

# CORE TEAM

Our core committee consisted of people who have been on the Powai Run team since inception.



**Deepak H. Daryanani**  
Past President 2018-19 and CEO

Deepak's role is to set direction for HPR each year, mobilise teams and leverage talent, maximise profitability to increase contributions to charity, create efficient vendor networks, ensure good governance, add innovations each year and generally support efforts of all function heads.



**Ms Mamata Asthana**  
Past President 2017-18 and COO

As the COO for HPR, Mamata supports all leaders, to ensure that all pieces are well coordinated and on time.



**Mr Ashish Bhushan**  
Mentor

Ashish has been involved in taking HPR's message of Fitness, Charity and Celebration to maximum people in the country enabling maximum participation in all forms of the event (Run, Expo, Carnival) thereby creating a compelling opportunity for brands and charities to partner HPR.



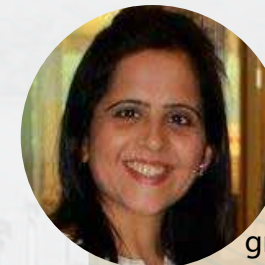
**Mr Liku Colombowala**  
Race Director-HPR

Liku manages all operational aspects of the run, including but not limited to, the route, water stations, medical aid, timing and overall safety and security of the runners.



**Vikram Chopra**  
Past President RCML and Head Sponsorships-HPR

Besides achieving and exceeding our sponsorship targets, Vikram has helped look at a diverse range of sponsors. Thanks to his active work, large and established corporates understood and appreciated the charitable causes supported by RCML & were proud to be associated with the event.



**Parul Gupta**  
Head Marketing & PR-HPR

Through marketing & PR, Parul drives the growth of the Run, helping create a sustained, scalable platform for both runners & partners.

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**Mr Nikhil Aggarwal**

Head corporate registrations-HPR

Nikhil has helped by connecting with corporates who look forward to motivate their employees to be fit and healthy by registering for HPR and also support causes as part of their CSR.



**Ms Lubaina Colombowala**

Joint Operations Head-  
Powai Run Carnival

Lubaina has helped manage all aspects of the Carnival including stalls, retailer participation, sponsor activation, performances, creating a fun environment for everyone.



**Ms Manju Udasi**

Operations Head-  
Powai Run Expo

Manju ensures that Bib distribution is carried out efficiently.



**Ms Radhika Badani**

Head of Secretariat

Radhika has helped assist all who cannot register online, especially senior citizens.



**Ms Jyoti Sainani**

Joint Operations Head-  
Powai Run Carnival

Jyoti has ensured there is colour, fun and masti after the Run.



**Mr Sunil Gambani**

Head Sponsorships-HPR

Sunil helps sponsors understand the Run's cause and manages the sponsorship amounts sent in.



# RESPONSE

“HIRANANDANI POWAI RUN WHICH IS THE ANNUAL FITNESS EVENT, HAS GROWN LARGER AND BETTER IN THE PAST YEARS.

–Dr.Niranjan Hiranandani,  
Co-Founder & MD, Hiranandani Group

“NO RUN WILL MATCH THIS AS IT’S NOT DRIVEN BY AN EVENT MANAGEMENT TEAM BUT A TEAM OF PASSIONATE YOUNG AND DYNAMIC PEOPLE WHO PUT THEIR HEARTS OUT TO CREATE SUCH AN EVENT.

– Dr Sujit Chatterjee,  
CEO, Hiranandani Hospital

**Hindustan Times Media Marketing Initiative**

## BEING THE CATALYST FOR SOCIAL CHANGE

In the past six years, Hiranandani Powai Run (HPR), which is a 100% charity initiative of the Rotary Club of Mumbai Lakers (RCML), has metamorphosed into the second largest running platform in Mumbai.

**A**ll it takes is a few steps to start a positive movement. What started as a small community event six years ago for the residents of Hiranandani Gardens, Powai has now grown to have 12,000+ participants from across India, large charity funds, corporate participation and media amplification across the leading online and offline media.

Today, Hiranandani Powai Run (HPR) has metamorphosed into the second largest running platform in Mumbai. HPR is a 100% charity initiative of the Rotary Club of Mumbai Lakers (RCML) and supports multiple causes each year. For instance, the Hiranandani Powai Run 2018 has taken up the cause of hearing disabilities, particularly among children.

Given the success of the initiative, three years ago HPR introduced a Carnival at the end of the run to engage the residents of Powai. Over 50,000 people come together on a Sunday morning to celebrate fitness, enjoy offers from restaurants and retail stores, attend performances and musical events, encourage children to represent themselves in various talent initiatives, among others. Building a healthy society while sharing a unique community living experience has received a whole new dimension.

