

BUSSINESS PRESENTATION

Team Sugnitors





Autosports
INDIA

A NATIONAL LEVEL GO KART DESIGN CHALLENGE

TEAM NAME : SYGNITORS

COLLEGE NAME : SNS COLLEGE OF TECHNOLOGY

FACULTY ADVISORS : ANAND M

CAPTAIN : SABARISHWAR S



COMPANY STRUCTURE

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CEO : Sabarishwar S

|

COO : DawnHiruthyasamy S

|

 |— **Fabrication : Harshavardan N** → Production Team

|

 |— **Design : Akash k** → R&D Team

|

 |— **Aesthetic : Ronald colman m** → Creative Team



COMPANY VISION :

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To become the leader in hybrid go-kart manufacturing setting the benchmark for excellence in performance-driven racing and eco-conscious leisure, where every kart accelerates passion, competition, and environmental stewardship."



COMPANY MISSION :

- To revolutionize the go-karting experience by crafting best karts.
- Promoting 'Make in India'.
- blending speed, sustainability, and innovation to empower racers, thrill leisure seekers, and inspire a greener future in motorsports."

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INDUSTRY AND MARKET ANALYSIS

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GROWTH DRIVERS

- 8% ↑ motorsports | 40% ↓ EV costs
- Hot Markets
- India (12% CAGR)

OUR EDGE

- Only hybrid player in racing + leisure
- CV: 15% cheaper
- EV: Leasing model

KEY TAKEAWAY:

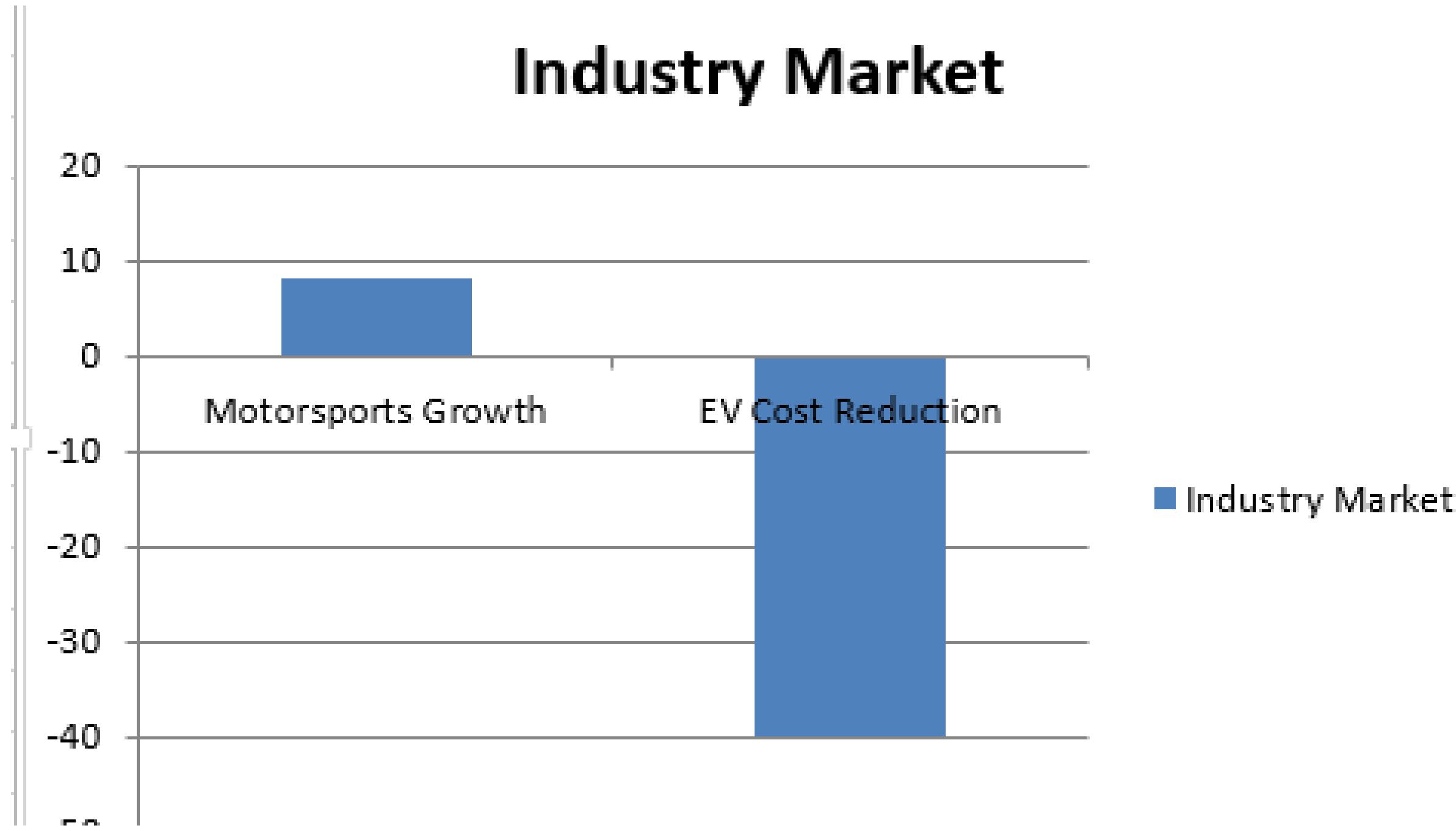
“Dominate \$1.2B demand with hybrid speed + sustainability.,,



