

# SPONSORSHIP PROPOSAL



# INTRODUCTION - IIT BOMBAY RACING TEAM

## MORE THAN JUST A TEAM, WE ARE STUDENTS DRIVING THE NATION'S ENGINEERING & INNOVATION FORWARD

### WHO WE ARE

Highly motivated **undergraduate students** united by our passion for engineering and the ambition for innovation



### WHAT WE DO

We design and manufacture our high-performing **electric**, and **driverless race cars** to compete in International Formula Student competitions

### OUR MISSION

To empower students to take on **real-world engineering challenges**, and push the boundaries of vehicle technology in India



## ABOUT US

# THE COMPETITION WE GO TO

## FORMULA STUDENT

### WHAT IS FORMULA STUDENT

- International Engineering Competition
- Formula 1 style Electric Racing
- 20+ worldwide competitions with 800+ technical universities participating

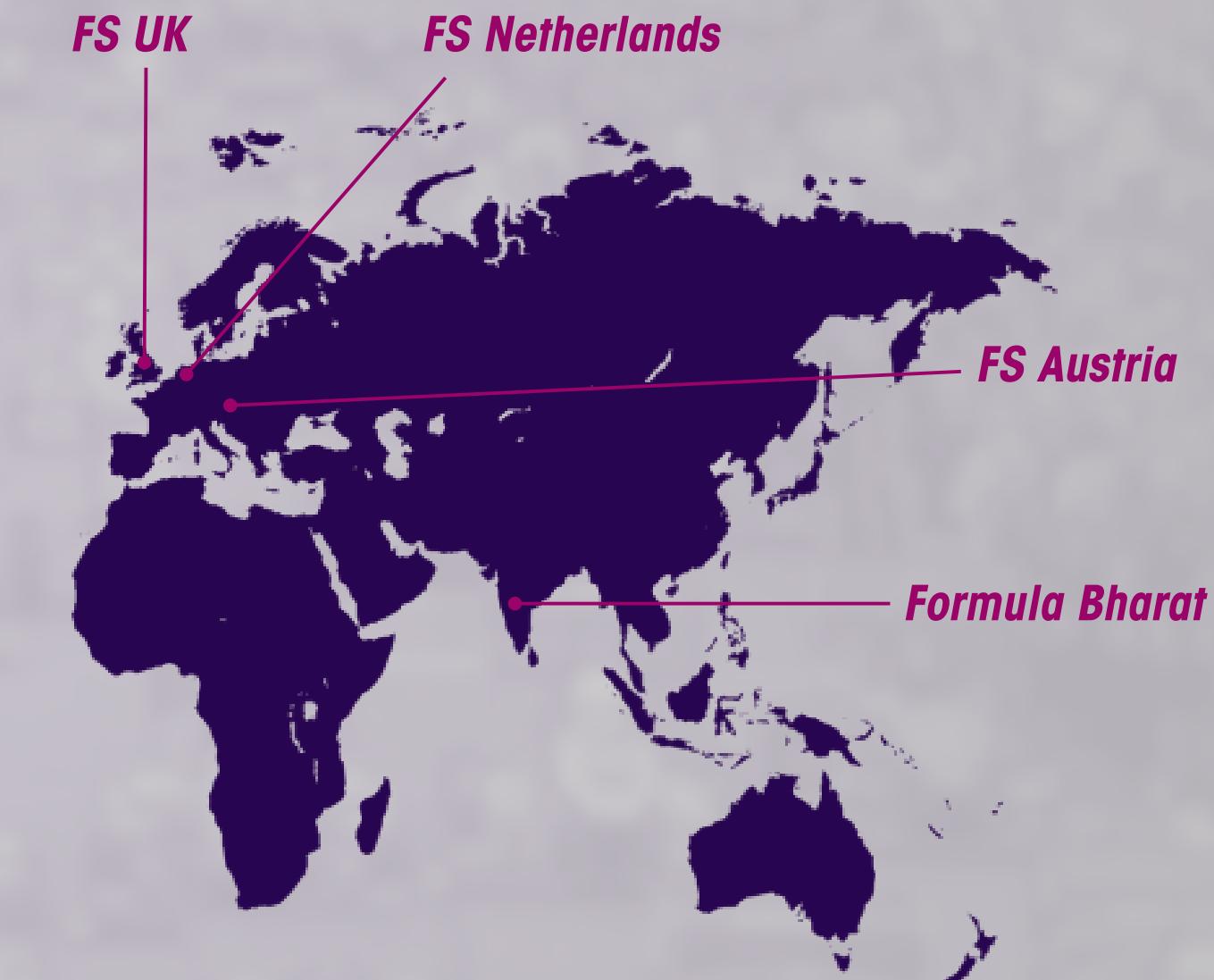
### EVENTS

#### Dynamics

- Acceleration
- Skidpad
- Autocross
- Endurance

#### Statics

- Engineering Design
- Cost & Manufacturing
- Business Plan Presentation



**ABOUT US**

# FORMULA STUDENT - GLIMPSES



Formula Student (AI) UK, Silverstone



Formula Bharat, Kari Motor Speedway



Formula Student Netherlands,  
TT Circuit Assen



Formula Student Austria, Red Bull Ring

**ABOUT US**

# ACHIEVEMENTS

## OUR LEGACY OF INNOVATION AND VICTORY



### FS UK

- 2014- 1st Indian team to complete Endurance
- 2021- 1st in EV Concept Class
- 2023- 3rd in EV Concept Class
- 2025- 4th overall in FS Artificial Intelligence, UK



**SUCCESSFUL COMPLETION OF 10 FULL AUTONOMOUS LAPS AT FSAI 2025**



### FORMULA BHARAT

- 2018- 2nd in EV
- 2022- 5th in EV (1st in BPP)
- 2024- 1st in EV

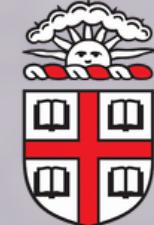
### ABOUT US

# ALUMNI NETWORK

WE FUEL A TALENT PIPELINE THAT DRIVES NATIONAL PROGRESS & GLOBAL INDUSTRY LEADERSHIP

150+

graduates have pursued advanced degrees at **Ivy League universities** and global top-tier institutions.



