold Label Road Race and ranked among the world's top 10 marathons.

TMM 2026 will be held on **Sunday, 18 January 2026**, featuring six on-ground race categories:

| <i>Race Categories</i> | <i>Distance</i> | <i>Min. Age Eligibility</i> | <i>Race Fees</i> |
|----------------------------------|-----------------|------------------------------|----------------------------|
| Marathon | 42.195 km | 18 years as on 17th Jan 2026 | INR 3,400 |
| Half Marathon* | 21.097 km | | INR 2,800 |
| Open 10K** | 10 km | 15 years as on 17th Jan 2026 | INR 2,000 |
| Dream Run | 5.9 km | 12 years as on 17th Jan 2026 | INR 1,200 |
| Senior Citizens' Run | 4.2 km | 60 years as on 17th Jan 2026 | INR 499 |
| Champions With Disability | 1.3 km | 12 years as on 17th Jan 2026 | INR 499+ INR 499(buddy) |

Please Note

Race Fees are inclusive of GST and are payable to the event promoter, Procam International Pvt. Ltd.

* A Relaxed timing criteria is applicable to register for the Half Marathon exclusively through charity.

** While there are limited number of running places for women in the Open 10K category, men necessarily need to register for the Open 10K exclusively through charity.

Philanthropy at the Tata Mumbai Marathon

Since 2004, the Tata Mumbai Marathon has evolved into more than just a sporting event — it has become a powerful platform for social impact. Each year, thousands of participants run to support causes they care about, raising funds and awareness for NGOs across India.

The event is India's biggest sporting platform for philanthropy and has cumulatively raised **₹483+ crore**, benefiting **780+ NGOs**. In 2025 alone, **₹53.62 crore** was raised through **1446 individual fundraisers** and **165 companies**, supporting **275 NGOs**.

United Way Mumbai – The Philanthropy Partner

United Way Mumbai has been the official Philanthropy Partner of TMM since 2009. A trusted nonprofit, UWM works across India to deliver impactful solutions to community challenges and strengthen the development sector.

As Philanthropy Partner, UWM creates a transparent, cause-neutral and user-friendly platform that enables NGOs, individuals, and companies to leverage the TMM's potential to raise funds, generate awareness and further social change. Through this platform, United Way Mumbai –

- Creates the event's Philanthropy Structure or playbook that governs the raising of funds for charities through the event.
- Conducts due diligence of participating NGOs to ensure credibility.
- Designs opportunities for individuals to fundraise for participating NGOs through the UWM website.
- Onboards companies that wish to support NGOs through the event.
- Builds the capacities of participating NGOs.
- Absorbs payment gateway charges, so 100% of the funds raised through fundraiser pages go directly to the chosen NGOs (This makes it more cost-effective for an NGO to raise funds through the TMM than through its own website).
- Ensures transparency in all funds raised, makes disbursements to NGOs and provides receipts with tax exemption benefits to donors.

Raising Funds at the TMM 2026

There are two avenues through which NGOs can raise funds for their work through TMM 2026.

1 Individuals > Individual Fundraisers

2 Companies or Groups > Corporate Teams


Individual Fundraisers

Any individual (who may or may not be participating in the TMM 2026) can create a fundraising page on the United Way Mumbai website in support of their chosen NGO at no cost. They can then reach out to their friends, family and networks for donations for the NGO.

While some individual fundraisers raise a few thousand rupees, some go on to raise crores through their fundraising pages. All of them are important and help create awareness for their selected cause. 100% of all funds donated online on the fundraiser pages are disbursed in full to the supported NGO. UWM absorbs the payment gateway charges incurred.

NGOs that have successfully leveraged this segment in the past have mobilised a diverse network of individuals, encouraging them to become their fundraisers. This may include their board members, staff, longstanding donors, volunteers, runners, students and other supporters. Anyone can become a successful fundraiser – all it takes is belief in the cause and the willingness to seek support on the NGO's behalf.

Create and Manage a Fundraising Page

- Step 01** **Sign Up / Log In:** Create an account or log in to your existing account on the UWM website.
<https://www.unitedwaymumbai.org/login>
- Step 02** **Activate the TMM 2026 Campaign:** By clicking on 'ACTIVATE THIS CAMPAIGN' for 'Tata Mumbai Marathon 2026.'
- Step 03** **Update Your Fundraising Target:** This target is flexible and can be changed at any time during the campaign.
- Step 04** **Select an NGO to Support:** Choose the NGO you wish to support through your fundraising page.
- Step 05** **Fill in your fundraising page details:** Your appeal, team, bio, add pictures and video.
- Step 06** **Make the First Donation:** Lead by example.
- Step 07** **Start Fundraising:** Share your fundraising page with friends, family, and networks who contribute through the donate button on the page and can leave messages on your campaign.
-  Once you raise a minimum of INR 10,000 through at least 5 donors, you qualify for various fundraising incentives.

3 ways to collect donations

Fundraisers can raise funds online, offline (cheque/NEFT/DD in UWM name) or, directly in their chosen NGO's bank account on making it to the Change Maker level.

1. Online

Using the donate button on the fundraiser page which leads to a payment gateway. This is the quickest and most cost-effective way to collect donations.

2. Offline

Funds raised through cheques/DD/NEFT have to be made in the name of "United Way of Mumbai" and submitted by following the process below:

- Step 01** Enter the details in your fundraiser page by logging in and navigating to:
Fundraiser Dashboard > TMM Donations > Add Offline Donations > Enter Cheque/DD details.
- Step 02** Download the donation report from the fundraiser dashboard, print the same and send it along with the cheque(s)/DD to the UWM office (address on back cover).
- Step 03** Once the amount is realised, UWM will update the donation amount to reflect on the fundraiser's page.

