Proposal for Association

K J Somaiya College of Engineering, Mumbai,India Proposal for Associatio

INFORMATION BROCHURE

About the Team

RedShift Racing India is the official BAJA team of KJSCE. We design, manufacture, test and race an ALL- Terrain Vehicle. We participate in different nationaland international level competitions conducted underchapters of BAJA SAE India BAJA SAE International Enduro Student India

At our workshop students get anopportunity to apply their theoreticalknowledge and get hands onexperience of the production cyclewhile balancing budget and deign requirements. Our project helps student develop real life skills like time and project management, teamwork, communication and leadership

Timeline
Season 2018-19

- **April** — Recruitment of new team BSI Scruti quiz
- **May** — Primary Design and Innovation phase
- **June** — BAJA SAE virtual
- **July-August** — Design analysis Final Design Freeze
- **August-Sept** — Manufacturing phase
- **Oct-Dec** — Testing Phase
- **Jan-April** — Competitions- Mega ATV, BAJA SAE India, BAJA SAE USA.

Team Members

Sr No.	Members	Post
1	Husain Fidvi	Captain
2	Vasu Vara	Admin
3	Dhruvi Chauhan	Marketing Head
4	Viral Chheda	Chassis Head
5	Parth Shah	Powertrain Head
6	Nijanand Sarwate	Suspension Head
7	Rohit Augustine	Breaks Head
8	Chetan Rane	Steering Head

K J SOMAIYA COLLEGE OF ENGINEERING
VISHWAKARMA INDUSTRIES
29
Knowledge Alone Liberates
ज्ञानादेव तु कैवल्यम्
Somaiya Vidyavihar
BAJA SAE
USA

50
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Somaiya Vidyavihar
BAJA SAE
INDIA

YUDHAAN 2.0

Technical Innovations by the Team

With our previous year's experience this year we have installed few new innovations which haven't been explored in the market before.

- Titanium Control arms, self made gearbox.
- Optimization of various components for weight reduction
- 3- D printed steering wheel
- Self manufactured callipers
- Conventional methods of manufacturing to reduce manufacturing cost
- Customised Continuous Variable Transmission
- Glass Fiber Moulded Seat

SAE is a global association of more than 128,000 engineers and related technical experts in the aerospace, automotive and commercial-vehicle industries. SAE International's charitable arm is the SAE Foundation, which supports many programs, including A World In Motion and the Collegiate Design Series.

What happens at the competition?

Day 1
-Team registration
-Technical Inspection

Day 2
-Static Events
-Design Evaluation
-Cost Prototype
-Sales Presentation

Day 3
-Dynamics Events
-Acceleration
-Hill Climb
-Maneuverability
-Sunspension & Traction

Day 4
-Endurance Race

Our Expenses

The estimated budget for rolling the car at competition is 12.3 lakhs INR which is supposed to be generated by the team. We will graciously accept your help in any form, be it funds, parts, material, tools or machining time.

Sr No.	Purpose	Expenditure (Amount in INR)
1	Registration for Competitions (Mega, ATV, ESI, BAJA SAE INDIA, BAJA SAE USA)	86,000+59,000+86,000 =2,31,000/-
2	Shipping to Competitions (Mega, ATV, ESI, BAJA SAE INDIA, BAJA SAE USA)	30,000+10,000+5,50,000 =5,90,000/-
3	Car manufacturing (raw material procurement, machining)	1,00,000
4	Testing (Electronic sensor, track etc)	90,000
5	Purchasing of OEM parts (tyres, dampers, engine)	2,20,000
6	Total	12,31,000

Our Journey so far…

2013

BAJA SAE, Indore
First of its kind, in house developed, Automatic Transmission system

2014

BAJA SAE, Pretoria, South Africa

1stin Sales Presentation
4thin Design Evaluation
6th in Design Report Best Social Team 2014

Ranked 10th Overall in South Africa

2015

BAJA SAE, Indore

Maximum selfdesigned and
fabricated parts and components,

Successfully completed all the Dynamic events and also competed in Endurance event.

2016

BAJA SAE, Indore

9th in Hill Climb of 30deg and 40ft long,
8th in Cost Evaluation,
4th in Sales Evaluation,
11th in overalldesign,
7th in Maneuverability,
2nd overall in Mumbai.

2017

BAJA SAE, Indore
15th in Acceleration,
14th in Maneuverability,
9th in Endurance race,
3rd in Business Plan, Presentation
1st in Mumbai

11th overall India.

2018

BAJA SAE USA: 8th in COST Evaluation ,
6th in Business Plan Presentation
(Best amongst Indian teams) ,
Best team from Mumbai,
Overall 3rd amongst participating Indian teams,
In the last 5 years,
24 teams have represented India in BAJA SAE competitions abroad and we stand 5th amongst all Indian teams.
Also, we are the only participating team from Mumbai in the last 5 years.

SPONSORSHIP AND PARTNERING BENEFITS

- Logo on car body, team apparels and RSRmerchandise
- Logo featured on our website with a tag and hyperlink
- Extensive social media publicity via Facebook, Twitter &Instagram
- Publicity at our Auto Shows and Exhibitions
- Title/Co/Powered by sponsor of our programs like “Guest Lecture Series” & “Freshmen Induction Program”
- Driving opportunity of our prototype
- Media Exposure
- Opportunity to use our prototype for your programs or at your events
- Opportunity to support students engaged in learning through collective interests
- The event has footfall of 10000 highly skilled professionals and students
- Any sponsor is exempted under section 80G

Display of Banner and Standee

• RedShift Racing India actively attends a lot of events and **exhibitions**

1) DNA Auto Exhibition in Mumbai

2) Maharashtra Day Celebratons

3) KVO festival

4) Abhiyantriki, the technical festival and Symphony, the Cultural festival of KJSCE

5) Makers Mela, the largest maker movement in India

6) Sponsors and Media meet of RedShift Racing India

7) At all the events where RedShift Racing India participates.

8) Virtual BAJA July 2019

9) BAJA SAE India January 2019

10) ESI 2019 January

11) BAJA USA 2019

Other Publicity Aspects

• **Publicity through Logo presence on**

1) Car Body

2)Team apparels

• **Social Media Publicity**

1) Facebook (4000+ likes)
2) Twitter
3) Our Website
4) Instagram (1000+ likes)

Through websites of our social media partners

SPONSORSHIP LEVELS

Elite

INR 85000+
Title sponsor
Prominent large logo on the car and team t- shirt & promotional products, logo on sponsor page of team website.3-D printed model of our prototype. This also includes the backdrop flex at pit during the competition and frame with team picture

Gold

INR 50000
logo on the car and team t-shirt and promotional products, logo on sponsor page of team website. 3-D printed model of our prototype. This also includes the frame with team picture.

Silver

INR 25000
logo on the car and team t-shirt, logo on sponsor page of team website. This also includes the frame with team picture.

Benefits:

National and international visibility

Extensive promotion of your brand

Tax Exemption under section 80G

Thank you to our Sponsors

Somaiya TRUST

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Somaiya Vidyavihar

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