25+

alumni have launched or co-founded **startups** across mobility, healthcare, and renewable energy, collectively employing **1200+ individuals**.



dozee

carnot

VRKAA

120+

**alumni** hold senior positions at Fortune 500 companies, driving advancements in electric vehicles, AI/ML and consulting.



QUALCOMM®

BCG

amazon



Zipline



ATHER



ideaForge

ABOUT US

# DRIVING THE NATION'S FIRST'S

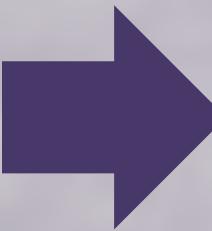
## WE HAVE BEEN PIONEERS IN INDIAN VEHICULAR TECHNOLOGY, LEADING BY EXAMPLE

Timeline of Technological Milestones											
COMBUSTION PIONEER ERA				ADVANCED MATERIAL ERA				DESIGN & PODIUM BREAKTHROUGH ERA			
2008	2009	2012	2013	2014	2015	2016	2020	2021	2023	2024	2025
India's first Formula Student team at FSAE Michigan, winning key debut awards.	India's first student electric race car (EVo 1.0) and won Best Car and Sustainability Awards with Prithvi 3.0.	India's first team to complete all static and dynamic events at an international competition.	First Indian student team to fabricate carbon fiber bodywork - in-house.	India's first 1st Overall win at international FS competition (FSUK).	Won EV Category Overall Championship with podiums in Design, & Cost in Formula Bharat	ELECTRIC TRANSITION ERA			AUTONOMOUS & AI ERA		
Won Asia's 2nd best FSUK score and Raftar Award for fastest vehicle at Baja SAE India.	Pioneered India's first electric differential with EVo 2.0 in Formula Student.	First Indian student team to fabricate aluminium honeycomb monocoque chassis.	India's first FS UK Engineering Design Award winner.	Podium finishes in FS UK Concept Class and FS AI Real-World AI.	3rd overall in Statics 4th overall in dynamics at FSAI	2008	2009	2012	2013	2014	2015
Driverless Int. Era	ADVANCED MATERIAL ERA			DESIGN & PODIUM BREAKTHROUGH ERA			AUTONOMOUS & AI ERA			DRIVERLESS INT. ERA	