INDUSTRY AND MARKET ANALYSIS

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Industry Market





PRODUCT PLACEMENT STRATEGY

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CV KARTS

- Racing Circuits
- Academies
- Events

EV KARTS

- Lease Karts
- Adventure Zones
- Corporate Events

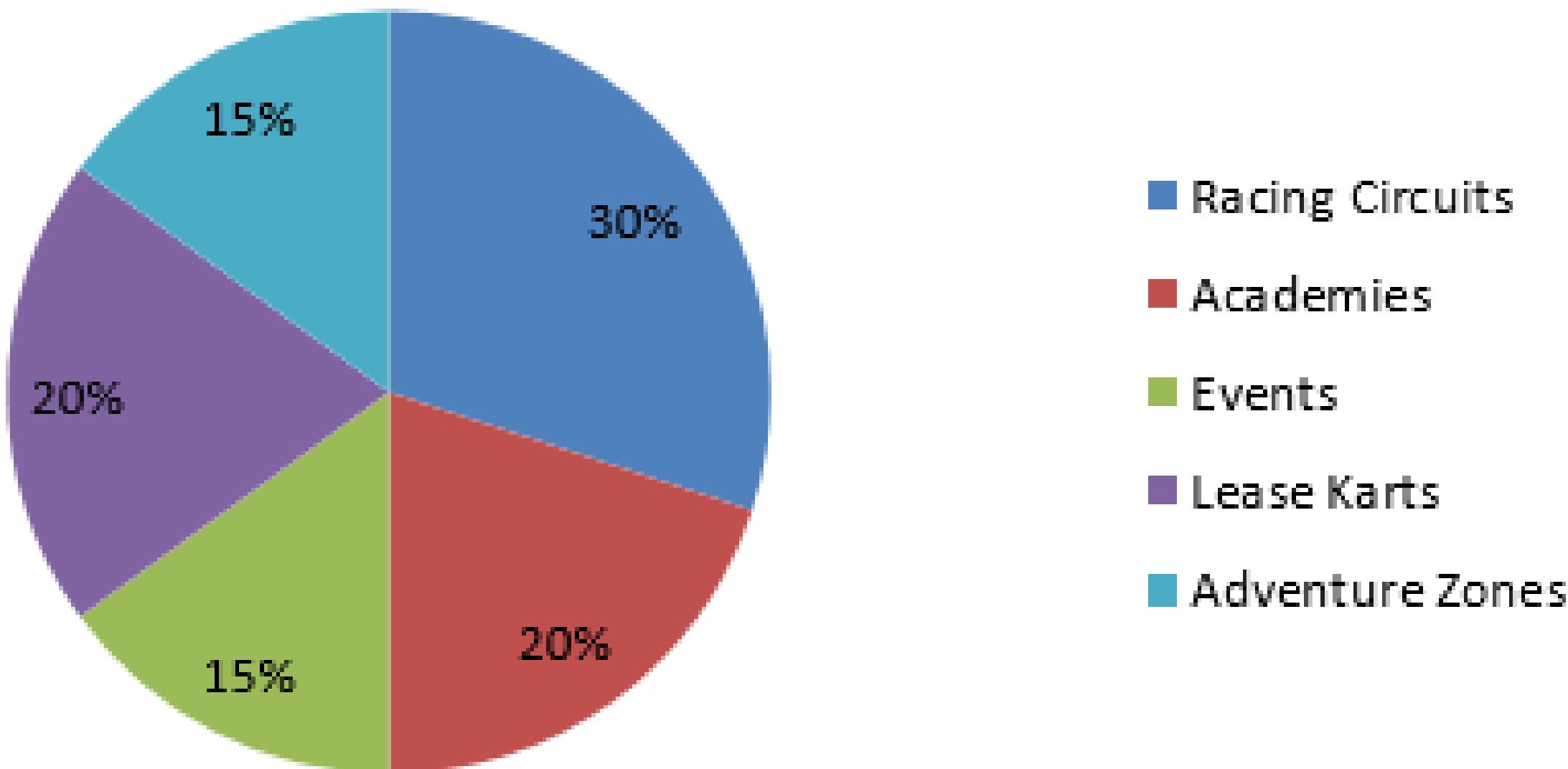
PROMOTIONAL TACTICS

- Influencers
- Exhibitions
- Online



PRODUCT PLACEMENT STRATEGY

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KEY PARTNERS - PRODUCTION & COMPLIANCE



CORE SUPPLIERS

CV Kart Partners:

- Engine Suppliers : Yamaha
- Chassis Fabricators : Tata Steel, JSW Steel

REGULATORY & SUPPORT PARTNERS

- Government : FAME II subsidies .
Certifications : FIA , ARAI

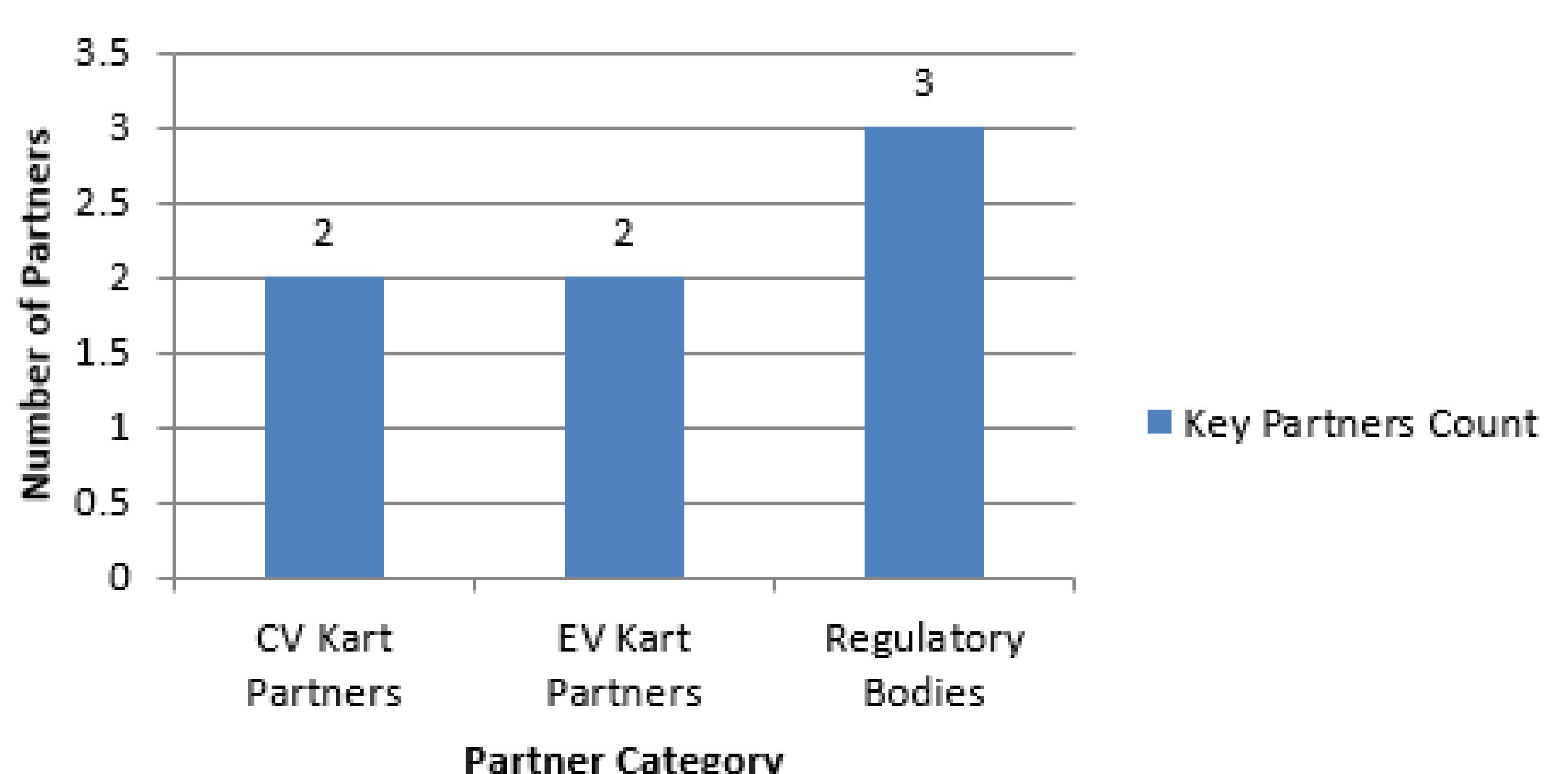
EV Kart Partners:

- Battery/Motor Tech : LG Chem, Tata AutoComp
- Software Partners : Bosch



KEY PARTNERS - PRODUCTION & COMPLIANCE

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**KEY PARTNERS - DISTRIBUTION
& COMMUNITY**

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SALES & DISTRIBUTION

- Racing Networks : Meco Kartopia, Rayo Racing.
- Leisure Hubs : Wonderla, KidZania.
- Export Partners : Middle East distributors.

