

Mr. Karan Parikh Makes Linnhoff India Proud by Completing 21km In The 2015 Mumbai Marathon



“Impossible Is Nothing!” That is what Mr. Karan Parikh, Manager Business Relations from Linnhoff India proved when he participated in the 12th edition of Standard Chartered Mumbai

Marathon. Sponsored by Linnhoff India, Mr. Parikh represented the charitable foundation EOTO and successfully covered 21km in the race. Needless to mention he ran for a cause that is close to everyone belonging to the Linnhoff India family.

It's been a week since the Standard Chartered Mumbai Marathon 2015, kick started on a high note, yet the excitement levels refuse to dwindle among all those who witnessed the grand event. The thrill to run the 12th edition was evident at the Bandra Kurla Complex in Mumbai on Sunday. The Standard Chartered Mumbai Marathon (SCMM) saw an astonishing number of participants ranging from young adults to senior citizens.

SCMM, is an annual international marathon held in Mumbai, India, on the third Sunday of January every year. It is the largest marathon in Asia as well as the largest mass participation sporting event on the continent. It is the richest race in India with a prize pool of USD \$350,000.

Distance running events like SCMM, world over are one of the largest platforms for charity and the events promoted by Procam International were no exception. Each of the three events works closely with Charity Partners and NGOs to raise money for charity, benefiting various causes.

Since its inception, the Standard Chartered Mumbai Marathon has raised close to Rs 42.84 crore towards charity, making it the largest charity generating platform in India, be it in sports or entertainment. Today, the road races promoted by Procam have pioneered a new road running and health and fitness paradigm in India