**ABOUT US**

# OUR GOALS THIS YEAR

## BUILDING INDIA'S FIRST DRIVERLESS FORMULA STUDENT CAR



2025

SUCCESSFULLY VALIDATED OUR FULL  
SOFTWARE-TO-HARDWARE INTEGRATION

2026 TARGET

HAVE BOTH DRIVER AND DRIVERLESS  
CAPABILITIES IN THE SAME CAR

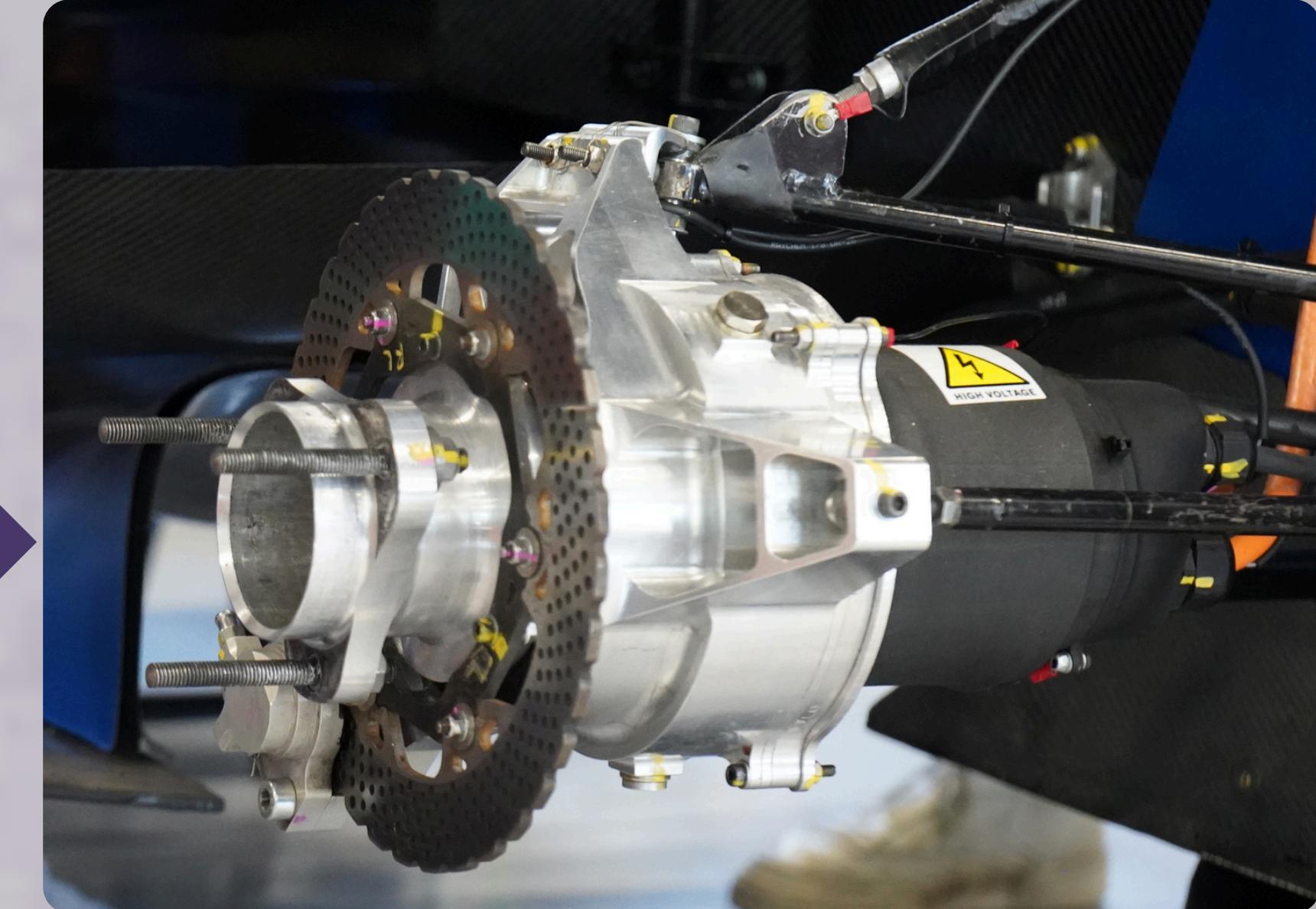
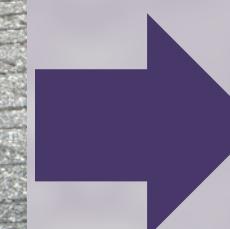
GOALS

