

# SPONSORSHIP PROPOSAL



# INTRODUCTION

**MORE THAN JUST A TEAM, 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

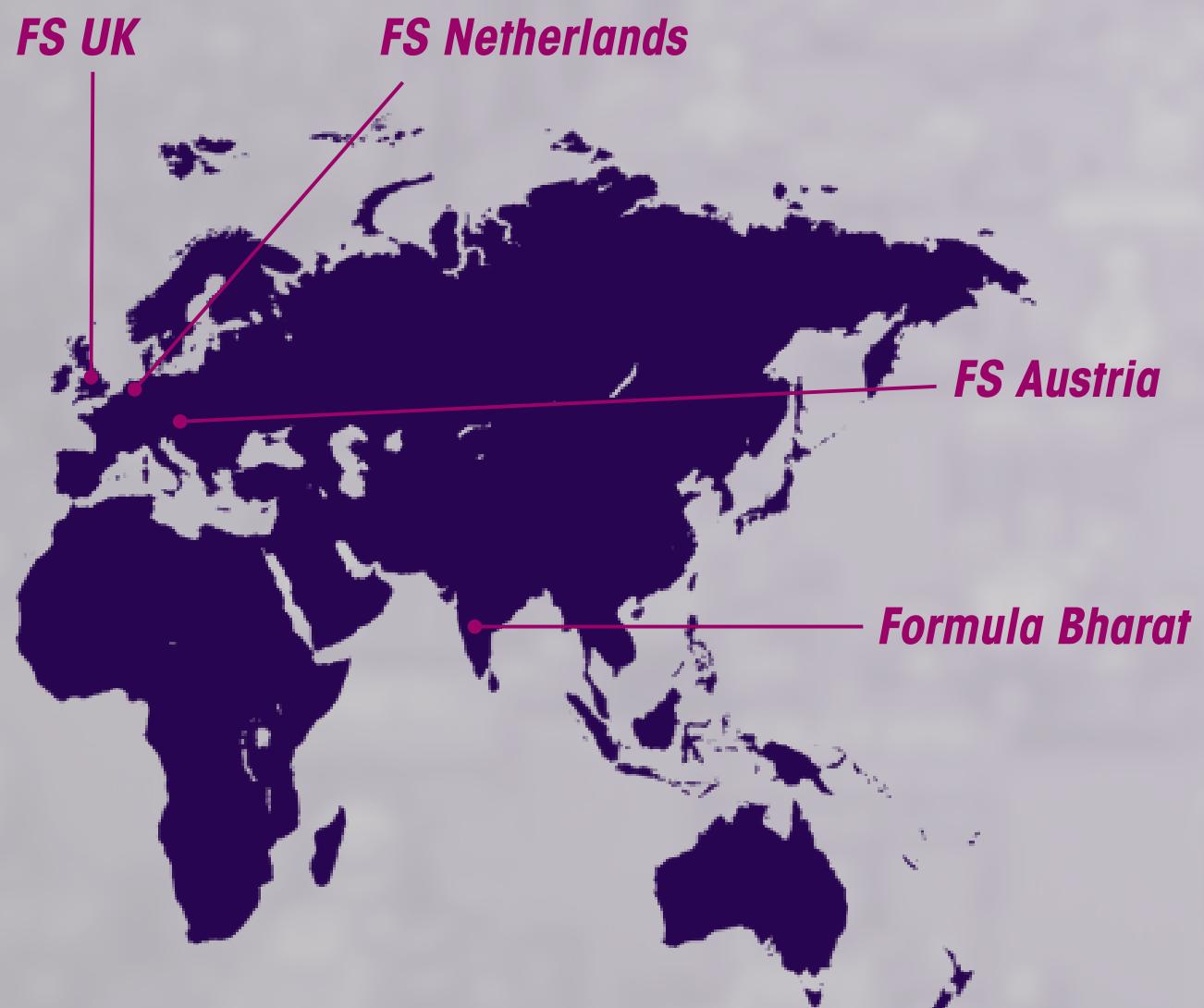
To empower students to take on real-world engineering challenges, and push the boundaries of vehicle technology in India