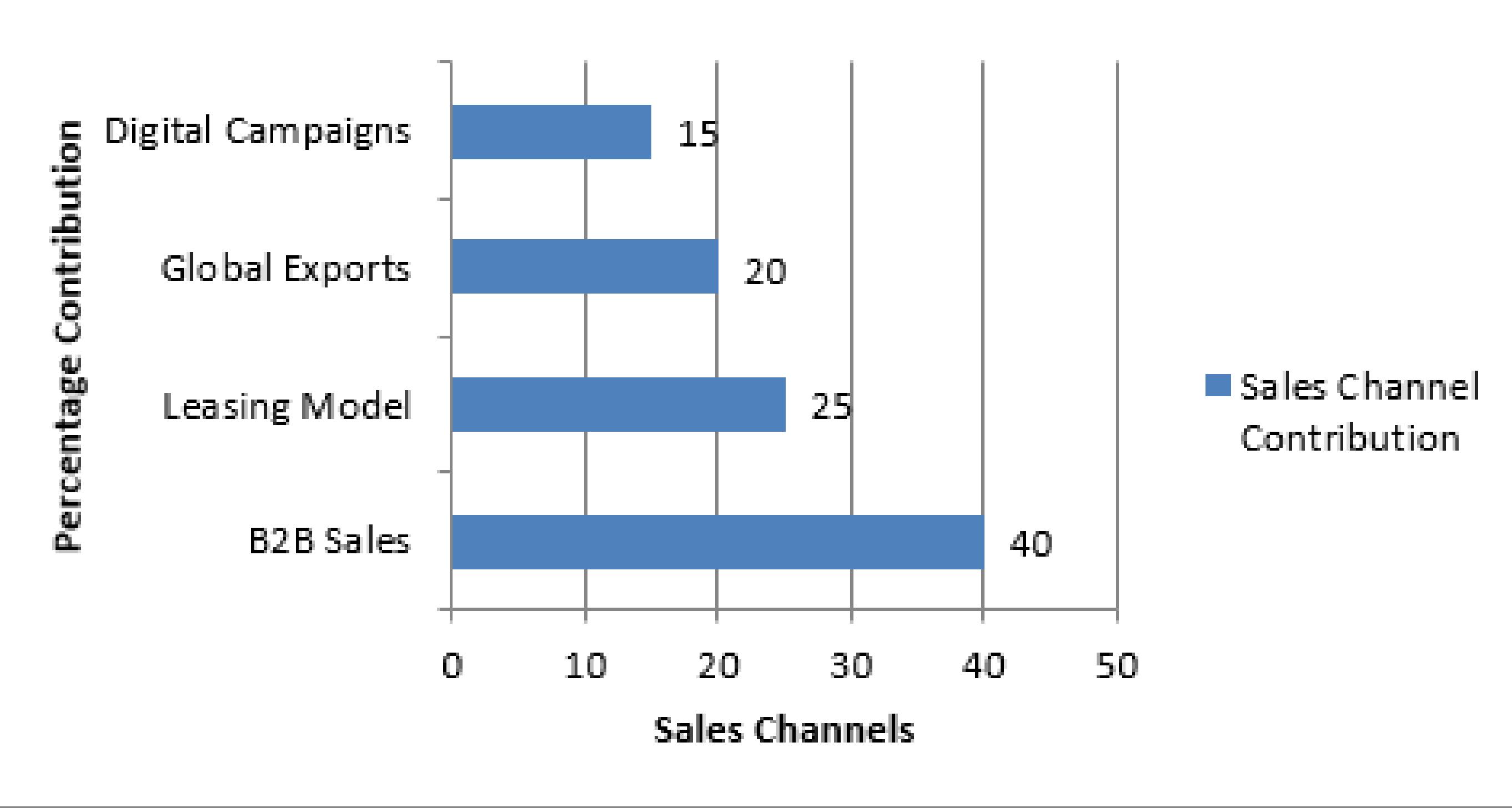
COMMUNITY & MARKETING

- Influencers : Pro racers for social media campaigns.
- Event Organizers : Corporate event planners



KEY PARTNERS - DISTRIBUTION & COMMUNITY

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KEY ACTIVITIES



PRODUCTION & QUALITY CONTROL

- CV Karts : High-performance petrol engines, racing-grade chassis.
- EV Karts : Eco-friendly batteries, low-noise motors.
- Quality Assurance: Safety certifications (FIA for CV, ARAI for EV).

