

Shriram Properties brings the “Green Initiative Run” as a prelude to the 5th Edition of Shriram Properties Bengaluru Marathon

Partners with NEB Sports for a clean and sustainable Bengaluru

Bengaluru, July, 2018: Shriram Properties, the property development arm of the Rs 90,000 crores financial giant Shriram Group and the makers of some of the most innovative living spaces proudly presents the ‘Green Initiative Run’ as a prelude to the 5th edition of the Shriram Properties Bengaluru Marathon to be held in the month of October. Scheduled to take place on August 5th 2018, the run will act as training and build up to the grand Marathon just 2 months away.

Being flagged off at 6:30 am in the morning, the 5km run will see participants from all age groups beginning the lap from the Sree Kanteerava Stadium covering the Cubbon Park area, before heading towards Cubbon Road and M.G. Road and returning back to the stadium. With the motive to keep the city clean after the race, the participants will on voluntary, clean and beautify the track after the race. Beginning from 7: 30 am till 8am the area covering Cubbon Park, where the run will take place will be cleaned and beautified by painting pavements and cleaning the used track for better waste reduction and management post the run.

Following the success of the first four editions of the Shriram Properties Bengaluru Marathon, Shriram Properties with this initial Green Initiative Run, calls upon the city residents to stay fit and have a healthy lifestyle. Alongside staying healthy, the idea behind the run is to also sensitise people on the need of a clean environment. The run therefore, involves the citizens in not just cleaning the area but also create awareness among on the importance of maintaining a clean environment and spread the message of responsible citizenship. Through this initiative the participants will voluntarily give back to the society and make the place more sustainable for generations to come.

Commenting on the green run, **Mr. Murali Malayappan, MD, Shriram Properties** said- *“Shriram Properties is extremely excited to bring the Shriram Properties Bengaluru marathon for the 5th consecutive year for the citizens of Bengaluru. With our past Marathon editions, we have encouraged people to inculcate good habits that lead to good health and healthy living; running being one of them. However this year one of the main objectives of this marathon is to exchange information and create awareness towards environmental sustainability among the participants. With this Green Initiative run we hope to allow all the marathon participants and the citizens to learn, apply and debate with others the various possibilities to work towards a better environment.”*

XYZ, NEB Sports said: *“NEB sports is delighted to have Shriram Properties as the official title sponsor for the Green Initiative Run 2018 yet again for the 5th consecutive year. With this marathon we are working hard in coordinating all the services that are geared up towards providing all the participants with best facilities and a memorable experience. Moreover, as the organizing team we are happy with how the overall event is constructed and how we are contributing as a community to attain a clean and sustainable environment.”*

Details:

Venue: Kanteerava Stadium

Distance: 5KM

Reporting Time: 5:45am to 6:15am

Warm Up: 6:15am - 6:30am

Start Time: 6:45am

Green Initiative work: 7:30am onwards

For further details please log into: www.bengalurumarathon.in

About Shriram Properties:

Shriram Properties, the property development arm of the Rs 90,000 crores financial giant Shriram Group, Chennai, is a multi-crore company with nearly Rs 25,000 crores business across the country. The company has so far delivered over 15 million square feet of residential and commercial built up space across the country and has another around 60 million square feet is under various stages of development.

Shriram properties have raised till date, PE investments of about US\$ 460 million from investors at entity level as well as projects level being largely residential. Shriram Properties has won the prestigious Assocham Award (Associated chamber of commerce and Industry) in three consecutive years from 2013 to 2015, for being the **Best Developer in Southern region**. The company has also won awards for being the **Best Realty Investment Partner in India** and the **Most Transparent Developer in Southern region**. **The company has recently won three awards each at ET Now** Please visit <http://www.shriramproperties.com/> for further information.

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