

PRESS RELEASE

September 21, 2010

3rd Airtel Delhi Half Marathon declared open for registrations

- City to run together again on November 21, 2010 -

Delhi's running community, sports loving populace and health and fitness enthusiasts are in line for another ringside view of some of the world's leading distance runners along with India's best when the Airtel Delhi Half Marathon will be run in the capital city on November 21, 2010. The world's most prestigious Half Marathon race, recognised by IAAF as a "Gold Label Event" and certified by the Association of International Marathons and Road Races returns for the sixth year, and for the third time in its current avatar of the Airtel Delhi Half Marathon.

The registrations for the event were declared open by Sanjay Kapoor, CEO-India & South Asia, of Bharti Airtel, in the presence of Hugh Jones, General Secretary of the Association of International Marathons and Road Races (AIMS) and a member of the IAAF Road Running Commission, the various partners to the event and Anil Singh and Vivek B Singh of Procam International, the promoters of the event at a press conference to launch the event at the Official Host Hotel Le Meridien in New Delhi on Tuesday, September 21.

Making the announcement, Sanjay Kapoor, **CEO-India & South Asia, of Bharti Airtel**, said, "We are delighted to bring the 3rd edition of the Airtel Delhi Half Marathon to the city of Delhi. This epic and inspirational event, hosted by the warm and hospitable citizens of Delhi, has become both an iconic sporting occasion for the nation and a special day full of endeavour, fantastic stories and fundraising. We invite all Delhiites to participate again in large numbers to make this the biggest and best year for the Half Marathon."

Prize money of USD 210,000 on offer helps the event maintain its status as the world's richest half marathon and is expected to attract 40 of the world's top 100 male and female long distance athletes. The event will also witness the presence of some of the biggest names from the world of sport as Event Ambassadors.

- **6th edition of Delhi's most eagerly awaited annual sporting celebration, the Airtel Delhi Half Marathon 2010.**
- **Physical registrations for Half Marathon to open on September 21, 2010 and close on November 4, 2010 or whenever running places are full, whichever is earlier.**
- **Rs 600 will be the entry fee for the Half Marathon and Rs 300 for the Great Delhi Run.**
- **Rs 200 will be the entry fee for the Senior Citizens' Run and the Wheelchair Event.**

Last year's initiative of putting a chip on the shoes of all half marathon participants was welcomed by one and all and has helped elevate the level of the half marathon field to an extent where all participants in that category can be termed serious runners. Free training packages offered by Reebok, exciting initiatives to give every participant an unforgettable experience on Race Day and a commitment from the Official Charity Partner, Concern India, to attempt for a significant increase in the monies raised towards charity are some of the exciting features heralding the arrival of the 6th edition of the event.

General Secretary of AIMS, Hugh Jones, who has flown down specially from London to be present at the launch press conference had this to say, " Since the IAAF World Half Marathon Championships were staged in Delhi back in 2004 people in Delhi seem to have embraced the simple sport of running and made it part of their lives. There is a big difference between watching and participating in a sporting event, but Delhiites seem to have been inspired by the one to do the other. How else to explain the huge numbers entering the Airtel Delhi Half Marathon and its associated events year in, year out?

“This event has in 5 short years created a significant impact globally as well as generated a keen awareness for running and fitness in general. This in turn has provided a fruitful backdrop against which the upcoming Commonwealth Games will take place. Grand marquee events like the World Half Marathon Championships and Commonwealth Games can be inspiring, but the Airtel Delhi Half Marathon has provided the continuity that allows people to adopt running as an enhancement to their own Lives”.

GOLD HONOUR: 2010 is a watershed year for the distance running movement in the country, with all the three events promoted by Procams International -- the Full Marathon in Mumbai, the 10K in Bangalore and the Airtel Delhi Half Marathon to be conducted on November 21, all being honoured with the IAAF "Gold Label", the highest accolade for organisational excellence in road races. The IAAF sets the highest standard before awarding labels to events, taking into consideration factors like prize money, quality of the running field, live coverage, hospitality, facilities provided to the media, media coverage, doping facilities and host of other factors. It was a rare honour for India to have all the three international events being presented the IAAF “Gold Label” an achievement that has been noted and acknowledged in the highest circles of distance running around the world.

