

Bisleri to hydrate runners at “TCS World 10K Bengaluru”

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Bengaluru, 10th May 2017: Bisleri, the pioneer of mineral water in India, is pleased to announce its partnership with Procam International. Bisleri will be the exclusive hydration partner for the top four running events in India i.e. TCS World 10K Bengaluru, Mumbai Marathon, Airtel Delhi Half Marathon and Tata Steel Kolkata 25K.



Being the hydration partner at **TCS World 10K Bengaluru** that is set to take place on **21st May 2017** at Sere Kanteeravastadium, Bisleri will take charge of water requirements for the runners and athletes participating in the run. Bisleri will set up 6 water stations across the 10km stretch on the running track to ensure that all the runners and athletes are well hydrated. In addition to this, Bisleri cooling corridor on the track will help combat body heat and keep the runners' body cool with water mists to help them keep going.

Water is fundamental part of our body. Not just dehydration, even over-hydration is serious problem and can adversely impact runner's health and performance. Bisleri will educate runners and athletes on the importance of hydration and individual body's requirement of water especially during a run. There will be one-on-one interaction and expert talk for the participants before the race day to help them prepare for the race.

Mr. Parag Bengali, Director, Bisleri International Pvt Ltd. said *“With consumers increasingly realizing the importance of an active lifestyle, Bisleri through the association with Procam International would like to emphasize on the importance of water for leading a healthy lifestyle. Having a number of health benefits, water is the best drink that you can give to your body. It's*

important that we understand the right amount water required by our body and follow a steady routine to achieve a fit mind and body. ”

Mr. Puneeth Rajkumar, renowned celebrity of Kannada cinemas said, *“Hydration as an area is neglected in the sports until now, drinking water is very important in everyday life and especially during strenuous activity. Dehydration can have a negative impact on your performance especially at marathon. For long distances or endurance training, your body loses fluid and sipping Bisleri every interval will act as a fuel to supply energy.”*

Vivek Singh, Jt. MD Procam International, said *“At Procam International, we are delighted to welcome Bisleri onboard. Hydration is a critical part of the athlete routine, and we are happy to have one of India's leading mineral water brands by outside. With this partnership, ‘at the point of sweat’ runners have the advantage of Bisleri, helping them put their best foot forward. ”*

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