



IIT Delhi's

18th - 21st April 2021

RENEZVOUS

A Renaissance In Pandemonium

ShARE

IIT DELHI

GROWING
CHANGE
MAKERS



The IITD Case Challenge



Setting the Stage

The idea for an all-electric street racing series started out as nothing more than a collection of notes on a napkin. On the evening of March 3, 2011, FIA President Jean Todt and Spanish businessman, Formula E Chairman Alejandro Agag, met in a Paris restaurant and gathered their thoughts in just a few words on what would become the world's first all-electric international single-seater championship. Formula E's founding mission was to race through the streets of the most iconic cities in the world - with a grid full of the best racing drivers and teams around - to showcase the capability of sustainable mobility, driving electric vehicles to the fore in the race for a better, cleaner future.



Setting the Stage

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.



Problem Statement

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.

You need to address the following:



Which factors should Formula E consider when its looking to expand its calendar?



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



Evaluate and suggest the ideal location [City] to conduct a Formula E Race in India considering available resources and local demand



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

Problem Statement

Wait! That's not all.

The ABB FIA Formula E World Championship actively promotes electric mobility and alternative energy solutions to contribute to reducing air pollution and fighting against climate change around the world, in partnership with UN Environment Programme's #BeatAirPollution campaign. As an ISO20121 certified organisation, Formula E strives to manage their events in a sustainable way to help deliver the purpose of a cleaner future, faster.

Mahindra Racing is a leading team when it comes to sustainability:

- **FIRST** team in Formula E accredited to the FIA's Sustainability Programme to the highest 3-star rating
- **FIRST** and **ONLY** motorsport team to be certified NET ZERO Carbon footprint since inception
- Pledged to the UNFCCC Sports for Climate Action Framework
- Deeply involved in FIA Smart Cities Forum since inception
- Part of the Group's pledge to plant a **MILLION TREES** a year
- **SUSTAINABLY** sourced and manufactured kit and merchandise

Suggest more initiatives and marketing ideas to Mahindra Racing to further strengthen the team's position as a leader in sustainability and cement the team's claim as the greenest team in motorsport.

General Guidelines

- Participants are required to submit their solution by mailing it to **theiitdcasechallenge@gmail.com** latest by 18th April 2020 (11:59 PM) with the subject – “Team Name – The IITD Case Challenge”
- The solution presentation must be exported to PDF format with maximum 10 slides, including the title slide and the executive summary. The name of the document must be in the format: ‘Team Name_College – IITD Case Challenge’
- Any assumption made by the candidate must be clearly stated and justified.
- The solutions of the case study will be judged based on the following criteria – innovation, logical reasoning, analytical skills, feasibility of solutions and frameworks used.
- The decision of the organizers shall be final and binding in all cases.
- Results for the first round shall be announced on ShARE IIT Delhi’s social media handles.
- For further queries, feel free to contact –
 - Aditya: +91-9811868656
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