# OUR GOALS THIS YEAR

## DEVELOPING INDIA'S FIRST 4 WHEEL DRIVE FORMULA STUDENT CAR



2025  
DUAL INBOARD MOTOR RWD



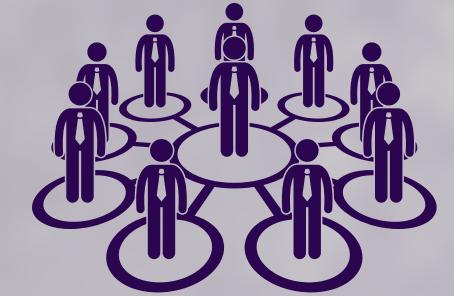
2026 TARGET  
DESIGNING & TESTING INHUB MOTORS DRIVETRAIN  
2027 TARGET  
4WD IMPLEMENTATION

GOALS

# WHY PARTNER WITH US

**100+**

Direct access to dedicated industry ready future engineers skilled across multiple fields



**1500+**

Get in touch with IITB Racing Alumni graduates in successful startups, corporates & academia

**13+**

Years of advancements in sustainable mobility and technologies



**182k+**

Engagements with technology enthusiasts and inspiring young minds to innovate in STEM

**WHY US**

# TRIPLE-IMPACT CSR COMPLIANCE

## FRAMEWORK ALIGNED WITH THE SCHEDULE VII OF THE COMPANIES ACT, 2013



### CLAUSE (II) - EDUCATION & SKILL DEVELOPMENT

Education with practical tech training for better careers

- Hands-on auto engineering education
- 1,300+ training hours
- Carbon fiber & EV systems
- Strong job outcomes

*NIIT partnerships trained 1,000+ students each across Airport Authority of India, Jindal Steel, and Panasonic*



### CLAUSE (IX) - IIT TECHNOLOGY PROJECTS

2019 amendment allows funding to public universities, including IITs

- Direct CSR eligible as an IIT Bombay project
- Public institute
- R&D-led innovation
- Access to industry-grade labs

*Tata Motors' 4-year sponsorship trained 70+ students annually, achieving 31<sup>st</sup> place at Formula Student UK 2019*



### CLAUSE (IV) - ENVIRONMENTAL SUSTAINABILITY

Sustainable engineering that advances clean energy

- EV innovation and research
- Battery technology progress
- Zero-emission transport

*Bosch Group's support for TU Hamburg's sustainable automotive technologies and manufacturing processes*

**WHY US**

# WHAT YOU GET?

HIGH-IMPACT BRAND VISIBILITY; DELIVERING ₹5L+ MARKETING EQUIVALENT VALUE\*



## CHANNEL VALUE ANALYSIS

₹30,000  
Team Apparel

₹50,000  
Media Coverage  
(Articles)

₹70,000  
Race Car Livery

₹1,50,000  
Events &  
Exhibition  
Social Media  
₹2,00,000

\*Averages for a Gold sponsor

# WHAT YOU GET?

# HIGH-IMPACT BRAND VISIBILITY

## AMPLIFIED THROUGH SOCIAL MEDIA, NATIONAL MEDIA, AND LINKEDIN

Free Press Journal  
<https://www.freepressjournal.in>

Topnews > Sports :

IIT-Bombay Racing Tops Overall at 'Formula Bharat 2024'

5 Feb 2024 — IIT Bombay Racing team outshone 41 other teams from across India and garnered several accolades at the event held recently.

Hindustan Times  
<https://www.hindustantimes.com>

cities > mumbai news :

IIT Bombay student racing team wins big at Formula ...

