

PRESS RELEASE

Three days to go - Federal Bank Kochi Marathon!

The registration date has been extended to 28th April, for the run scheduled on 1st May 2023



The Federal Bank Kochi Marathon has extended its date to 28th April, and with only three days to go for the event, the excitement is at an all-time high. The marathon has been supported by the title sponsor, Federal Bank, and is set to become the biggest event in Kochi. With runners from all over India (18 states) and the world coming together for the event, the marathon is set to be a huge success.

The Federal Bank Kochi Marathon is set to become a signature event in the city, with many concentric circles in the run-circuit, such as the runners at the core, their modes of travel, the hotel bookings, pitching the Kochi Cuisine, the impact on local retail, the packages that will go back home, the families coming in, the extension of the run into a larger holiday, and all of it leading to the spike in the exchequer of the city/state.

According to MVS Murthy, Chief Marketing Officer at Federal Bank “The Bank believes in supporting fitness and wellness initiatives that bring people together. The Federal Bank Kochi Marathon is a perfect example of this, with elite runners, full marathoners, half marathoners, and debutants all coming together to challenge themselves and enjoy the scenic route in the beautiful God's Own Country. We are proud to be the title sponsor of this debut marathon and look forward to a record number of registrations.”

The Federal Bank Kochi Marathon premier edition will be on the 1st of May 2023 with a Marathon (42.195 Km), Half Marathon (21.097 Km), 10K and a 3K (Green Run). Billed as The God's own Marathon, in the God's Own Country - Kerala, the event is backed by The Kerala Tourism Department.

So, gear up for the Federal Bank Kochi Marathon and get ready to run for a good cause.

Participants can register for the Federal Bank Kochi Marathon online at <http://www.kochimarathon.in> on or before 28th April 2023.

M V S Murthy
Chief Marketing Officer

Federal Bank (NSE: FEDERALBNK) is a leading Indian private sector bank with a network of around 1,351 banking outlets and 1,896 ATMs/Recyclers spread across the country. The Bank's total business mix (deposits + advances) stood at ₹ 3.69 Lakh Crore as on 31st December, 2022. Capital Adequacy Ratio (CRAR) of the Bank, computed as per Basel III guidelines, stood at 13.35% as on 31st December 2022. Federal Bank has its Representative Offices at Dubai and Abu Dhabi that serve as a nerve centre for Non-Resident Indian customers in the UAE. The Bank also has an IFSC Banking Unit (IBU) in Gujarat International Finance Tec-City (GIFT City). Federal Bank is transforming itself, keeping its principles intact, into an organization that offers services beyond par. It has a well-defined vision for the future as a guidepost to its progress.

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