



# Team De ManGo IIT Guwahati

Debanshi Mishra | [debanshimishra2000@gmail.com](mailto:debanshimishra2000@gmail.com)

Mandeep Nikhil | [786mandeepnikhil@gmail.com](mailto:786mandeepnikhil@gmail.com)

Gourav Kushwaha | [yaadniaaraha@gmail.com](mailto:yaadniaaraha@gmail.com)

**The IITD Case  
Challenge**



# Problem Statement

Mahindra Racing has been part of the Formula E ecosystem since the inaugural 2014-15 season. In six years since inception, the Banbury-based team has gone from a motorsport newcomer to establishing itself as a mainstay in the competition, recording four race wins and 19 podium finishes from 70 races, with the 2016-17 season its most successful campaign, when they finished third in the overall team standings.

Mahindra (India) and Nissan (Japan) are the only manufacturer teams currently competing in FE that do not have an event in the car maker's home nation on the 2020- 21 calendar. Talks of a potential Formula E race in India have been making the rounds for several years now, bolstered by the fact that Mahindra Racing has been part of the grid since Season 1. While an Indian E-Prix hasn't yet materialized, Formula E, CEO, Jamie Reigle, says the country remains on the top of the championship's priority list of key markets as it looks to expand its calendar in the coming years.

# Q1: Which factors should Formula E consider when it's looking to expand its calendar?



## Q2: Suggest whether it makes sense for Formula E to bring a race to India. Justify your decision based on factors found for Q1.

- Formula E will attract huge audience in India. And it can be a major contributor to Formula E development in all aspects.
- India is an important emerging market, It has Rising global competitiveness in terms of investment. It is promising emerging economies in the world for investors.
- India ranks 48th in the Global Innovation Index 2020 rankings. Formula E race in India will be a great initiative to attract Indian audience.
- One of best climate in the world, India can be tourist attraction and attract audience worldwide for Formula E.
- India already hosted F1 race in 2011 - 2013, having best street-circuits. Indian Government was also previously approached by Mahindra Racing.

F1 was conducted in India in 2011 for the first time, and was discontinued after 3 years due to tax issues.

Ali Russell, Director of Media and Communications at Formula E, said:

*"Formula E is a truly global sport with races spread across four continents. As a new racing series, Formula E acts as a platform to promote sustainable mobility and alternative energy solutions. India is a perfect example of an important emerging market that would raise the profile and production of electric vehicles."*

It is evident that people in India get excited for something new in it's initial time but lose interest eventually.

The people in India are getting more and more environmentally conscious by the day. Such an event will be highly welcomed by the masses.

Will the Indian GP event ever return to the F1 calendar?

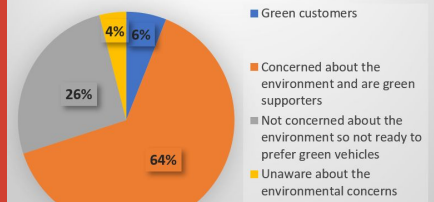
20 October 2020 by Victor R. López

The Indian Grand Prix took place three times between 2011 and 2013 at the Buddh International Circuit, near New Delhi, but the event disappeared from the Formula 1 calendar and has not returned since, nor it seems to be returning at any time in the future.

Many people turned up for the first season i.e. in 2011 (approx. 95000 viewers). But in the following years the viewer count decreased (approx. 65000 in the 2012).

India is such an important market to be targeted in terms of customer base and Marketing

### Concern of green cars among customers



**Q3: Evaluate and suggest the ideal location (City) to conduct a Formula E Race in India considering available resources and local demand.**

## India & Formula E?

Bangalore, Delhi and Mumbai

Ideal Location - Delhi

Delhi being in centre, has the highest chances of audience engagement.

- The capital is situated in country's North, with availability of all the major resources.
- Heavily populated and dense connectivity.
- Amazing view and fantastic track designs.
- A tourist attraction, attracting a huge number of tourist every year.
- The **ABB Formula E's** sporting manager chose Delhi it as one of the best street-circuit.
- Delhi has largest customer engagement. FIA Formula one was earlier conducted in the year between 2011 and 2013.
- The Buddh International Circuit in Greater Noida, 5.125 km circuit, was constructed by moving Four million cubic tons of earth to achieve the rise and fall through the lap. The track is spread across an area of 875 acres.

# Delhi Street- Circuit

- One of the major street circuit design, selected by Mahindra Racing and presented to the State Government.
- The track has 13 Turns having total length of 2.6km, covering the beauty of Delhi.
- The track covering, India Gate and other prime location. Could have served as the hotspot of the FEA audience.

## Delhi ePrix Circuit



Source: ABB Formula E Street Circuit Design conducted by Mahindra racing company

## Q4: Back up your suggestions with financial estimates of operations in the first few years!

The Investment Of The Formula E Team Is Not As Big As The Operational Costs Of The Formula One Team And It Supports The Electric Car Business.

The entire funding likely needed to be able to host a Formula E race will reach USD24.1 million.

According to consultancy firm McKinsey, sales of electric vehicles accelerated 63% to more than two million units in 2018 and Formula E doesn't just put EVs on display, it does this on the same roads that consumers use.