Please Note

- Cash donations are not accepted; Donations without PAN and incomplete donor details are not accepted.
- Individual Fundraisers cannot accept contributions from foreign nationals via online or offline modes on their fundraiser pages. Such contributions are only permitted through the direct donation route, and only if the selected NGO is FCRA compliant. .
- UWM cannot share donor details externally due to data privacy rules. If the NGO requires these details to thank the donors, they may contact the fundraiser to share the same.

3. Direct Donation to NGO

Once a fundraiser reaches the Change Maker level (minimum INR 2 lakh raised through online/offline donation), they may accept funds directly into the bank account of their chosen NGO and add it to their TMM 2026 campaign. UWM will verify the same from both the donor and the NGO before it reflects on the fundraiser page.

The NGO can also submit details of donations received directly for a fundraiser from their dashboard (detailed further below). The NGO's bank statement must reflect the amount received.

The process to submit it is as follows:

Fundraiser: Login > Fundraiser Dashboard > TMM Donations > Add

OR

NGO: Login > NGO Dashboard > Direct Donations > Add

Making an Entry for a Direct Donation

Step 01

If the donation is initiated from the:

a. NGO's page, the NGO selects the fundraiser.

b. Fundraiser's page, the Fundraiser selects the NGO.

The user (NGO or Fundraiser) enters the following details on their Dashboard under **Direct Donations**:

- Donor name and contact details
- Donation amount
- Supporting document (proof of donation)

Once submitted, an **email is triggered to the donor** requesting confirmation of the donation. Until the donor confirms, the **status on the dashboard will display: "Donor confirmation pending"**.

Step 02

The donor confirms donation details by clicking Yes / No. Status of the donation on dashboard shows **"UWM confirmation pending / Donor rejected donation details"**.

Step 03

The UWM team verifies and confirms / rejects the donation details. This triggers an email to the NGO. Status of the donation on the dashboard shows **"success/failed"**. Once the donation is marked a success, it is automatically reflected on the fundraiser's dashboard.

Only the actual amount credited to the NGO's bank account, from the date the fundraiser qualifies as a Change Maker till the end of the campaign on 5th February 2026, will be considered as funds raised through the TMM 2026 campaign. Any contributions made outside the designated timeframe or through any other crowdfunding / website will not be accepted.

UWM will retain a percentage of the donations raised through this method before disbursement of funds to the NGO (refer to the next page).

Fundraiser Levels

Fundraisers achieve different fundraising levels based on the amounts they raise. A fundraiser must have at least 5 donors on their page in order to qualify for level incentives.

| | Levels | Amounts |
|----------------|--------------------------|-------------------|
| Fundraisers | Fundraiser | INR 1-9,999 |
| | Bronze Fundraiser | INR 10,000-49,999 |
| | Silver Fundraiser | INR 50,000-99,999 |
| | Gold Fundraiser | INR 1L-1,99,999 |
| Change Runners | Change Maker | INR 2L-4,99,999 |
| | Change Investor | INR 5L-9,99,999 |
| | Change Leader | INR 10L-24,99,999 |
| | Change Champion | INR 25L-49,99,999 |
| | Change Icon | INR 50L-99,99,999 |
| | Change Legend | INR 1 cr+ |

Fundraiser Incentives

At each level, a fundraiser becomes eligible for the incentives of all previous levels in addition to new incentives. In order to qualify for race day benefits (marked with RDB symbol in the table on the next page), a fundraiser must achieve the fundraising level by 22nd Dec 2025. All benefits are given by the Event Promoters and are subject to availability and at the discretion of the Event Promoter.

| Incentives | | Bronze INR 10,000-49,999 | Silver INR 50,000-99,999 | Gold INR 1L-1,99,999 | Change Maker INR 2L-4,99,999 | Change Investor INR 5L-9,99,999 | Change Leader INR 10L-24,99,999 | Change Champion INR 25L-49,99,999 | Change Icon INR 50L-99,99,999 | Change Legend 1 cr+ |
|--|-----------------|-----------------------------|-----------------------------|-------------------------|---------------------------------|------------------------------------|------------------------------------|--------------------------------------|----------------------------------|-----------------------------|
| Special themed bib. | RDB | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Priority line up Dream Run and Open 10k. | RDB | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Priority line up Half Marathon and Full Marathon. | RDB | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Personalized 6-digit bib No. | RDB | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Mention in TMM 2026 Docket. | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Direct Donation in NGO's Account. | | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Change Runner bib.* | RDB | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Invitation to Procam Marquee + Grand Stand. | RDB | | | | For Self | For Self | For Self | For Self + 1 | For Self + 1 | For Self + 2 |
| Official Event T-shirt. | RDB | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Official Event Tracksuit. | RDB | | | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Official Event sports shoes + personalized T-shirt. | RDB | | | | | | ✓ | ✓ | ✓ | ✓ |
| Mention on the 'Individual Fund-raisers' section (UWM website.) | | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Race-day photo (soft copy)** | RDB | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Feature on the Philanthropy Wall at the TMM 2026 Expo, Event Media Center and Procam Marquee Tent. | RDB | | | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Special memento signed by International Event Ambassador. | | | | | | | ✓ | ✓ | ✓ | ✓ |
| Invite for TMM 2026 Awards. | | | | | | For Self | For Self + 1 | For Self + 1 | For Self + 2 | For Self + 3 |
| Photo + Feature in TMM 2026 Docket. | | | | | Photo + Mention | Photo + Mention | Photo + Quarter Page Feature | Photo + Half Page Feature | Photo + Full Page Feature | Photo + 2 Full Page Feature |
| Permanent Feature (event website.) | | | | | | | | | | ✓ |
| UWM Retention | Online | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| | Offline | 4% | 4% | 4% | 2% | 1.5% | 1% | 0.5% | 0% | 0% |
| | Direct Donation | NA | NA | NA | 2% | 1.5% | 1% | 1% | 1% | 1% |

Please Note

All incentives and event invites are provided by the Event Promoter (event rules apply).