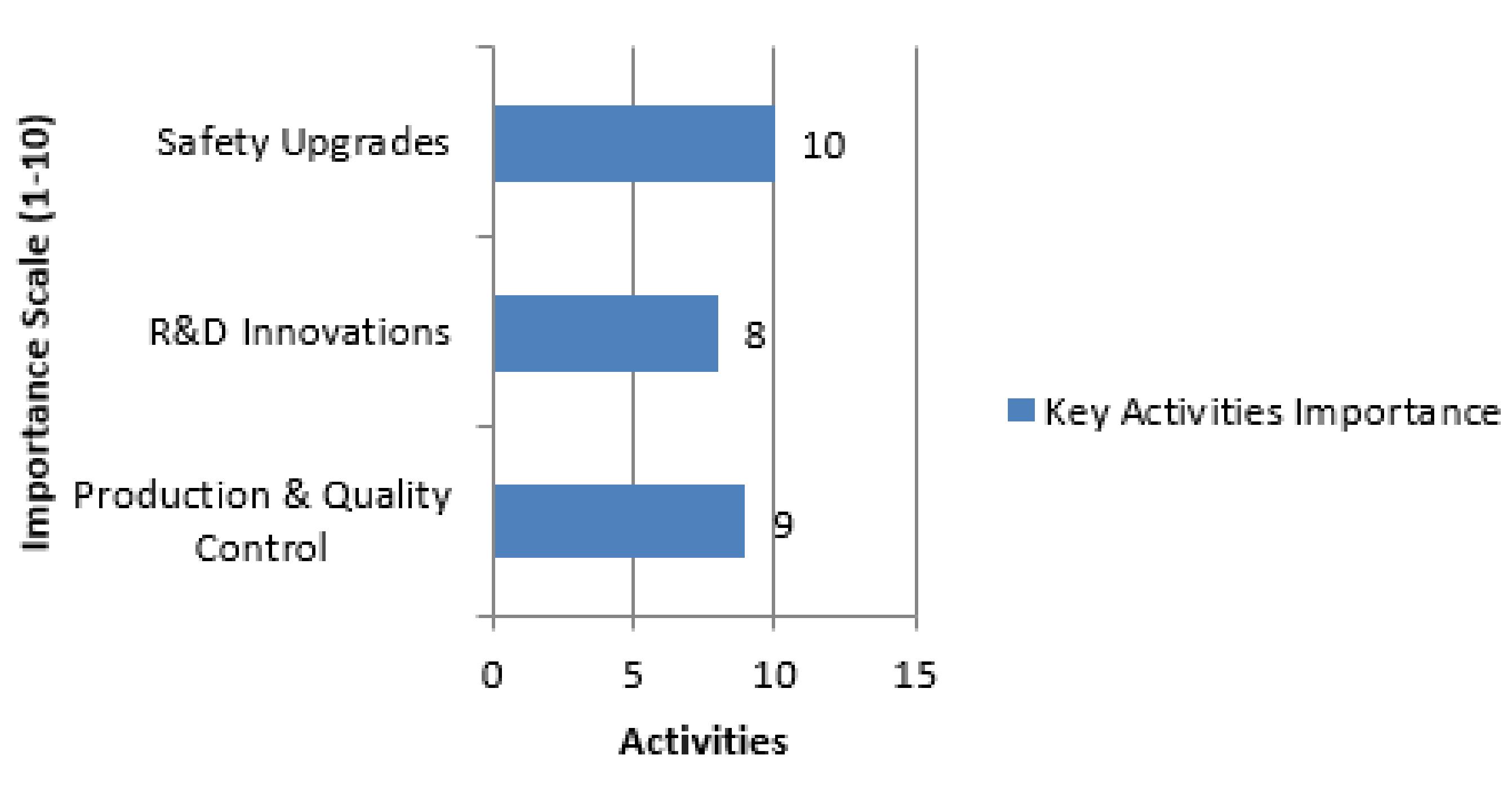
R&D FOR COMPETITIVE EDGE

- CV Innovations : Engine efficiency, aerodynamics for racing.
- EV Advancements : Battery lifespan, swappable tech.
- Safety Upgrades : Roll cages, IoT-enabled performance tracking.



KEY ACTIVITIES

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SALES & DISTRIBUTION

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B2B SALES : Bulk orders to racing academies

LEASING MODEL : EV karts to amusement parks (e.g., Wonderla).

GLOBAL EXPORTS : Targeting Middle East luxury tracks. Marketing & Branding

DIGITAL CAMPAIGNS : Social media reels, YouTube demos.

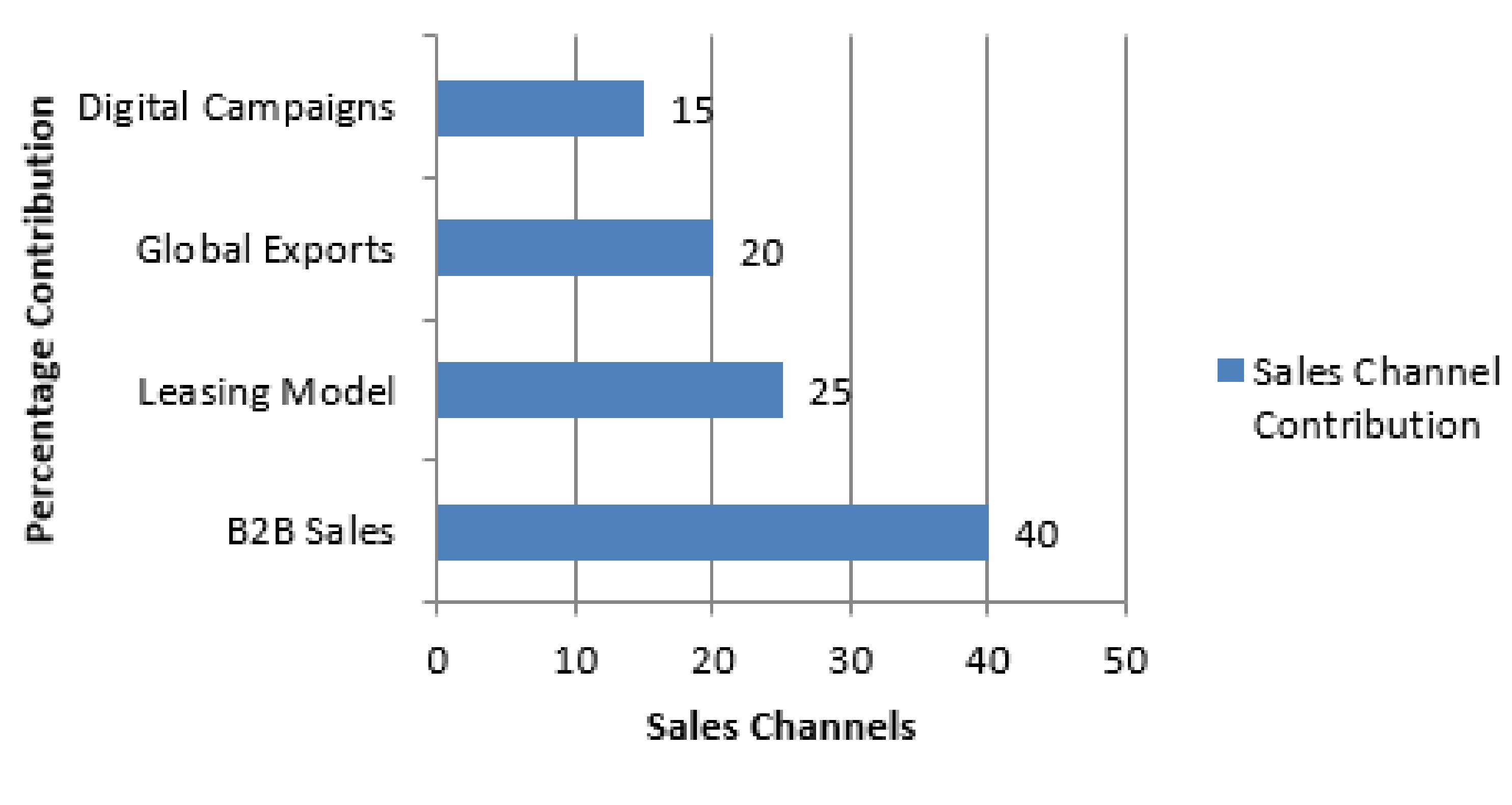
INFLUENCER PARTNERSHIPS : Racing pros (Arjun Maini) + family-friendly creators.

EVENT SPONSORSHIPS : National karting championships, corporate tournaments.



SALES & DISTRIBUTION

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AFTER-SALES & SUPPORT

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MAINTENANCE PACKAGES :

- ₹50L/year revenue from servicing..