TIMING CHIPS MANDATORY: It is evident from the number of people registering for the half marathon, that the Airtel Delhi Half Marathon has helped inculcate the culture of running and fitness among the populace of Delhi. Last year around 8,000 people registered for the half marathon and the figure is expected to be higher this time around as 10,000 running spaces have been reserved for the Half Marathon category.

Besides the Half Marathon, which occupies pride of place, race day has been packed with features like the Great Delhi Run, the Senior Citizen's Run and the Wheelchair Event, giving every Delhiite above the age of 12 an opportunity to emerge winners in their own right.

Registration for the Airtel Delhi Half Marathon can be done online through the event website www.adhm.procamrunning.in or duly filled entry forms, along with the applicable fee, can be mailed to **P.O. Box No. 3634, Lajpat Nagar, New Delhi -110 024.**

Local Delhi & NCR residents can also deposit their application forms along with requisite entry fees at the following drop box locations:

(1) B-4/31A,32A,Ground Floor, Ashok Vihar Phase 2, New Delhi –110052; (2) B-12, Inner Circle, Connaught Place, New Delhi- 110001; (3) M-13, GK-1, M block Market, New Delhi-110048; (4) Signature Tower B, South City1, Gurgaon-122001; (5) 15 A/ 15 WEA, Ajmal Kha Road, Karol Bagh, New Delhi- 110005; (6) 28B, Khan Market, New Delhi-110003; (7) G-1, Sector 18, Noida – 201301; (8) G-17/18, Westgate Mall, Rajouri garden; (9) A-14, South Extension-1; (10) 22, Basant Lok, Vasant Vihar , New Delhi- 110057.

Forms can also be downloaded from the event website www.adhm.procamrunning.in. In Delhi, forms are available at Reebok outlets, Airtel Relationship Centres, Le Meridien at 8,Windsor Place, Connaught Place, Janpath Road, New Delhi, Concern India office at A-52, Amar Colony 1st Floor, Lajpat Nagar, New Delhi and Radio Mirchi at 3rd Floor, 201, Okhla Industrial Estate - Phase III, New Delhi.

Further details can be got from the event helpline number +91 96500 33333, toll free for Airtel subscribers and chargeable as per standard call rates for non-Airtel subscribers, which will be open from 10 am to 7 pm, Monday to Saturday. Registration details can also be sourced from the event website www.adhm.procamrunning.in. The E-mail id is adhm@procam.in

About Bharti Airtel Limited:

Bharti Airtel Limited is a leading global telecommunications company with operations in 19 countries across Asia and Africa. The company offers mobile voice & data services, fixed line, high speed broadband, IPTV, DTH, turnkey telecom solutions for enterprises and national & international long distance services to carriers. Bharti Airtel has been ranked among the six best performing technology companies in the world by BusinessWeek. Bharti Airtel had over 188 million customers across its operations at the end of August 2010. To know more, visit www.airtel.in

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VITAL STATISTICS OF THE AIRTEL DELHI HALF MARATHON 2010

A total of 30,000 running places will be on offer for the Airtel Delhi Half Marathon 2010 and registrations for the same will close on November 4, 2010 or as soon as running places for each race category is filled, whichever is earlier.

The Half Marathon: The feature event of the day will be the open half marathon, to be run over 21.097 kms. The event has always attracted a world class field, a claim backed by the super fast winning times. Ethiopia's Deriba Merga, a two-time winner in 2008, 09 and one of the world's leading distance runners, is expected to return for an attempt at a hat-trick of titles and a shot at his own course record of 59.15, set in 2008. The women's title was lifted by world champion Mary Keitany of Kenya, a convincing winner in 1:06.54. The flat course of the Airtel Delhi Half Marathon is conducive for fast timings and with the cool weather that prevails in the capital city in November, there is every possibility of the existing record being broken again.

Competing against world class performers and for a separate prize fund has also

improved Indian performances, with Deepchand Saharan clocking 1:04.00 to shave 48 seconds from the 2008 mark of 1:04.48 set by Sandeep Kumar.