* If a fundraiser has already registered, their bib will be upgraded to a Change Runner bib, with the runner's name printed on it.

** If captured by the event's official photographer (only for Marathon, Half Marathon & Open 10k.)

RDB – Race Day Benefit

Additional incentive for Individual Fundraisers:

For Top 10 Fundraisers of TMM 2026*

- Complimentary one room night stay (double occupancy), inclusive of buffet breakfast, at the Trident Nariman Point, on any day between 1st February 2026 to 31st October 2026, subject to availability on requested day.
- This offer includes only one room night stay and buffet meals. Guest is requested to clear all extras (including room service, laundry, mini bar, etc.) at the time of checkout.
- Further this offer is non-transferable.

*Race day privileges of all individual fundraisers (Incl. Young Leaders) will be decided as per their level achieved on 22nd December 2025.

Young Leaders

Individuals below the age of 21 years (as on race day) who fundraise through the TMM are considered Young Leaders (YL). They are featured in a separate leaderboard on the UWM website. Those who raise INR 1 lakh or more are considered Eligible Young Leaders (EYL). All Young Leaders receive a digital certificate acknowledging their efforts.

Special Benefits for Eligible Young Leaders raising above INR 1,00,000

- Complimentary running bib for any race category (subject to event application rules and bib availability in desired race category) that is nontransferable.
- Eligible Young Leaders who achieve the Change Investor level or higher will receive an additional invite to the Philanthropy Awards.
- Official certificate and letter of recommendation from Procam International and UWM.
- Top 10 Eligible Young Leaders are recognised on LinkedIn by UWM.
- Top 10 Eligible Young Leaders receive a signed memento from the International Event Ambassador.
- Top 10 Eligible Young Leaders as on 22nd December 2025 will be invited for a meet and greet with the International Event Ambassador.

Special Benefits for Corporates with Employee Fundraisers

Fundraisers who are employees of any of the TMM 2026 participating companies, and who select the company name while creating their fundraising page, are considered Corporate Employee Fundraisers. Refer to page number 12 for benefits to corporates with employee fundraisers.

How to Get a Bib at the TMM 2026 as a Fundraiser

The Event Promoter, Procam International, sets aside pre-determined running spots in each race category, which UWM allocates to eligible individuals as recognition for their fundraising efforts at TMM.

On creating a fundraising page, a fundraiser needs to select whether he/she wishes to participate in TMM or not. If yes, the preferred race category must be selected. If a slot in the selected race category is available, and on qualifying, a unique code will be generated. Fundraisers must use this unique code to register on the Tata Mumbai Marathon website and pay the race fee in order to be eligible for a bib. If they do not complete this process, they will not receive a bib even if they qualify as fundraisers.

The three ways in which Individual Fundraisers can get these bibs are as follows:

1. Become a Change Runner

Individuals who qualify as Change Runners before 22nd Dec 2025 get complimentary bibs to participate in TMM 2026.

2. The Early Bird Fundraisers

The first 1000 fundraisers to raise INR 10,000 or more from at least 5 donors are eligible to register for a bib in their preferred race category subject to category limits and event eligibility criteria. The category break up is as follows:

- First 200 fundraisers registering for the 10K
- First 200 fundraisers registering for the Half Marathon*
- First 600 fundraisers registering for the Dream Run

Fundraisers must meet the event's qualification criteria, where applicable, use the code, pay the race fees and register on the event website with Procam to participate within the timeline stipulated. Runners who do not do so within the timeline stipulated will not be able to participate.

3. Be amongst the Top Fundraisers

The top 1000 fundraisers, including Change Runners, to raise INR 10,000 or more from at least 5 donors by 22nd December 2025, will be eligible for a bib on first come first serve basis, subject to event's qualification criteria, where applicable, and running slots for the desired race category being available. Fundraisers raising higher amounts are given first preference in their chosen race category. Qualifying fundraisers will receive a unique code for registration. They must use this code, pay the race fees and register on the event website with Procam within the stipulated period in order to participate. Change Runners do not need to pay race fees. Fundraisers who do not complete their registration will not be able to participate, even if they have qualified.

* Timing qualification criteria shall apply for all individuals who wish to run the marathon and half marathon race category. For more information, refer to the timing qualification criteria given on page 10.

Corporate Teams

Companies or any group of individuals can register teams to participate in the TMM 2026 by supporting an NGO through a minimum specified donation. Corporate teams enjoy a differentiated experience on race day. Apart from contributing to a worthy cause, corporate team participation also becomes a great employee engagement opportunity for companies. It helps build team spirit, sensitises employees and is a fun way to volunteer time. Companies that participate also elevate their brand by associating with philanthropy at this highly visible event.

Benefits for Corporate Team Runners

- Corporate teams get an extended period to select, register and submit their runners
- **Corporate Tent:** On race day, a large dedicated tent is set up in the holding area, exclusively for all Corporate Teams participating through philanthropy. The tent offers various enjoyable activities such as Zumba, games, foot massages, arts and crafts, photo booths, team challenges and refreshments. This ensures that Corporate Team participants have a differentiated and memorable experience on race day.
- **Timing relaxations:** Corporate team participants have a more relaxed timing criteria to qualify for the Half Marathon as compared to general runners.
- **Special bibs:** The company's name is mentioned on the running bib of Corporate Team participants.
- **Priority line-up:** Corporate runners have priority line-up in the Dream Run ahead of the general runners on race day.
- **Acknowledgement:** The company's name is featured in the Corporate Tent as well as the Philanthropy Docket, released post-event.
- **Ease of bib collection:** Corporate teams have an easy, single-point collection of bibs from the UWM counter at the TMM Expo (irrespective of race category).

