K. J. SOMAIYA COLLEGE OF ENGG.

Knowledge Alone Liberates
ज्ञानादेव तु कैवल्यम्
Somaiya Vidyavihar

REDSHIFT
RACING
Dream. Dare. Drive.

Proposal for Association

K.J. Somaiya College Of Engineering

ABOUT THE TEAM

- Established in 2011, Redshift Racing India is the official BAJA SAE team of KJSCE comprising of 35 determined students.

- We design, manufacture, test and race an ALL TERRAIN VEHICLE . We compete at different national and international level competitions conducted by BAJA SAE, MEGA ATV AND ENDURO STUDENT INDIA

Timeline: 2019-20

April	• Recruitment of New Team Members BSI Scrutiny Quiz
May	• Primary Design and Innovation Phase
June	• BAJA SAE Virtual Round
July - Aug	• Design Analysis And Finalization of Design
Aug – Sept	• Manufacturing Phase
Oct – Dec	• Testing phase • Perfecting the Vehicle on the basis of Testing Results.
Jan – April	• Participating in Competitions- BAJA SAE India, Mega ATV Championship and BAJA SAE USA. `

JOURNEY SO FAR…

2013
BAJA SAE INDORE

- 1ST ATV AT THE BAJA SAE EVENT.
- INHOUSE DEVELOPED AUTOMATIC TRANSMISSION SYSYTEM.

2014
BAJA SAE , SOUTH AFRICA

- 1ST - SALES
- 4TH - DESIGN EVALUATION
- 6TH - DESIGN REPORT
- BEST SOCIAL TEAM
- 10TH -WORLD RANK

2015
BAJA SAE INDORE

- SUCCESSSFUL COMPLETION OF ALL VIRTUAL AND DYNAMIC EVENTS.
- 1ST ENDURANCE RACE AT INDORE FOR THE TEAM.

2016
BAJA SAE INDORE

- 4TH – SALES
- 7TH – MANEUVERABILITY
- 8th – COST EVALUATION
- 9TH - HILL CLIMB
- 2ND – IN MUMBAI

2017
BAJA SAE INDORE

- 3RD – BUSINESS PLAN
- 9TH – ENDURANCE RACE
- 14TH – MANUE
- 15TH – ACCELERATION
- 1ST - MUMBAI
- 11TH - OVERALL

2018
BAJA SAE USA

- 6TH-BUSINESS PLAN
- 5TH IN OVEARALL 24 INDIAN TEAMS PARTICIPATING IN LAST 7 YEARS TO PARTICIPATE IN INTERNATIONAL EVENTS.

2019
BAJA SAE INDORE

- 4th –VIRTUALS
- 9th – DESIGN
- 1ST-MUMBAI

MEGA ATV GOA

- 1ST -DRAG RACE STUDENT BUILT ATV IN INDIA.
- 1ST -MUMBAI

TECHNICAL INNOVATIONS

- 3D PRINTED STEERING WHEEL - 2015
- SELF MADE GEARBOX -2016
- WEIGHT REDUCTION OVER 90 Kgs – 2017
- CARBON FIBRE GEARBOX AND BODYWORKS - 2017
- SELF MANUFACTURED CALIPERS - 2018
- CUSTOMISED CONTINUOUSLY VARIABLE TRANSMISSION -2018
- SELF MADE INBOARD BRAKING SYSTEM -2019
- VIBRATION ISOLATING SYSTEM FOR ENGINE - 2019

- EVERY YEAR WE LEARN FROM OUR MISTAKES, WE IDEATE AND IMPROVISE OUR DESIGN FOR COUNTIOUS TECHNICAL RESEARCH AND INNOVATION .

WHAT HAPPENS IN A COMPETITION?

Day 1	
Team Registration	Technical Inspection

Day 2			
Static Events	Design Evaluation	Cost Prototype	Sales Presentation

Day 3				
Dynamic Events	Acceleration	Hill Climb/ Rock Crawl	Manoeuvrability	Suspension

Day 4
Endurance Race

ESTIMATED BUDGET 2019-2020

CHASSIS AND ERGONOMICS (Rs 80,000)

- TUBES FOR ROLLCAGE
- SAFETY GEARS
- FIXTURE MATERIAL AND MACHINING

SUSPENSION (Rs 3,50,000)

- ALUMINIUM BILLETS FOR KNUCKLES AND HUBS
- BEARINGS AND SPHERICAL JOINTS
- SHOCK ABSORBERS

Total:- 8.6L

DRIVETRAIN AND BRAKES (Rs 1,80,000)

- CUSTOM GEARBOX
- CVT TUNING COMPONENTS
- CUSTOM DRIVESHAFT

REGISTRATIONS AND LOGISTICS (Rs 2,50,000)

- REGISTATIONS AND FOR BAJA SAE INDIA, AND MEGA ATV.