**Hiranandani Powai Run**, which is the annual fitness festival, is not just a larger and better fit for the past seven years. It is aimed as an initiative to awaken residents about the importance of leading a healthy lifestyle. Running is the common thread that binds the residents of Powai. With the main objective of the Powai Run, 100% of the funds raised from the run, we have done projects to take Heart Surgeries, GI Child Education, Vocational Centre, and Child Education. This year, we are adding another project, and we look forward to doing a diverse project of Plastic Free Powai. We are set off with one thought in mind, we definitely want to make a difference and we definitely know that with every passing year we are breathing more lives. Today, we are making it at all and this is only because of our motto, "We can do it."

–Niranjan Hiranandani, Co-Founder & MD, Hiranandani Group

**We had a dream, we added action.** It took the form of Hiranandani Powai Run. With perseverance, we keep making it bigger. We have more sponsors, more charity partners, and more fun. Giving is the main objective of the Powai Run. 100% of the funds raised from the run, we have done projects to take Heart Surgeries, GI Child Education, Vocational Centre, and Child Education. This year, we are adding another project, and we look forward to doing a diverse project of Plastic Free Powai. We are set off with one thought in mind, we definitely want to make a difference and we definitely know that with every passing year we are breathing more lives. Today, we are making it at all and this is only because of our motto, "We can do it."

–Niranjan Hiranandani, Co-Founder & MD, Hiranandani Group

**The idea of Hiranandani Powai Run** (HPR) was conceived in a meeting with the Rotary Club of Mumbai Lakers for an initiative to encourage healthy living. "What better than an early morning run if it started with 1,000 people from the community participating. From there it grew to about 1,000 runners and has risen from where people use to participate. No one will match this as it is not driven by an event management team but a team of passionate young and dynamic people who put their hearts out to create such an event. There is also the health angle that we want people to exercise of these consciousness as the health generally increases. Importantly, it is also about people getting together on the first Sunday of each year with a promise of enjoying themselves."

–Dr. Raj Chatterjee, CEO, Hiranandani Hospital

**Bajaj Allianz General Insurance** believes in a relationship beyond insurance and encourages healthy living among its customers. Being associated with Powai Run is one step towards it.

–Tapan Singhel, MD & CEO, Bajaj Allianz General Insurance Co Ltd.

**"We are proud to be associated with the Hiranandani Powai Run 2018, where fitness takes a front seat. Whether it's health or wealth, having a goal, pursuing it diligently and crossing the finish line adds more meaning to life."**

–Shashi Singh, Senior Partner & National Sales Head-AMC, IIFL Asset Management

**"We are proud to be associated with the Hiranandani Powai Run (HPR) - an initiative that works closely with a number of meaningful causes. It is with our finest corporate values of Family Spirit and Team Reliance, Hable has always recognized and supported any cause that can make a difference to human lives."**

–Jurgen Wolf, Managing Director, Häfele India Pvt Ltd

**RCML: GIVING BACK TO SOCIETY**  
RCML has partnered with Hiranandani Hospital on this cause.

**Little Heart Surgeries**  
RCML has been partnering closely with Little Heart Children's Heart Centre, to fund pediatric heart surgeries for underprivileged children since the last six years.

**GI Child Education**  
RCML, in association with Kasturba Foundation to support the GI Child Education.

**Early Childhood Intervention Program**  
MBA Foundation started with providing special needs youngsters a occupation and shelter. The journey of MBA Foundation and RCML started in 2012.

**Vocational Centre**  
RCML started the Vocational Centre in August 2015 to bring programs for children, youth, women to Powai and allow our members and families a platform of giving.

**To know more on the Hiranandani Powai Run, contact: powairun@rotary-lakers.org**

**To contribute to the Rotary Club of Mumbai Lakers, contact: rotarylakers@yahoo.com**

**Or visit our Facebook pages: @RotaryLakers /runpowairun**

“WE ARE PROUD TO BE ASSOCIATED WITH THE HIRANANDANI POWAI RUN 2018 WHERE FITNESS TAKES A FRONT SEAT. WHETHER IT IS HEALTH OR WEALTH, HAVING A GOAL, PURSUING IT DILIGENTLY AND CROSSING THE FINISH LINE SUCCESSFULLY ADDS MORE MEANING TO LIFE.

– Shashi Singh,  
Senior Partner & National Sales Head-AMC, IIFL Asset Management

“BAJAJ ALLIANZ GENERAL INSURANCE BELIEVES IN A RELATIONSHIP BEYOND INSURANCE AND ENCOURAGES HEALTHY LIVING AMONG ITS CUSTOMERS. BEING ASSOCIATED WITH POWAI RUN IS ONE STEP TOWARDS IT.

– Tapan Singhel,  
MD & CEO, Bajaj Allianz General insurance Co Ltd.

“WE ARE PROUD TO BE ASSOCIATED WITH THE HPR, A INITIATIVE THAT WORKED CLOSELY WITH A NUMBER OF MEANINGFUL CAUSES.

– Jurgen Wolf,  
Managing Director, Häfele India Pvt Ltd