Team Sizes & Bib Allocation

Companies can register multiple teams in the following sizes –

- **Team 20 / Team 30 / Team 50 / Team 100:** includes participants across race categories.
- **Dream Team 25:** only Dream Run participants.

Registrations are accepted on a first come first serve basis and tend to fill up before the deadline each year; hence companies are strongly encouraged to register early.

To register, companies must confirm the team size/s they wish to avail of with United Way Mumbai and make a non-refundable donation. This includes their donation to UWM and the selected NGO/s (which must be registered with UWM for the TMM 2026).

Companies wishing to contribute from their CSR budget and in accordance with CSR law should opt for the split option. In this option, the contribution is made in two separate parts, with one part being transferred directly to the chosen NGO. Companies opting to contribute not from their CSR budget can make a single donation to UWM, and UWM will disburse the appropriate amount to the selected NGO. In either case, the contributed amount is verified.

Race fees are separate from the donation amount and are paid directly to the Event Promoter – Procarn International Pvt Ltd – while submitting the final team against an invoice. Race fees are not a donation.

The table below mentions the minimum donation amounts to be made against each team size as well as restriction limits on 10K and Half Marathon race categories. While there are no restrictions on the number of marathon, Dream Run, Champions with Disability or Sr. Citizens' Run running places specifically stipulated below, availability of running slots in these race categories is subject to availability and on first come first serve basis.

| Team Size | Total Donation Amount (Single Contribution) | Donation for Split Contribution | | Upper quota on 10k and Half Marathon participants | |
|-----------------|---|--|--------------------------|---|-------------------|
| | | Donation to United Way of Mumbai (not CSR) | Donation to selected NGO | Open 10K* | Half Marathon |
| Team 20 | INR 4,80,000 | INR 45,000 | INR 4,35,000 | Up to 06 | Up to 08 |
| Team 30 | INR 6,90,000 | INR 60,000 | INR 6,30,000 | Up to 09 | Up to 12 |
| Team 50 | INR 11,00,000 | INR 90,000 | INR 10,10,000 | Up to 15 | Up to 20 |
| Team 100 | INR 21,00,000 | INR 1,70,000 | INR 19,30,000 | Up to 30 | Up to 40 |
| Dream Team 25** | INR 5,00,000 | INR 50,000 | INR 4,50,000 | No bibs available | No bibs available |

* Open 10K category at the TMM is available only through charity except for limited quota available for women applying directly through event website.

** This Team (Dream Team 25) can only have participants in the Dream Run category. Participants will not be able to opt for any of the other race categories.

Please Note

- Participation slots in the Corporate Teams category will be available strictly on first come first serve basis, and subject to availability of running places in the desired race category. UWM reserves the right to inform companies where slots in a particular race category are not available. In such cases, corporates will not be able to select runners in that category or may have a limited number of slots available. To ensure participation in a desired race category for team members, corporates are advised to expedite the team members' run registration process and complete team submission at the earliest.
- Marathon and Half Marathon runners must fulfil the timing criteria, and event rules will apply. Half Marathon runners in corporate teams will have a more relaxed timing criteria. In order to avail this relaxation, runners must submit a valid timing certificate from a qualifying event which took place within 18 months of race day, i.e. on or after 18 July 2024.

Timing Requirement (after relaxations) when applying for a Half Marathon bib

| When using a timing certificate of the following race category | Qualifying timing for male runners | Qualifying timing for female runners |
|--|------------------------------------|--------------------------------------|
| Marathon | Under 7 hr 18 min | Under 7 hr 49 min |
| Half Marathon | Under 3 hr 30 min | Under 3 hr 45 min |
| 25k | Under 4 hr 12 min | Under 4 hr 30 min |
| Open 10k | Under 1 hr 35 min | Under 1 hr 42 min |

The running event must have been conducted within the period of 18 months preceding Race-Day (18th January, 2026), i.e., on or after 18th July 2024.

Please Note

- The contribution amount includes a non-refundable donation to the chosen NGO (NGOs registered with UWM for TMM 2026) and UWM retention. The race fees, based on the number of employees, are separate from the donation and must be paid to the Event Promoter – Procam International Pvt. Ltd. upon team submission following the invoice sent.
- Race fees should be paid within 30 days of invoice generation or by 12th December 2025, whichever is earlier.
- UWM does not validate or verify the timing certificates. Therefore, it is the responsibility of the corporate to ensure that the Marathon and Half Marathon Bibs are only allotted to runners who have a valid timing certificate.
- A valid timing certificate is mandatory for all Marathon and Half Marathon applicants. To check if the applicant is eligible, please refer to the table on the previous page or the event website <https://tatamumbaimarathon.procam.in/>
- As per the circular dated June 18, 2014, issued by the Ministry of Corporate Affairs, one-off events such as a Marathon would not qualify as CSR expenditure for the purposes of Section 35 of the Companies Act, 2013.
- Since one-off events such as marathons do not qualify as CSR expenditure, the corporate donor is solely responsible and liable for compliance in relation to the amounts being paid by the corporate donor for participation in the TMM (including any amount contribution as the event registration fees towards administrative expenses) with respect to provisions relating to corporate social responsibility under the Companies Act, 2013 and the rules made thereunder (including but not limited to Section 135 of the Companies Act, 2013).
- All contributions, except event fees regardless of the chosen option, are eligible for tax exemption 80G receipts and Form 10BE will be emailed by UWM for all donations made to UWM.
- For vendor registration of Procam for race fees, kindly send the form and instructions (if any) to accounts@procam.in
- If Procam rejects a runner's application for any reason, they will refund the entry fee paid by the applicant/ company according to the entry rules. However, any amount donated or contributed to the NGO or United Way Mumbai will not be refunded.

