

## Boom in Running Events and Participation Sweeps the Industry: Record Numbers of Races and Runners post-pandemic

# India Marathon **ANNUAL REPORT** **2023-24**

*(An overview of the running event sector)*

*Prepared, Published and Released by*



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**Mumbai, Maharashtra May 30, 2024** ([IssueWire.com](https://www.issuewire.com)) - RaceMart, India's leading race calendar for running events, unveiled the second edition of its Annual report for 2023-24, reflecting a surge in running events and participation.

The report reveals an upsurge with 651 events and 6,55,064 finishers in 2022-2023 compared to 534 events and 4,99,191 finishers in 2021-2022. Notably, the Tata Mumbai Marathon was the largest event in 2022-2023, followed by the Freshworks Chennai Marathon. Both the running events continue to dominate the top spots in 2023-24.

Another significant aspect the report brings out is the five largest new running events. The fact that these events gathered large registration numbers, shows the appetite for good events backed by sound promoters.

The team at RaceMart ( a wholly owned division of YouTooCanRun ) has been capturing all details regarding running events conducted all over the country and includes about 17 parameters for data aggregation. The team has been doing this for the past five years and forms the most significant repository of running industry statistics in the country.

The report highlights the running event industry's growth, assessing the overall size, expansion, and specific events. It analyzes participant numbers across various race distances like Full Marathon, Half Marathon, 10K, and 5K. Additionally, the report examines the geographical distribution of events, presenting an overview of their dispersion throughout the country and breaking down the data by state within each region.

RaceMart enables **runners** to select events that meet specific quality criteria, ensuring they have access to high-quality races that align with their preferences. RaceMart offers **event organizers** a platform to list their events, providing up-to-date information and the opportunity to effectively market their races to the growing number of searches on the site. RaceMart assists **brands** in developing data-driven "go-to-market strategies" by providing valuable insights rather than relying solely on relationships.

"The dedication and attention to detail of the team at RaceMart has resulted in a comprehensive analysis that provides valuable insight into the size and growth of the running events industry. This report will serve as a valuable resource for participants, organizers, and sponsors, empowering them with data-driven insights", said P. Venkatraman, CEO - YouTooCanRun.

To access the complete report, click on the link: <https://racemart.in/reports/india-marathon-annual-report-fy-2023-24>

**About YouTooCanRun:** YouTooCanRun is India's top full-suite endurance sports management company, offering comprehensive solutions for running, cycling, duathlons, and triathlons. Our deep community engagement and domain expertise help brands maximize their potential in mass participation events. With a proven track record of growing sports IP, we deliver exceptional value to brands, sponsors, and event organizers. Our tailored services cater to Corporates, NGOs, Public Bodies, Educational Institutions, and public running events. Choose YouTooCanRun for unparalleled race management expertise and elevate your brand through endurance sports.

For more information visit [www.youtoocanrun.com](http://www.youtoocanrun.com)

**About RaceMart:** RaceMart is the go-to comprehensive directory for Indian endurance events, providing detailed information on event dates, venues, categories, registration details, organizer details, timing partners, and finisher data.

**For Runners:** Access detailed marathon calendar and event listings, helping runners choose smartly with information on editions, participants, organizers, registration, and prize money.

**For Event Organizers:** Control event listings on RaceMart, reach targeted participants and boost registrations with prominent banner ads. RaceMart is the ultimate resource for maximizing event visibility and engagement.

For More Information visit [www.racemart.in](http://www.racemart.in)

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