# THE COMPETITION WE GO TO

## WHAT IS FORMULA STUDENT

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



## DYNAMICS

- Acceleration
- Skidpad
- Autocross
- Endurance

## STATICS

- Engineering Design
- Cost & Manufacturing
- Business Plan Presentation

## OUR COMPETITIONS

- Formula Bharat, Kari Motor Speedway
- Formula Student Austria, Red Bull Ring
- Formula Student Netherlands, TT Circuit Assen
- Formula Student UK, Silverstone
- Formula Student (AI) UK, Silverstone

# 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

# ALUMNI NETWORK

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

15+

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**.



85%

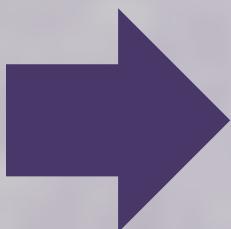
of **alumni** transition into R&D or leadership roles within five years of graduation, **outperforming** IIT Bombay's overall 57.1% placement rate.

120+

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



# BUILDING INDIA'S FIRST DRIVERLESS FS CAR



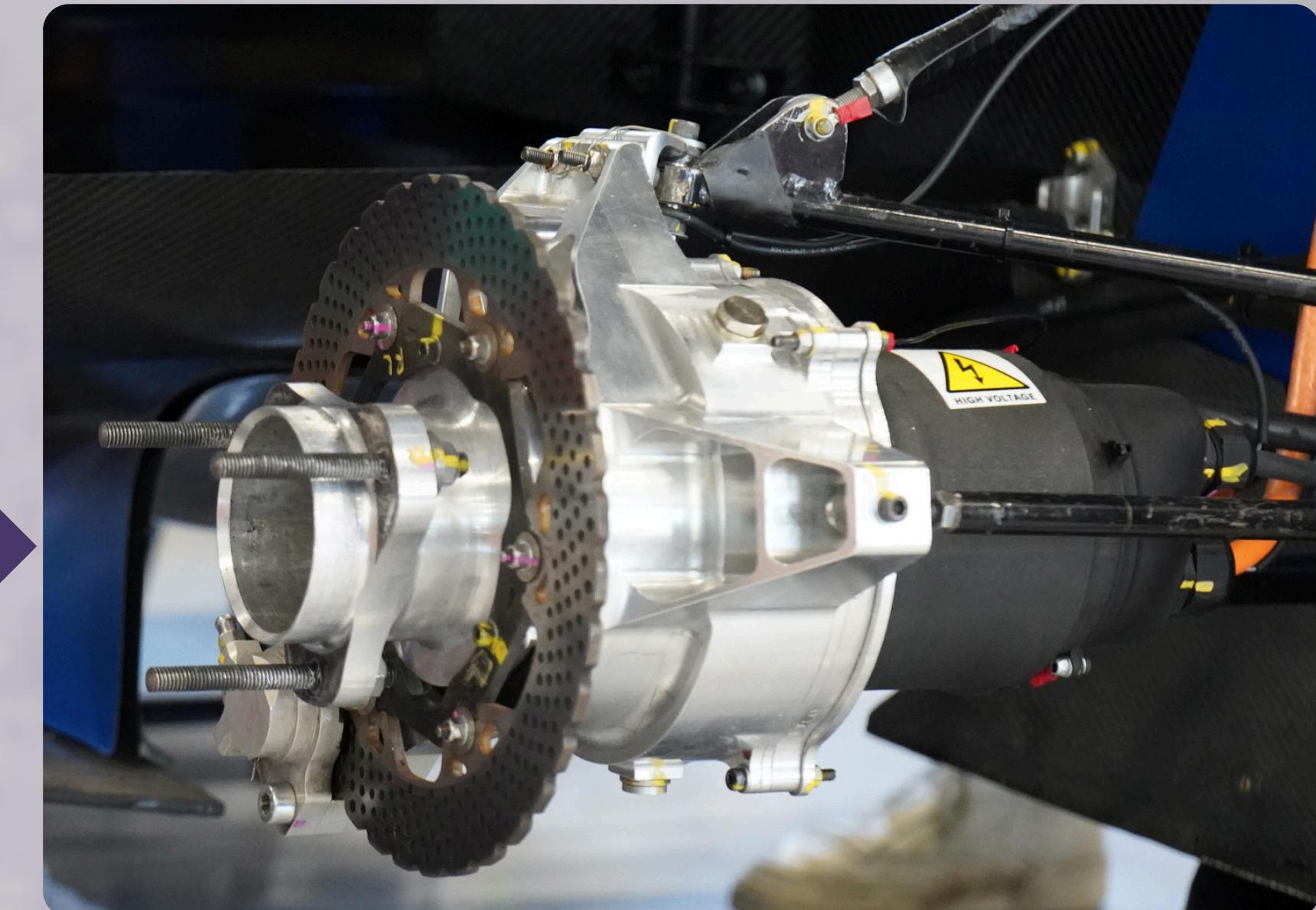
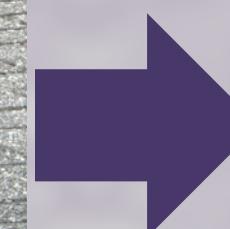
2024