How to register a Corporate Team

Corporates register with UWM directly and participating NGOs are requested to share the following information with the corporate SPOC to complete their Corporate Team registration.

- Step 01** If the corporate has participated in an earlier edition of TMM, please login with your existing credentials or email corporate@unitedwaymumbai.org for the same.
- Step 02** If you are participating for the first time, please sign up as a corporate:
<https://www.unitedwaymumbai.org/corporate-signup>
- Step 03** Once corporate SPOC has received the login credentials from UWM, they can log in to their corporate page at <https://www.unitedwaymumbai.org/login>
- Step 04** On the dashboard, on the left side panel, click on TMM Registration Form and fill the entire form, add teams, and donation details, and submit.
- Step 05** Once you have made the donation and submitted the team request through the corporate portal, drop a confirmation email to corporate@unitedwaymumbai.org so that the UWM team can review your request.
- Step 06** Once the team application and the donation details are verified by UWM, the teams will be allocated to your SPOC and they will receive emails with runner registration details.

How to submit a Corporate Team

The entire process of registering runners is managed through the registration platform managed by Procam International and can be summarised in the following 5 steps.

- Step 01** On registration, a system-generated unique code is shared with the corporate SPOC. The corporate SPOC shares this unique code with their employees to help them register as part of the corporate team.
- Step 02** Employees submit their applications as runners in their preferred race category using the unique code sent.
- Step 03** The corporate SPOC logs in to the runner registration portal with their login ID and selects the runners to be part of the team. They may not exceed their 10k & Half Marathon quota if applicable.
- Step 04** The corporate SPOC submits their team. Once the team has been submitted, the selected runners cannot be replaced.
- Step 05** Procam generates an invoice for race fee payment. The corporate pays the race fees to Procam.
A more detailed breakdown of each step will be shared with corporate SPOCs in a separate deck once they register a team. All instructions and deadlines in that deck form part of the Philanthropy Structure and must be adhered to.

Please Note

UWM reserves the right inform companies where slots in a particular race category are not available. In such cases, corporates will not be able to select runners in that category or may have a limited number of slots available.

Employee Fundraising / Pledge Raising

Some incredible companies take their participation one step further by encouraging their employees to fundraise for a cause as well. This need not be restricted to employees participating in the run. By doing so, they create a culture of giving within the company and support communities in need.

Companies have used innovative ways of encouraging employee fundraising. Some companies offer running bibs to the most successful fundraisers. Others plan department-wise challenges to create a spirit of healthy competition. And many others give special shout-outs and acknowledgements to employees who choose to fundraise.

Some companies also choose to collect donations on behalf of their employees and contribute as a lump sum to a select NGO. In such cases, the company must share details of each donor (name and PAN) with UWM while making the donation. Receipts will be generated in the name of the individual donors. For funds raised offline through this pledge raising method, UWM will retain 2% of the total amount donated.

Some of the benefits to companies that have employee fundraisers are –

Employee fundraisers who have collectively raised above INR 1 Lakh:

1. 'Company Name' featured in a prominent section of the Corporate Tent on Race-Day.
2. Certificate by Procam and UWM, recognizing the efforts of the company in encouraging fundraising within the company.

Employee fundraisers who have collectively raised above INR 3 Lakh:

1. 'Company Logo' featured in a prominent section of the Corporate Tent on Race-Day.
2. TMM Philanthropy Awards invite for the company representative (1 per corporate).
3. Feature in the TMM 2026 Philanthropy Docket.

Employee fundraisers who have collectively raised above INR 5 Lakh:

1. 'Company Logo' featured in a prominent section of the Corporate Tent on Race-Day.
2. Grand Stand and Procam Marquee invite for a company representative (1 per corporate).
3. TMM Philanthropy Awards invite for a company representative plus a guest (self + 1) (2 per corporate).
4. Quarter page feature in the TMM 2026 Philanthropy Docket.
5. Video message of the Company CXO on company's participation and internal fundraising initiatives at the back of TMM 2026, will be covered on social media platforms of the event and UWM. Video message, of not more than 45 seconds, to be provided by the company as per the specifications mandated by Procam.

Top 3 corporates with the highest number of employee fundraisers with minimum INR 1 Lakh will get a scroll at the Philanthropy Awards.

Corporate Team Timelines

| Milestone | Deadline |
|-------------------------------------|--------------------|
| Corporate Registration Opens | 7th August 2025 |
| Corporate Team Registration Closes* | 6th October 2025 |
| Team Submission Deadline | 6th November 2025 |
| Race Fee Payment Deadline | 12th December 2025 |