SPARE PARTS NETWORK:

- Fast delivery of engines, batteries, tires

CONS: (PRODUCTION), (R&D), (SALES), (MARKETING).



STRATEGIC PARTNERSHIPS

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SUPPLIERS:

- Yamaha (CV engines), Tata AutoComp (EV components).

DISTRIBUTION:

- Racing academies (Meco Kartopia), amusement parks (Wonderla).

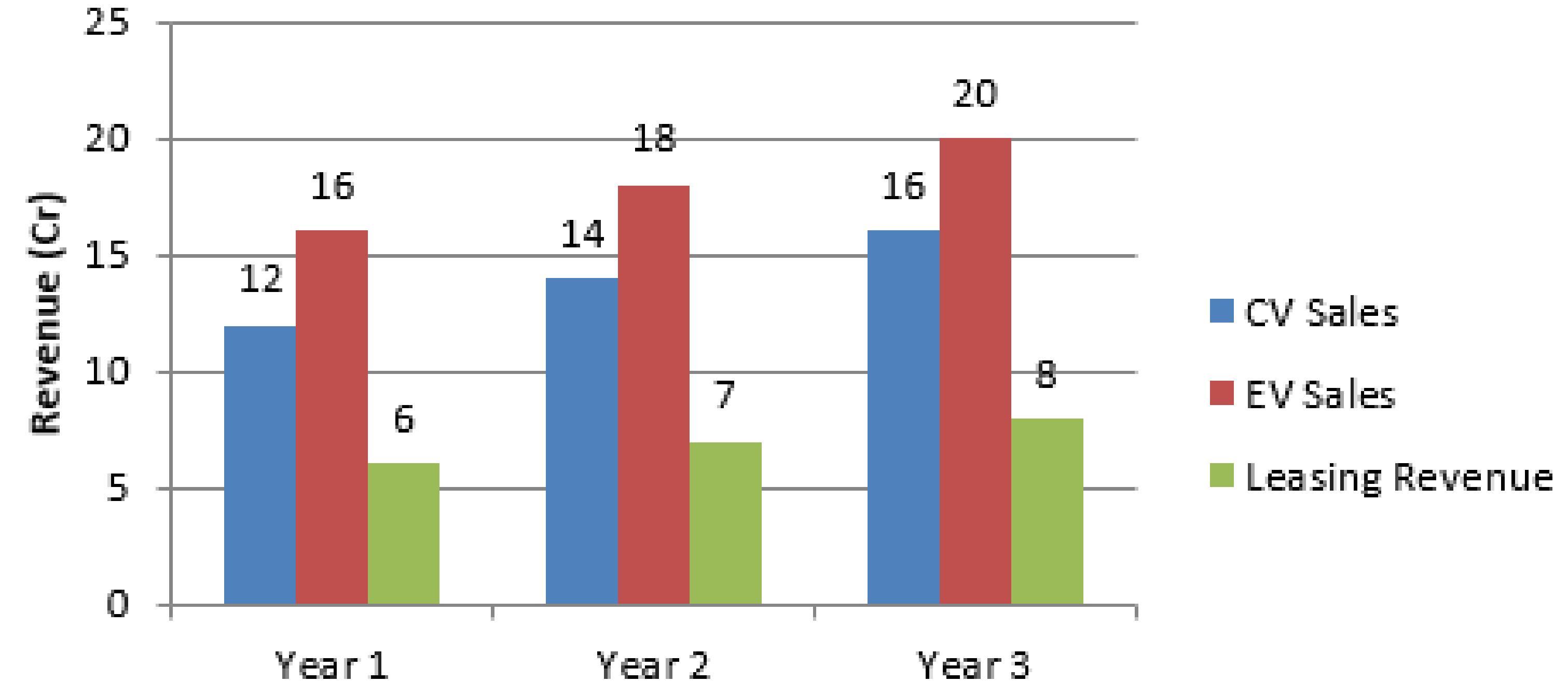
GOVERNMENT:

- FAME II subsidies reducing EV costs by 25%.

ICONS:  (FACTORY),  (TECH),  (TEAM),  (FUNDING).



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VALUE PROPOSITIONS

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1. FOR RACING ACADEMIES & PROS (CV KARTS)

- High-Performance Racing
- Cost-Effective
- Reliable & Safe

2. FOR LEISURE & RENTALS (EV KARTS)

- Eco-Friendly
- Low Maintenance
- Quiet Operation



3. CROSS-INDUSTRY APPEAL

- Corporate Events
- Education

4. HYBRID ADVANTAGE

- Dual Expertise
- Sustainability + Speed



CUSTOMER RELATIONSHIPS

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1. RACING ACADEMIES & TRACKS:

- Bulk Order Discounts
- Long-Term Maintenance Contracts
- Leasing Flexibility
- Battery Swap Services