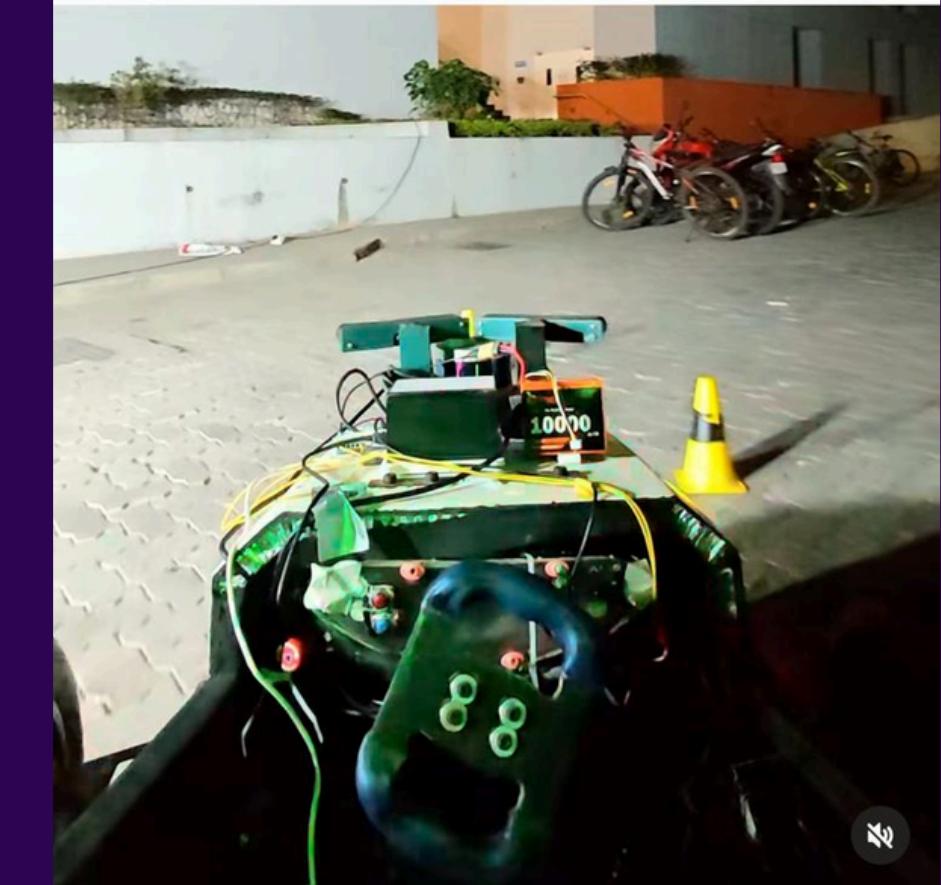
30 Jul 2021 — The student racing team of the Indian Institute of Technology (IIT) Bombay is the first Indian team to win in the overall winners category at an international ... ☰