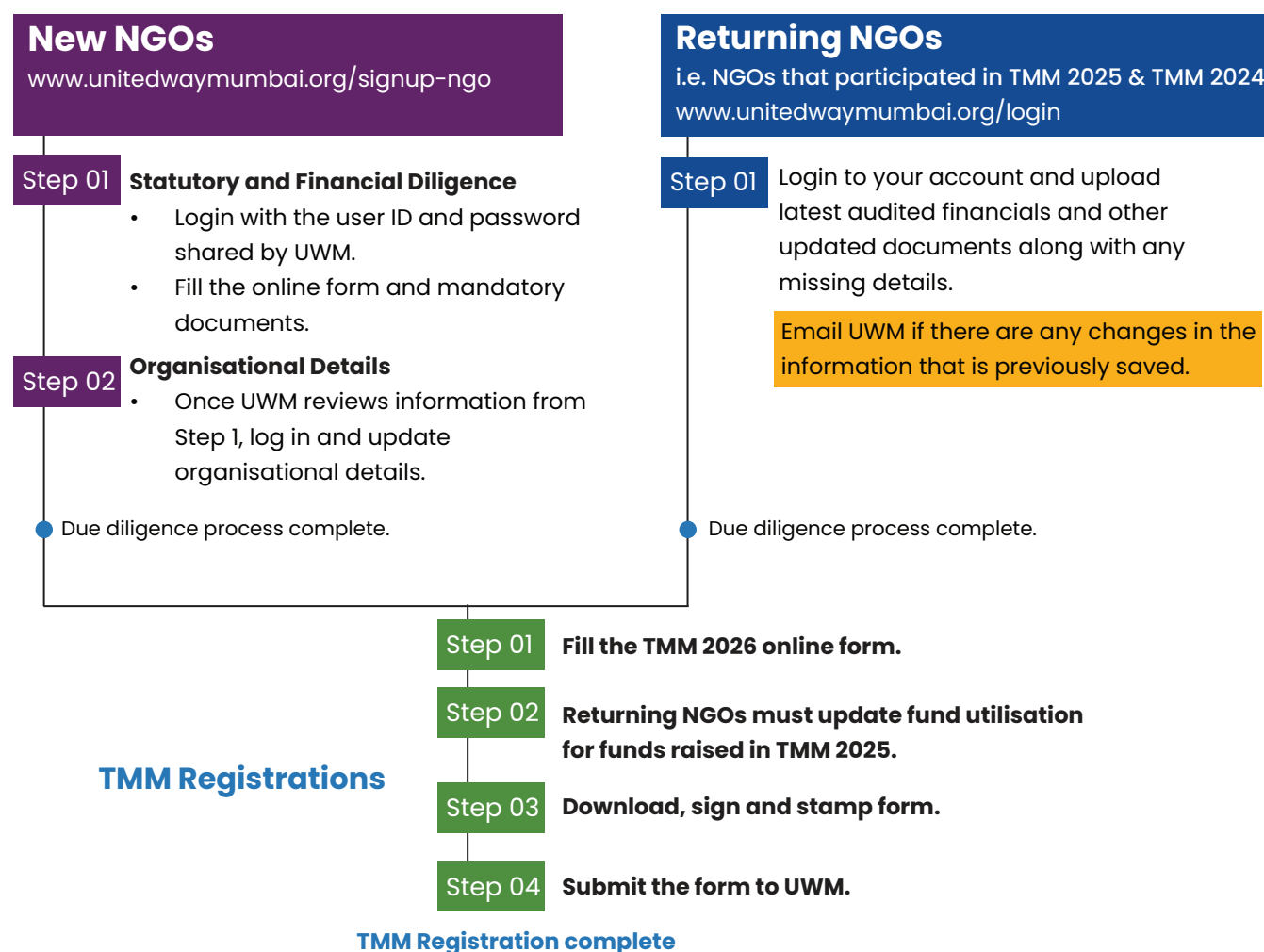
* or until running places in respective race categories last, whichever is earlier

NGO Participation

How to register as an NGO

To participate in the TMM, all NGOs must register with UWM and complete the due diligence procedures. The registrations and due diligence incur no cost to the NGO. By registering with UWM, NGOs also gain access to different funding opportunities possible at UWM.

NGO Due Diligence Process



Clearing the statutory and financial due diligence process will require the following documents from each NGO

- Certificate of registration of the NGO (Societies Registration Act 1860 / Public Trust Act / Section 8 of Companies Act).
- Renewed 80G Certificate.
- Renewed 12A Certificate.
- PAN Card.
- Income tax return acknowledgement (ITR) AY 2024-25 (FY 2023-24), AY 2023-24 (FY 2022-23), AY 2022-23 (FY 2021-22).
- Cancelled cheque (for domestic).
- Address proof.

Please Note

NGOs with 0 points at TMM 2026 will not be eligible to register for TMM 2027 but can apply to register for TMM 2028. To know more please refer to page number 16.

NGO Pages

All TMM-registered NGOs have personalized pages on the UWM website. These pages showcase the NGOs' work and appeal to their donors along with photos & videos of the projects they are raising funds for. The main features of NGO pages are:

Donations

A donate button enables online donations for the NGO on the UWM website. UWM absorbs payment gateway charges, ensuring 100% of the funds go to the NGO. Donors' names are displayed if they choose to make it public.

Fundraising

All fundraisers supporting the NGO are listed here. Potential donors can visit any fundraiser's page to donate to their campaign. Having fundraiser pages improves the credibility of the NGO, as these individuals are ambassadors of the excellent work NGOs do and help raise awareness for their cause.

NGO Information, Appeal, and Fund Utilisation

The NGO pages offer detailed utilisation reports, publicly viewable, showing how funds from previous TMM editions were utilised. Potential donors can assess the NGO's credibility. They can also view the NGO's TMM performance in earlier years and decide whether to fundraise or donate based on the appeal.

Privilege Level of the NGO

The NGO page mentions the privilege level, which is not a rating of their work but indicates their TMM participation level. Achieving a privilege level qualifies the NGO for various incentives during the event.

Charity Bibs

In earlier editions, the NGO pages would also mention charity bibs available with each NGO. At the TMM 2026, charity bibs have been replaced by fundraiser bibs. All individuals who wish to participate in the TMM through charity may do so through individual fundraising (Refer to page number 2). If excess bibs become available later in the campaign, UWM may open up a limited number of premium charity bibs closer to race day.

Privilege Levels NGOs receive a limited number of bibs to use as they like.

NGO Privilege Levels

To recognise and encourage deeper engagement, the Tata Mumbai Marathon platform awards NGO Privilege Levels to participating NGOs that actively leverage the event's fundraising and visibility opportunities. These levels indicate how fully the NGO has utilised the platform.

