

AMARON Powers the TCS World 10K Bengaluru 2026, Bringing Reliability to Every Mile

Bengaluru, 26 April 2026: AMARON, the flagship brand of Amara Raja Energy & Mobility, powered the TCS World 10K Bengaluru as the official partner, reinforcing its commitment to endurance, consistency, and performance values that mirror the spirit of long-distance running. As part of its ongoing association with Procam International through 2026, AMARON was present across key touchpoints of the event, which saw participation from over 36,000+ runners across on ground and virtual formats.

At the event AMARON brought its promise of reliability to life through a series of service-led and experiential engagements at various touchpoints. AMARON-powered ambulances and support vehicles were deployed across the route, quietly supporting runners at critical moments, enabling journeys that demand consistency, reliability, and endurance. Participants had access to two-wheeler and four-wheeler battery check-up camps, along with lubricant oil change services ensuring their journeys beyond race day remained uninterrupted. Along with this, a larger-than-life AMARON battery installation served as the centrepiece, alongside a showcase of vehicles powered by AMARON across categories. The brand also introduced battery-shaped charging stations and interactive zones across the venue blending utility with engagement in a way that felt both functional and intuitive.

Recognised as a World Athletics Gold Label race, the event brought together elite global and Indian athletes, reflecting the spirit of “*Endendigu Bengaluru*” a city defined by steady progress and resilience. The event was attended by a strong elite field, including Uganda’s Harbert Kibet and defending champion Sarah Chelangat, alongside Indian defending champion and event record holder Abhishek Pal and Sanjivani Jadhav.

Commenting on the association, **Chandrasekar Radhakrishnan, Chief Business Officer – Automotive and Home Energy Business (India & SAARC), Amara Raja Energy & Mobility**, said: “A marathon shows us that the real race is the one no one sees—built quietly, mile after mile, through discipline and resolve. That’s what Amaron stands for. Not short bursts, but staying power. Not noise, but consistency over time. Our association with the TCS World 10K Bengaluru celebrates those who keep going, away from the spotlight, committed to the long game. Because like every runner out there, Amaron is built to endure—quietly powering every mile that matters.”

Speaking about the **TCS World 10K Bengaluru, World Champion and Olympic medallist Blanka Vlašić** said, “What makes this special is not the race itself, but everything that leads up to it and the discipline, the preparation, and the consistency that build over time. Every runner here is a reflection of that journey. In many ways, the long game in any sport is always played in the quiet and in the hours of effort no one sees. In a city like Bengaluru, where progress is constant and personal, you can truly feel that spirit of people moving forward in their own rhythm, yet together as one”

Through its continued association with marquee endurance platforms such as the IPL and the Tata Mumbai Marathon, AMARON remains committed to championing performance, consistency, and the spirit of the long game across India.

About Amara Raja Energy & Mobility Limited

Amara Raja Energy & Mobility Limited (ARE&M) encompasses a diverse range of solutions and products, which includes energy storage solutions, Lithium-ion cell manufacturing, wide range of EV chargers, Li-ion battery pack assembly, automotive and industrial lubricants, and exploration of new chemistries, among others. ARE&M is also one of the largest manufacturers of energy storage products for both industrial and automotive applications in India. Amara Raja is the preferred supplier to major telecom service providers, telecom equipment manufacturers, the UPS sector (OEM & Replacement), Indian

Railways, and the Power, Oil & Gas industry segments. Amara Raja's industrial battery brands comprise of PowerStack®, AmaronVolt® and Quanta®. The company also manufactures India's leading automotive battery brands Amaron® and Powerzone, which are distributed through a large pan-India sales & service retail network. The company supplies automotive batteries under OE relationships to Ashok Leyland, Ford India, Honda, Hyundai, Mahindra & Mahindra, Maruti Suzuki, and Tata Motors amongst others. Amara Raja's Industrial and Automotive Batteries are exported to over 65 countries around the world.

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