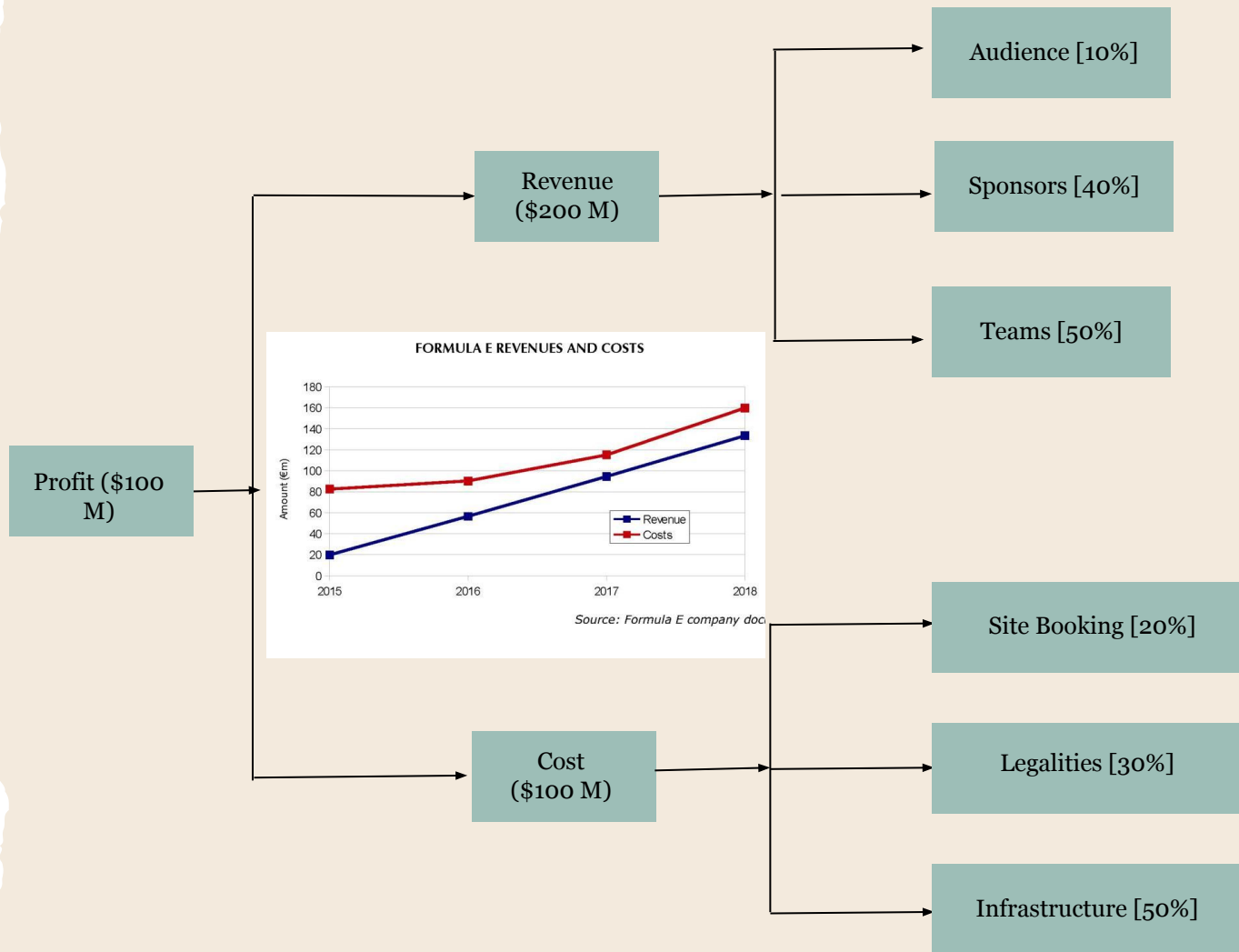
India will heavily boost the FE growth, the cost of organising Formula E if compared to capital countries will be less in India. As resources, facilities and human workforce are easily available in India.

The Government of India is supporting the FE, promoting design to be implemented. Following proper Government norms, The FE will be a huge success.

Some insights from Indian Grand Prix in 2011:

- The Indian Grand Prix had the potential to generate around \$170 million in revenue and employ as many as 10,000 people.
- The opportunity in advertising tie-ups between manufacturers and Formula One were also a consideration.
- It was one of the few F1 races at the time that were not subsidized by government.
- The venue had to pay \$40 million per year to Formula One Holdings to host the event.
- The Indian Grand Prix was cancelled for following tax disputes between the FIA and the Uttar Pradesh government.

# FINANCIAL STRUCTURE





# Initiatives and Marketing ideas to increase team's position as a leader in sustainability



## Start-ups

Invest/provide seed funding in early age environmental friendly startup.



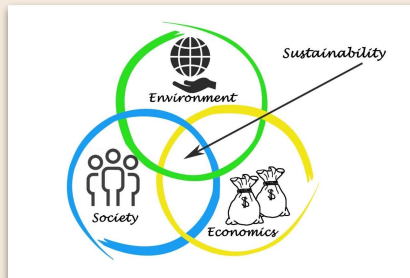
## Appreciation certificate

Plant a tree and give a certificate with their name to every customer buying a car.



## Clean Drive Campaign

Conduct cleaning drive at various places and create awareness about green cars and their environmental impact





**Thank You**