iitbombayracing

· iitbombayracing · Original audio

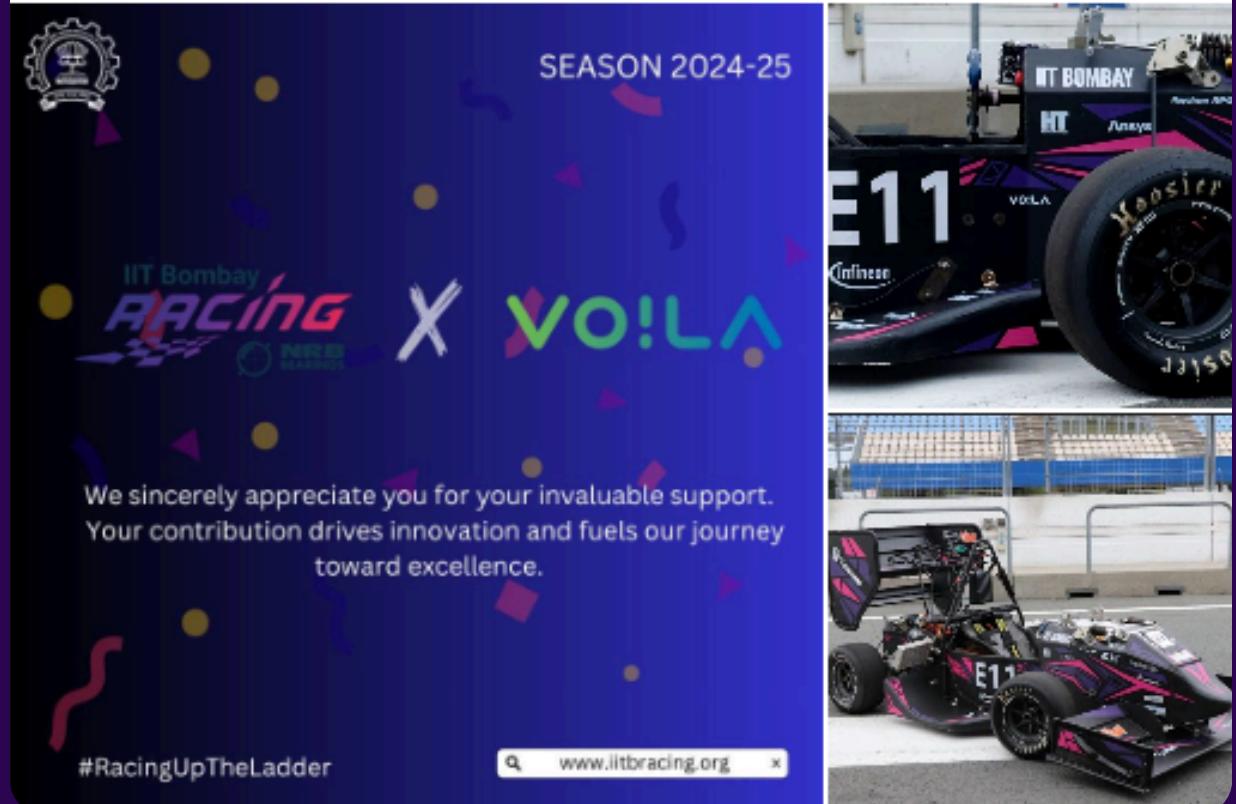
...

"Wait... where does the driver sit?"  
What driver?

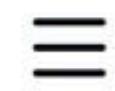


IIT Bombay Racing  
5,157 followers  
1mo • 0

At [IIT Bombay Racing](#), we're always striving to innovate — not just in vehicle performance, but in how we build the technologies that power our electric race car. This season, we're proud to take a major step forward by adopting additive ...more



iitbombayracing • 0



Weekend plans?

I.. Bombay  
**RACING**  
NRB BEARINGS

IIT Bombay Racing

352 posts

10.3K followers

338 following

We design, engineer, and race our vehicles at Formula Student and SAE Collegiate Competitions worldwide  
#racinguptheladder

IIT Bombay Campus, Powai, Mumbai, Maharashtra

[linktr.ee/iitbracing](http://linktr.ee/iitbracing)

320K · View insights

Boost post

20.8K 108 14 5,479



Liked by formulabharat and others

## WHAT YOU GET?

# HIGH-IMPACT BRAND VISIBILITY

## EXPOSURE AT HIGH FOOTFALL EVENTS ATTENDED BY INDUSTRIES AND DIGNITARIES



Former ISRO  
director at  
Techconnect  
Expo with  
200k+ footfall



Standees at  
national and  
international FS  
competitions



Car Launch  
with sponsors  
and covered by  
national media



Car display at  
Tech RnD expo  
with 50k footfall  
of students and  
experts from  
industry and  
academia

**WHAT YOU GET?**

# LOGO PLACEMENT



**SILVER**

**GOLD**

**PLATINUM**

**BRONZE**

**WHAT YOU GET?**

# SPONSORSHIP PERKS MATRIX

<b>PERKS</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>PATRON</b>
Logo on official website	●	●	●	●	●
Social Media Posts	3 (standalone)	2 (standalone)	1 (standalone)	1 (combined)	-
Logo on Standees	Standalone	Standalone	Combined	Combined	Combined
Exclusive invite to events	●	●	●	-	-
Logo on Team apparel	●	●	●	-	-

Higher slabs have better logo placement on the car

**WHAT YOU GET?**



[www.iitbracing.org](http://www.iitbracing.org)  
[marketing@iitbombayracing.org](mailto:marketing@iitbombayracing.org)  
+91 7980530673 - Shubham Agarwal