Delhi Half Marathon Course Records:

Overall men

- 2009 - Ethiopia's Deriba Merga - 59.54
- 2008 - Ethiopia's Deriba Merga - 59.15
- 2007 - Rawanda's Diudone Disi - 1:00:43
- 2006 - Kenya's Francis Kibiwott - 1:01:36
- 2005 - Kenya's Philip Rugut - 1:01:54

Overall women

- 2009 - Kenya's Mary Keitany - 1:06:54
- 2008 - Ethiopia's Asefelech Mergia - 1:08:17
- 2007 - Ethiopia's Deriba Alemu - 1:10:30
- 2006 - Kenya's Lineth Chepkirui - 1:10:40
- 2005 - Russia's Irina Timofeyeva - 1:10:35

Indian men

- 2009 - Deepchand Saharan - 1:04:00
- 2008 - Sandeep Kumar - 1:04:48
- 2007 - Ram Singh Yadav - 1:06:09
- 2006 - Ram Singh Yadav - 1:06:52
- 2005 - Jaganath Lakde

Indian women

- 2009 - Sukanya Mall - 1:20:11
- 2008 - Kavitha Raut - 1:17:12
- 2007 - Kavitha Raut - 1:18:34
- 2006 - Pampa Chanda - 1:21:47
- 2005 - H. Sangini Devi

The half marathon will also have veteran, senior veteran and super veteran categories for men and women. The age limit for the open category is 18 years and above as on 31-10-2010, while the veteran category will be open to men 45 years and above and women 40 years and above. The senior veterans category will be open to men 55 years and above and women 50 years and above, while the Super Veterans category will be open to men 65 years and above and women 60 years and above.

Senior Citizen's Run: This race will be run over 4.3 kms. The event is open to persons 60 years and above with no upward age limit.

Wheelchair Event: This event will be for the physically handicapped and will also be over 4.3 kms.

The Great Delhi Run: The event that will involve the entire city will be the Great Delhi Run, which will be run over a distance of 7 km. This race, open to persons 12 years and above, will be the platform for people from all walks of life and different age groups to come together and celebrate the joy of running. The Great Delhi Run will also be the vehicle driving charity, with individuals raising money for causes of their choice through the various charity initiatives.

Entry Fee: The Half Marathon entry fee for participants living in India will be Rs. 600, inclusive of a non-refundable charge for the timing chip. This branded chip can then be retained by the participant as a memento. The entry fee for the Great Delhi Run is Rs 300, and Rs 200 for the senior citizens' run and the wheelchair event.

Kingfisher Run-in-Costume: What would the Airtel Delhi Half Marathon be without a fancy dress street party!

The Great Delhi Run of the Airtel Delhi Half Marathon has been a kaleidoscope of colour - a carnival - where participants turn up in their best colours, in innovative costumes and designs showcasing their mood, euphoria, the cause they are supporting. The unique manner and efforts taken by enthusiasts to project the causes they support through costumes is indeed commendable.

At the Airtel Delhi Half Marathon 2010, the efforts of individuals and groups will be rewarded with cash prizes courtesy Kingfisher, the Event's Good Times Partner. The winners will be chosen on their theme, creativity and effort. The Kingfisher Run in Costume is applicable only for participants of the Great Delhi Run.

ATTRACTIVE PRIZE MONEY: The Airtel Delhi Half Marathon continues to remain the world's richest half marathon with the prize money standing at USD 210,000. Ratified by AIMS and recipient of the IAAF Gold Label, the already much talked about event on the international circuit will attract the leading long distance runners from around the world. A separate prize fund for Indian athletes will also ensure that our home grown elite runners do not leave the stage empty handed.

The male and female winners of the Airtel Delhi Half Marathon 2010 stand to gain USD 25,000 each, with prize money percolating down to the first ten places. The male and female Indian winners stand to gain USD 4,000 each, this separate prize fund also extending to the first ten places. There is prize money for the first three men and women finishers in the veterans category, with the senior veterans and super veteran categories offering prize money to the top two finishers among men and women.

MERIT CERTIFICATES: All prize money winners of the Half Marathon race categories, including age category winners will receive Merit Certificates certifying their prize money winning position.