SPONSORSHIP BENEFITS

- LOGO ON CAR, TEAM APPARELS AND RSR MERCHANDISE
- PUBLICITY AT ALL NATIONAL AND INTERNATIONAL EVENTS WE PARTICIPATE IN.
- LOGO AND HYPERLINK FEATURED ON TEAM WEBISTE
- EXTENSIVE SOCIAL MEDIA PUBLICITY THROUGH FACEBOOK,TWITTER,INSTAGRAM.
- PUBLICITY AT AUTOSHOWS AND OTHER EXPOS.
- TITLE/CO-POWERED BY AT OUR LECTURE SERIES AND FRESHMAN INDUCTION PROGRAM
- MEDIA EXPOSURE
- TAX EXEMPTION UNDER 80G
- OPPORTUNITY TO SHOWCASE THE PROTOTYPE AT YOUR EVENTS.
- OPPORTUNITY TO SUPPORT STUDENTS ENGAGED IN LEARNING THROUGH COLLECTIVE INTRESTS.
- DRIVING OPPORTUNITY OF OUR PROTOTYPE.

SOCIAL MEDIA REACH

- 4000+ LIKES

FACEBOOK

- 2000+ FOLLOWERS

INSTAGRAM

- 1000+ VISITS

TEAM WEBSIEE

- 500+ FOLLOWER

TWITTER

PUBLIC EXPOSURE

EVENT	AUDIENCE	REACH OR FOOTFALL
MET & HTS, CIDCO EXHIBITION CENTER, NAVI MUMBAI	MANUFACTURERS, ENTERPRENEURS, INVESTORS, BUYERS AND SELLERS	25,000+
DNA AUTO EXPO, CIDCO EXHIBITION CENTER, NAVI MUMBAI	MANUFACTURERS, AUTOMOBILE ENTHUSIASTS, BUYERS AND SELLERS, VINTAGE CAR LOVERS	20,000
MAKER MELA -THE LARGEST MAKER MOVEMENT OF INDIA MUMBAI	MAKERS, ENTREPRENEURS, VISITORS FROM ALL OVER INDIA, STUDENTS	50,000+
KVO FESTIVAL, MUMBAI	INVESTORS, ENTREPRENEUR, BUSINESSMEN	10000 +
BAJA SAE INDIA , INDORE	AUTOMOBIE INDUSTRIALISTS, ARAI, MAHINDRA, SPEED ETC. 150 STUDENT TEAMS FROM ALL OVER INDIA	10000-12000
MEGA ATV, GOA	AUTOMOBILE INDUSTRIALISTS, 100 STUDENT TEAMS FROM ALL OVER INDIA.	8000-10000
ABHIYANTRIKI (TECHNICAL FEST) SYMPHONY (CULTURAL FEST OF KJSCE)	STUDENTS, INNOVATORS.	30,000 + (BOTH COMBINED)

SPONSORSHIP LEVELS

ELITE SPONSORS (INR 85000+)

- TITLE SPONSOR.
- PROMINENT LOGO (10x6 inch) ON FRONT OF CAR AND TEAM TSHIRT, PROMOTIONAL PRODUCTS, TEAM WEBSITE BACKDROP FLEX AND ALL SOCIAL MEDIA POSTS.
- 3D PRINTED MODEL OF PROTOTYPE AND FRAME WITH TEAM PICTURE.

GOLD SPONSORS (INR 50000+)

- LARGE (7x4 inch) LOGO ON SIDE OF CAR AND TEAM TSHIRT, PROMOTIONAL PRODUCTS, TEAM WEBSITE AND BACKDROP FLEX .
- 3D PRINTED MODEL OF PROTOTYPE AND FRAME WITH TEAM PICTURE.

SILVER SPONSORS (INR 25000+)

- LOGO ON CAR (5x4 inch), TEAM TSHIRT, TEAM WEBSITE AND BACK DROP FLEX.
- FRAME WITH TEAM PICTURE

ELITE

Somaiya TRUST

Godrej AEROSPACE

GOLD

ROYAL TULIP
LUXURY HOTELS

SWASTIK LASERS PVT. LTD.
CNC LASER CUTTING IN FERROUS & NON FERROUS

SILVER

ANTARA

Mi

IndianOil SERVO
WORLD-CLASS LUBRICANTS

केनरा बैंक
Canara Bank

SILVER

N. A. CONSTRUCTIONS

KWALITY MAKERS

Cottor Plants (India) Pvt. Ltd.

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