NGOs earn Privilege Level points based on specific criteria, and are grouped into the following tiers:

- **Participant Level:** 1 to 5 points
- **Foundational Level:** 6 to 8 points
- **Advanced Level:** 9 to 11 points
- **Elite Level:** 12 to 15 points

NGOs in these tiers are eligible for exclusive incentives and benefits.

The last date to achieve these Privilege levels is Thursday, 5th February 2026. However, race-day benefits will be based on the Privilege Level as of Monday, 22nd December 2025.

Privilege Level Points Indicators for NGOs – TMM 2026

| Indicator | | 1 Points | 2 Points | 3 Points |
|---|--|-----------|-----------|----------|
| Participation (No. of years since 2010 in which the NGO raised ₹5L+ through TMM platform) | | 1–3 years | 4–6 years | 7+ years |
| Fundraisers (No. of Bronze/Silver/Gold Fundraisers) | | 1–3 | 4–6 | 7+ |
| Change Runner | (No. of Change Makers / Investors / Leaders) | 1–3 | 4–6 | 7+ |
| | (No. of Change Champions / Icons / Legends) | 1–3 | 4–6 | 7+ |
| Corporate (No. of supporting Corporates) | | 1–3 | 4–6 | 7+ |

Incentives for Privilege Level NGOs



Participant Level – 1 to 5 points

- Feature on the United Way Mumbai Website.
- Access to all fundraising avenues of the TMM.
- Official status as a participating charity.
- Logo Visibility at the Charity Corridor if fundraised more than INR 25,000 as on 22nd December 2025.



Foundational Level – 6 to 8 points

- 1 invite to the Corporate Tent on race day if the NGO has a supporting corporate (race day benefit).
- Philanthropy Awards invite for the NGO CEO.
- Logo presence and special highlight in the Philanthropy Docket. *
- Access to 5 Privilege Level bibs in next edition of TMM.
- Citation Scroll for achievement of the Foundational Level.
- Capacity building grant of INR 25,000.



Advanced Level – 9 to 11 points

- 2 invites to the Corporate Tent on race day if the NGO has a supporting corporate (race day benefit).
- Grand Stand invite for the NGO CEO (for 'self' only) (race day benefit).
- Philanthropy Awards invite for the NGO CEO.
- Quarter page feature in the Philanthropy Docket. *
- Access to 10 Privilege Level bibs in next edition of TMM.
- Citation Scroll for achievement of the Advanced Level.
- Capacity building grant of INR 50,000.
- NGOs achieving the Advanced level by 22nd December will be showcased on live telecast of the event on race day.



Elite Level – 12 to 15 points

- 2 invites to the Corporate Tent on race day if the NGO has a supporting corporate (race day benefit).
- Grand Stand invite for the NGO CEO + 1 (race day benefit).
- Philanthropy Awards Invite for the NGO CEO + 1.
- Half-page feature in the Philanthropy Docket. *
- Access to 15 Privilege Level bibs in next edition of TMM.
- Citation Scroll for achievement of the Elite Level.
- Capacity building grant of INR 1,00,000.
- NGOs achieving the Elite level by 22nd December will be showcased on live telecast of the event on race day.

Please Note




NGOs with 0 points at TMM 2026 will not be eligible to register for TMM 2027 but can apply to register for TMM 2028.

*If the Privilege Level NGO is featured in the Top 5 Fundraising NGOs, they are entitled to a full-page feature.

Bibs for Privilege Level NGOs of TMM 2025








NGOs who have achieved privilege levels at the TMM 2025 are eligible for a certain number of bibs at the TMM 2026. There are no fundraising obligations attached to these bibs and they are free to decide how to utilise them. However, 10K bibs have an exception; please refer to the table below for details. These levels indicate how fully the NGO has utilised the platform, highlighting the quality of their progress over time, rather than the nature or scale of their programmes.

The voucher codes for the same will be sent to the eligible organisations.

| Privilege Level NGOs at TMM 2025 | | Total bibs earned for TMM 2026 | of which no. of bibs for 10K |
|---|--|--------------------------------|------------------------------|
|  | NGOs in the Gold Level | | |
| | Adventures Beyond Barriers Foundation | 5 | 1 |
| | Annam | | |
| | Arushi Society | | |
| | Cancer Patients Aid Association | | |
| | CanKids KidsCan | | |
| | Central Chinmaya Mission Trust | | |
| | Childrens Movement for Civic Awareness | | |
| | Concern India Foundation | | |
| | Epilepsy Foundation | | |
| | Isha Foundation | | |
| | Jai Vakeel Foundation and Research Centre | | |
| | Maharashtra State Womens Council | | |
| | OSCAR Foundation | | |
| | Shraddha Charitable Trust | | |
| | SNEHA | | |
| | Sparsha Charitable Trust | | |
| | St. Jude India Childcare Centres | | |
| | Touching Lives Welfare Trust | | |
| | Trust For Retailers and Retail Associates of India | | |
| | Ummeed Child Development Center | | |
| | Vipla Foundation | | |
| | World for All Animal Care and Adoptions | | |
|  | NGOs in the Platinum Level. | | |
| | Cuddles Foundation | 10 | 3 |
| | Family Planning Association of India | | |
|  | NGOs in the Diamond Level | | |
| | ADHAR | 15 | 5 |
| | Karunya Trust | | |
| | Light of Life Trust | | |
| | Rubaroo Breaking Silences Foundation | | |
| | Shrimad Rajchandra Love and Care | | |
| | United Way Mumbai | | |

Important Deadlines

Important Deadlines

| | |
|--|---|
|  7th Aug 2025 | Corporate Registration Starts. |
|  6th Oct 2025 | Corporate Team Registration Ends. Or until slots are full, whichever is earlier. |
|  6th Nov 2025 | Corporate Team Submission Deadline. |
|  22nd Dec 2025 | Top Fundraisers Qualification Deadline. * |
|  15th Jan to 17th Jan 2026 | TMM 2026 Expo Dates. |
|  18th Jan 2026 | TMM 2026 Race Day. |
|  5th Feb 2026 | Individual Fundraising Deadline. Offline Donation will close 5 business days prior to the date. |

*Race day privileges of all individual fundraisers (Incl. Young Leaders) and Privilege Level NGOs will be decided as per their level achieved on 22nd December 2025.