PARTICIPATION CERTIFICATES: Participation certificates will be issued to half marathoners only in following cases - where the chip timing has not been recorded across timing points on the course, and/or where the half marathon runner has not crossed the finish line within 3 hours from the gun start time.

Participation certificates will be issued to all Wheelchair Event participants; To all members of Corporate Sporting Challenge teams, excluding members of the winning and runner-up teams.

All participation certificates will be posted to participants post race day on the address given on respective entry forms.

MEDALS: Winners' medals for first 3 overall men & women half marathon finishers.

Winners' medals for first 3 Indian half marathon men & women finishers

Winners' medals for all age category winners (if race completed within stipulated finish time as indicated in prize money rules)

Free Training Packages: Reebok is the official Sportswear & Training partner of the Airtel Delhi Half Marathon and will be offering free scientific and organized training to every running enthusiast who harbours hopes of challenging one's self to run in and complete the Airtel Delhi Half Marathon. Reebok Marathon Training started four years ago and over the years have helped thousands of runners to achieve their goals. Reebok Training sessions cannot ensure you a medal but it would help the runner in you achieve his true potential.

Who can train? The training sessions would cater to both beginners and intermediate runners. The advanced runners can be part of the fortnightly runs which will help them prepare for the race day.

Who will Train? The marathon training is imparted by Reebok certified trainers who have a sound scientific training background which helps them to impart training to beginners, intermediate and advance runners.

Session Details: Reebok Marathon training sessions are for 1 hour each and the classes would be held thrice every week. These sessions would include the following.

Warm ups, Stretches, Stamina building exercises, Pacing exercises, Hydration tips, Diet advice, Injury prevention, Practice runs.

For details contact fitness.trainer@reebok.com

Event Telecast: Procam Mediatel will produce the coverage of the world class athletics action as well as the festivities that follow, which will be telecast live on Doordarshan terrestrially and across the Pan-Asian footprint via a satellite channel partner.

Charity Partner: Marathons around the world are large charity generating events and the Airtel Delhi Half Marathon is no exception. Over Rs 7.21 crore has been generated towards charity over five years, with the 2009 edition alone generating Rs 2.07 crore.

The charity initiative of the Airtel Delhi Half Marathon in 2010 will be driven by Concern India Foundation, the Event's Charity Partner since 2008. Started in 1991, Concern India Foundation is a non-profit, public charitable trust that supports development-oriented organisations working for the disadvantaged. Concern India Foundation reaches out to more than 120 programs through its offices in Mumbai, Delhi, Hyderabad, Bangalore, Chennai, Kolkata and Pune.

Event Partners: The Airtel Delhi Half Marathon is partnered by leading brands and corporate entities in their respective fields, critical to the fabric of the event. Every partner is an integral part of the Half Marathon family and lends its own expertise to the event, helping it maintain its exalted status in the highly professional field of world distance running events.

Following is the list of Partners:

Title Sponsor – Bharti Airtel
Broadcast Partner – Prasar Bharati
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Radio Partner – Radio Mirchi
Hospitality Partner – Le Meridien
Health Equipment Partner - Omron
Airline Partner - Fly Kingfisher
Logistics Partner - DHL
Sports Drink Partner - Lucozade
Official Charity – Concern India
Promoted by – Procam International

Get Active Airtel Delhi Half Marathon Expo: Four days prior to Race Day (November 17-20, 2010), ‘Get Active’, a health, fitness and lifestyle expo will be organized and marketed by Radio Mirchi Activation, which will present an unique opportunity for health, fitness and wellbeing enthusiasts to come together under one roof.

The Half Marathon has helped bring Delhi together like never before as people from all strata of society come together in a celebration of the human spirit. Every participant who crosses the finish line on Race Day and even those who don’t, but give it their best shot, are winners. Be it the professional athlete, the serious runner, the fitness enthusiast, the senior citizen or the wheelchair bound, they all break barriers on that day. Physical barriers, mental barriers, social barriers come to naught before the magic of sport, whose power to push boundaries and help battle one’s physical and mental limitations is unparalleled.

Title Sponsor: Airtel

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