SUCCESSFULLY VALIDATED OUR FULL  
SOFTWARE-TO-HARDWARE INTEGRATION

2025 TARGET

HAVE BOTH DRIVER AND DRIVERLESS  
CAPABILITIES IN THE SAME CAR

# DEVELOPING INDIA'S FIRST 4WD FS CAR



2024  
DUAL INBOARD MOTOR RWD

2025 TARGET  
4WD INHUB MOTORS

# 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

Events &  
Exhibition

₹2,00,000  
Social Media

\*Averages for a Gold sponsor

# HIGH-IMPACT BRAND VISIBILITY

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



IIT-B racing team designs India's 'fastest' racing car

IIT Bombay Racing  
5,157 followers  
1mo •

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](#)

You and 270 others



IIT Bombay team unveils electric racing car

**iitbombayracing** • 352 posts 10.3K followers 338 following

Weekend plans?

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](https://linktr.ee/iitbracing)

6 comments · 11 reposts

iitbombayracing  
iitbombayracing · Original audio

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

320K · View insights

Boost post

20.8K 108 14 5,479

# HIGH-IMPACT BRAND VISIBILITY

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



Ex ISRO  
director at  
TechFest



Standee at  
international  
competitions



Car Launch



Car and sponsor  
display at Tech  
RnD expo

# TRIPLE-IMPACT CSR COMPLIANCE

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



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

Promoting education, including hands-on technical skill development that enhances employment prospects

- Intensive automotive engineering education
- 1,300+ hands-on training hours per student
- Carbon fiber manufacturing & EV systems expertise
- Direct employment enhancement outcomes

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



### CLAUSE (IX) - IIT TECHNOLOGY PROJECTS

2019 amendment specifically enables contributions to public funded Universities, including IITs

- Direct CSR eligibility as IIT Bombay project
- Publicly funded institution status
- Technology innovation and R&D focus
- Industry-grade facilities access

*Tata Motors' multi-year sponsorship trained 70+ IITB Racing students annually, achieving **1<sup>st</sup> in Formula Student UK 2021** concept class*



### CLAUSE (IV) –ENVIRONMENTAL SUSTAINABILITY

Clean technology development and sustainable engineering practices supporting renewable energy goals

- Electric vehicle innovation & research
- Battery technology advancements
- Zero-emission transportation contribution
- India's EV ecosystem development

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

# LOGO PLACEMENT



# 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



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