2. B2C RELATIONSHIPS

- Enthusiasts & Racers:
- Loyalty Program
- Online Community
- Custom Events



CUSTOMER RELATIONSHIPS

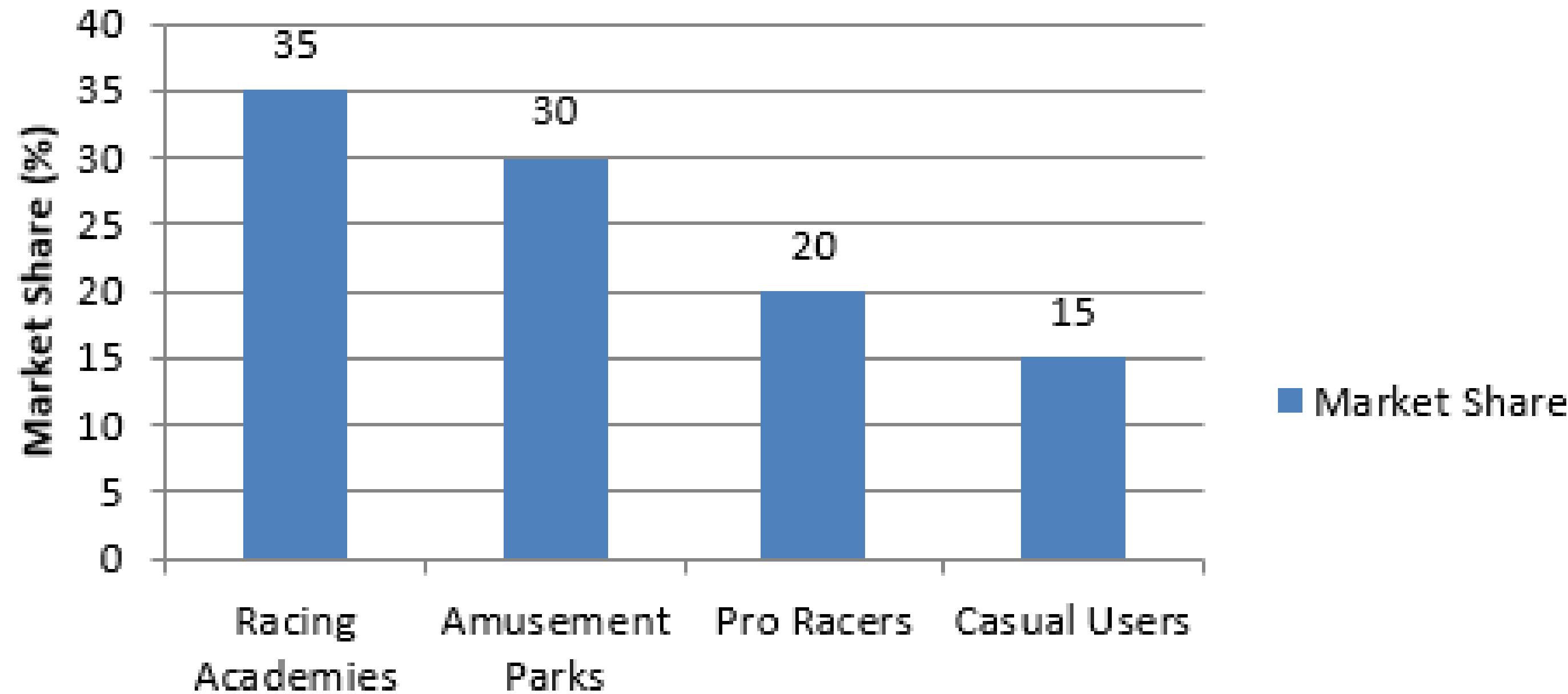
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3. RETENTION STRATEGIES

- 24/7 Support
- Feedback Loops
- Seasonal Promotions.



Customer Segments Market Share





CHANNELS

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1. CV KART CHANNELS

- Racing Networks:
- Partner tracks
- Exhibitions
- Direct Sales

2. EV KART CHANNELS

- Leisure Hubs
- Leasing Model



3. SHARED CHANNELS

- Online : Website configurator
- Social Media : Instagram/YouTube
- Influencers

**[CV: TRACKS → EXHIBITIONS → B2B]
[EV: PARKS → LEASING → EVENTS]**



1. B2B SEGMENTS

Racing Academies & Tracks (CV Karts)

- Need : High-speed, FIA-compliant karts for training/pro racing.
Amusement Parks & Rentals (EV Karts)
- Need : Quiet, low-cost karts for family-friendly fun.

2. B2C SEGMENTS

Professional Racers (CV Karts)

- Need : Customizable, affordable racing karts.
Families & Casual Users (EV Karts)
- Need : Safe, eco-friendly karts for weekend outings.



NICHE MARKETS

CORPORATE CLIENTS :

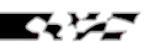
- BRANDED EVENTS & TEAM-BUILDING TOURNAMENTS.

EXPORT MARKETS :

- LUXURY TRACKS IN UAE/EUROPE (HYBRID DEMAND).



REVENUE STREAMS

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1. PRIMARY REVENUE

CV Kart Sales:

₹1.2L–1.5L/kart → ₹12–15 Cr/year (500 units).

EV Kart Sales:

₹1–1.3L/kart → ₹10–13 Cr/year (500 units).

2. LEASING & SUBSCRIPTIONS

EV Kart Leasing:

₹10k/month per kart → ₹6 Cr/year (500 EVs).

Battery Subscriptions: Swappable packs for rental hubs.



3. ANCILLARY REVENUE

Spare Parts & Servicing : ₹50 L/year (engines, batteries, tires).

Corporate Events : ₹1 Cr/year (branded tournaments, team-building).

Licensing : Tech/IP for EV battery management systems.