Important TMM Information

Category-wise Retention Amounts

| Categories | Offline | | |
|------------------------|--|--|--|
| Corporate Teams | 8.2% to 10% depending on the team size | | |
| Individual Fundraising | Online 0% | Offline 0-4% depending on the fundraiser level. | Direct Donation 1-2% depending on the fundraiser level. |
| Pledge Raising | 2% | | |

Disbursement Timeline – TMM 2026

| Donation Type | Disbursement Window |
|--|----------------------------|
| Online and Offline Donations – Batch 1 | 1st Week of October 2025 |
| Corporate Team Donations | 1st Week of November 2025 |
| Online and Offline Donations – Batch 2 | Last Week of February 2026 |
| All Disbursements Complete By | 31st March 2026 |

Please Note

- Disbursements will be made via Direct Bank Transfer to the bank account provided by the NGO at registration.
- In line with FCRA regulations, UWM will not accept or disburse foreign funds to any NGO.

Donation Receipts

For online donations, 80G receipts are emailed immediately through an automated system. For offline donations, receipts will be emailed within a week of realisation of the cheque. Form 10BE certificates will be sent before June 2026 for the donations received for FY 2025-26.

- All donations made to UWM will be entitled to 10BE certificates. 10BE certificates to donors will be emailed to the ID that was provided while making the donation from **form10be@unitedwaymumbai.org**. Donors are requested to add this email ID to the safe sender list to avoid the mail going to spam.
- PAN is mandatory for all donations.
- Ensure that the name and email ID is filled in correctly for all donations along with the PAN.

Philanthropy Awards and Recognition

The Tata Mumbai Marathon Philanthropy Awards, organized by Procam International Pvt. Ltd., is an important event that marks the conclusion of the entire TMM cycle. It aims to acknowledge and honour the remarkable efforts and showcase the contributions of individuals, corporates, and participating NGOs. The event serves as a platform for awardees and other attendees to come together in a relaxed and informal setting, exchange learnings, build connections for potential collaborations, and celebrate philanthropy.

Awards

- The Top 3 Highest Fundraising NGOs.
- Top 3 companies with the highest contributed amounts (company contribution for corporate team).
- All Change Champions, Change Icons and Change Legends.
- Highest Fundraising Young Leader.

Citation Scrolls

- NGO with the highest number of Change Runners.
- NGO with the highest number of Corporate Runners.
- NGO with the highest number of Eligible Young Leaders.
- NGO recognised at the Foundational / Advanced / Elite Level.
- NGO with the highest number of Fundraisers with 5 donors in the Bronze category or higher.
- 2nd and 3rd highest Young Leader.
- The Highest fundraising NGO with a minimum of INR 5 lakhs raised in each cause category.
- Top 3 corporates where employees of the corporate have cumulatively raised more than INR 1 lakh with the highest number of employee fundraisers.

Title Sponsor



Joint Title Sponsor



Associate Sponsor



Sports Goods Partner



Driven by



Hydration Partner



Electric Two Wheeler Partner



Energy Drink Partner



Supported by



Supported by



Supported by



Supported by



Social Connect Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Supported by



Supported by



Supported by



Under the aegis of



Medical Partner



Philanthropy Partner



Institution Partner



CWD Facilitator



Inclusion Ally



Certified by



Promoted by



Procam International Pvt. Ltd. (PIPL) is the promoter of the Tata Mumbai Marathon (TMM) and shall do all such acts, deeds, matters, and things as it may consider appropriate to promote, manage, and organize the Event and to exercise and commercially exploit all the rights whatsoever associated with the Event in such manner as it considers appropriate. PIPL will be solely responsible for seeking all necessary approvals required by the law of the land to conduct the event. United Way Mumbai (UWM) is the official Philanthropy Partner for the Tata Mumbai Marathon. All philanthropic activities/campaigns undertaken at the TMM 2026 shall be through United Way Mumbai. United Way Mumbai is not responsible for providing any nature of services/products/publicity branding through paid channels at the TMM. All contributions (donations) made to United Way Mumbai are intended for the implementation and development of projects by United Way Mumbai and/or UWM's capacity-building efforts for the development sector. All the event-related benefits/incentives for the participating NGOs/Corporates/Individuals are being provided by the event and the Event Promoter and not United Way Mumbai and remain at the discretion of the Event Promoter.



Philanthropy Partner



Scan here to join the TMM 2026
WhatsApp group for NGO
partners and receive regular
important updates.

📞 **UWM Marathon Helplines:** 91670 11900/98333 07251/98333 07253

📍 **Address:** 1201, 12th Floor, Suvidha Square, Ceaser Rd, Andheri West, Mumbai,
Maharashtra 400058

✉ **Email:** TMM@unitedwaymumbai.org

🌐 **Website:** www.unitedwaymumbai.org

🐦 **Twitter:** [@UWMumbai](https://twitter.com/UWMumbai)

📘 **Facebook:** [/unitedwaymumbai](https://www.facebook.com/unitedwaymumbai)

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🌐 **Linkedin:** [/company/unitedwaymumbai](https://www.linkedin.com/company/unitedwaymumbai)