

AMARON Powers the TATA Mumbai Marathon 2026

Mumbai, 09 January 2026: AMARON, the flagship brand of Amara Raja Energy & Mobility, announced its partnership with Procam International as the official ‘Powered By’ Partner for the Tata Mumbai Marathon and other Procam-organised distance running events, effective until 31 December 2026. This marks AMARON’s first association with Procam International, that celebrates the spirit of endurance, consistency, and quiet determination that defines long-distance running; values that strongly align with the brand’s philosophy of delivering dependable power - that lasts long, really long.

Commenting on the partnership, **Mr Chandrasekar Radhakrishnan, Chief Business Officer – Automotive and Home Energy Business (India & SAARC), Amara Raja Energy & Mobility**, said, *“Marathons have a unique way of transforming ordinary individuals into silent heroes - people driven not by applause, but by discipline, perseverance, and the courage to endure. Amaron’s association with the Tata Mumbai Marathon is an ode to these silent heroes who embody quiet strength and consistency. Our storytelling and engagement will focus on this quiet determination, the resolve to show up, push limits, and keep going. To last long. Really long.”*

Through this collaboration, AMARON strengthens its commitment to celebrating resilience, reliability, and the human spirit. Held annually on the third Sunday of January, the **Tata Mumbai Marathon** is Asia’s largest marathon and mass-participation sporting event, with over 60,000 participants from across the world running on 18th Jan 2026 in Mumbai. AMARON will play a key role in the event, via on-ground as well as behind the scenes support.

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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