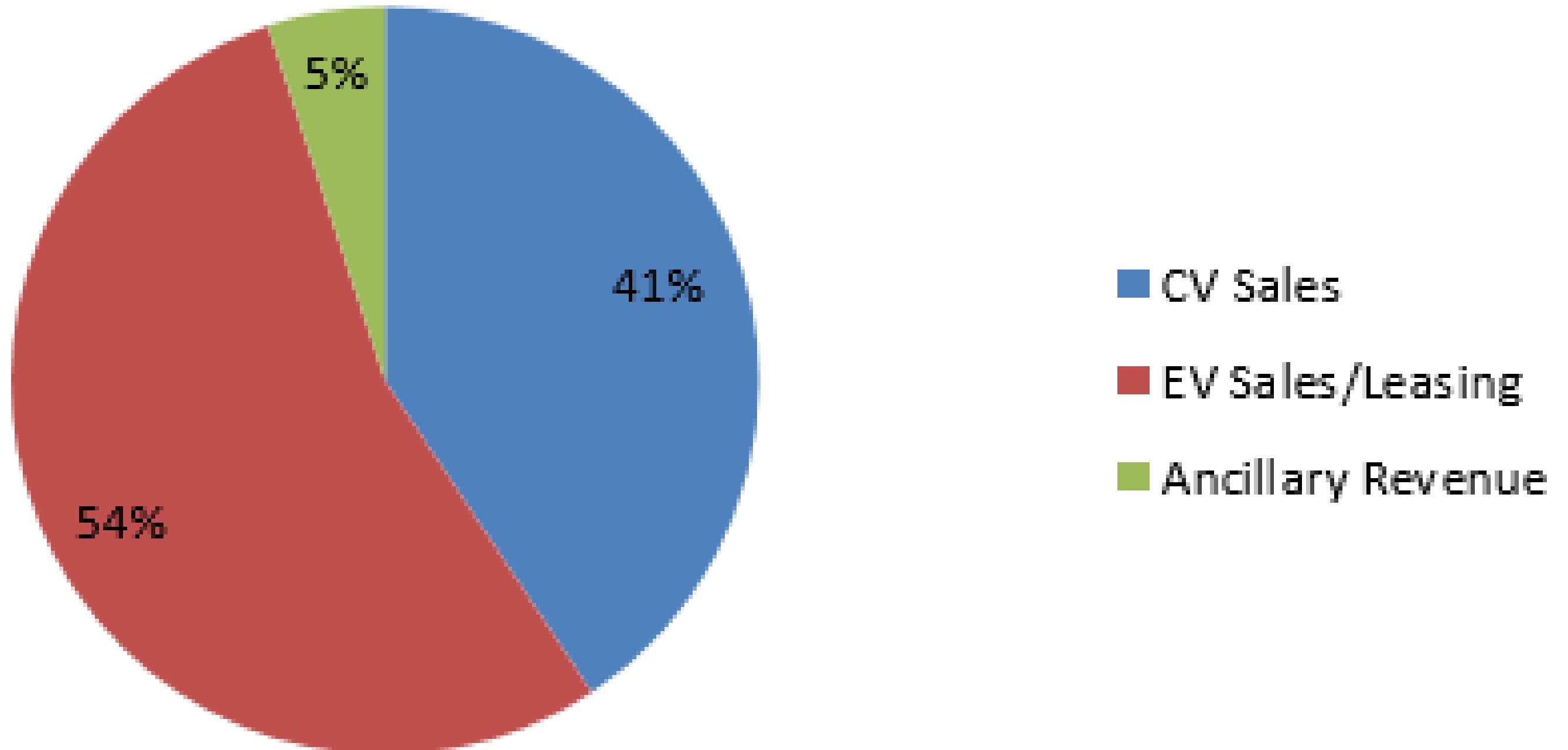
4. FUTURE OPPORTUNITIES

Exports : Premium pricing for Middle East/European markets.

Training Programs : Racing courses for academies.



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Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Go-kart racing academies (CV karts) Amusement parks entertainment zones (EV karts) Battery & motor suppliers (EV karts) Petrol engine manufacturers (CV karts) Government EV subsidy programs Investors & franchise partners	Manufacturing 500 CV karts & 500 EV karts Selling and leasing to businesses (racing tracks, rental services) Providing maintenance and after-sales services Marketing and branding efforts Continuous R&D for better kart performance Key Resources Manufacturing facility (factory, machinery, assembly line) Raw materials (chassis, engines, batteries, motors, tires, safety components) Patents & proprietary designs for go-kart frames, engine configurations, and battery systems	For Racing Academies & Pros : <ul style="list-style-type: none">Affordable & competitive go-kartsReliable engine performanceTraining for professional karting For Rental & Amusement Parks : <ul style="list-style-type: none">Eco-friendly & low maintenanceQuiet and efficient operationLower running costs compared to fuel	Direct sales & bulk orders for racing academies B2B partnerships with amusement parks Franchise & leasing model for businesses After-sales service & maintenance packages Channels Website & online marketplace for direct sales Karting exhibitions & motorsport events Partnerships with track owners & amusement parks marketing	Go-karting academies & race tracks Rental businesses amusement parks, malls, adventure zones Event organizers corporate karting events, competitions Individual enthusiasts & professional racers
Cost Structure	Revenue Streams Direct Sales: Selling karts to racing academies & businesses Leasing Model: Renting karts to rental businesses Spare Parts & Servicing: Maintenance & upgrades Corporate Events & Sponsorships: Charging fees for customized karting events			
500 CV Karts (Petrol) ₹3.35 Cr – ₹4.6 Cr 500 EV Karts (Electric) ₹4.7 Cr – ₹6.6 Cr Supply Chain & Logistics ₹50 L – ₹1 Cr Staff Salaries & Operational Costs ₹1 Cr – ₹1.5 Cr Factory Setup & Equipment ₹1.5 Cr – ₹2 Cr R&D & Prototyping ₹50 L – ₹1 Cr Marketing & Branding ₹50 L – ₹1 Cr Website Development & Online Marketplace ₹10 L – ₹30 L Legal & Compliance ₹20 L – ₹50 L				

THANK
you