



IITK MOTORSPORTS

DESIGN | BUILD | RACE

BROCHURE 2025-26

INDIAN INSTITUTE OF TECHNOLOGY, KANPUR
KANPUR - 208016
UTTAR PRADESH
INDIA



Our vehicles B16 and F16 during testing

INTRODUCTION

IITK MOTORSPORTS IS THE AUTOMOTIVE CHAPTER OF
INDIAN INSTITUTE OF TECHNOLOGY KANPUR

At IITK Motorsports, we transform classroom concepts into engineering marvels—designing and building high-performance race cars that showcase innovation and technical excellence. Our diverse team brings together talented students from various engineering disciplines, united by a shared passion and a common goal. Throughout the year, some of the brightest minds at IIT Kanpur collaborate on every aspect of our vehicles, gaining invaluable hands-on experience that goes

beyond textbooks and prepares them for real-world engineering challenges. This unique blend of knowledge and practical application is at the heart of our team's success. We proudly represent IIT Kanpur at prestigious competitions such as Formula Bharat and BAJA SAE India, where we put our skills to the test in environments that mirror industry standards. These events push us to excel, foster teamwork, and drive innovation—qualities that make IITK Motorsports a leader in student engineering.

INTRODUCTION



TEAM IITK MOTORSPORTS IS COMPOSED OF STUDENTS FROM VARIOUS DEPARTMENTS

As a student motorsports team, we are in constant need of industry partners and sponsors to support our operations. We look forward to building strong associations with partners who assist us through funds, tools, and services. In return, we offer our sponsors increased brand recognition and valuable networking opportunities with our talented student members.



WHAT CAN WE DO FOR YOU

As IIT Kanpur's official Formula Student team, we offer high-impact brand visibility through car livery, team apparel, and digital platforms. Your brand gains exposure not only on campus but also across the widespread Formula Student community—nationally and globally. Additionally, your support qualifies as CSR funding, aligning your brand with innovation, education, and social impact.

WORKING AS A TEAM

Our team is organized into five technical subsystems—Powertrain, BMS and Cooling, Electronics, Chassis & Aerodynamics, and Suspension & Steering—and two non-technical subsystems—Finance & Marketing, and Creatives. Each subsystem is dedicated to research and innovation, enhancing the performance of every component for an improved overall design. This process is complemented by rigorous analysis using specialized software and real-world testing, ensuring that our car consistently meets the high expectations of our sponsors and our institution.





FORMULA SAE

OUR FORMULA SAE TEAM WAS RECOGNIZED AS THE 2nd BEST INDIAN TEAM IN FSAE ITALY 2013, AND F16 WAS RECOGNIZED AS 'INDIA'S LIGHTEST FORMULA RACE CAR' IN FB16

Formula SAE is an international student design competition sponsored by the association. The program simulates real-world engineering design projects and related challenges with the goal of developing and building a Formula-style race car.

RESULTS

F13 – Formula SAE Italy 2013

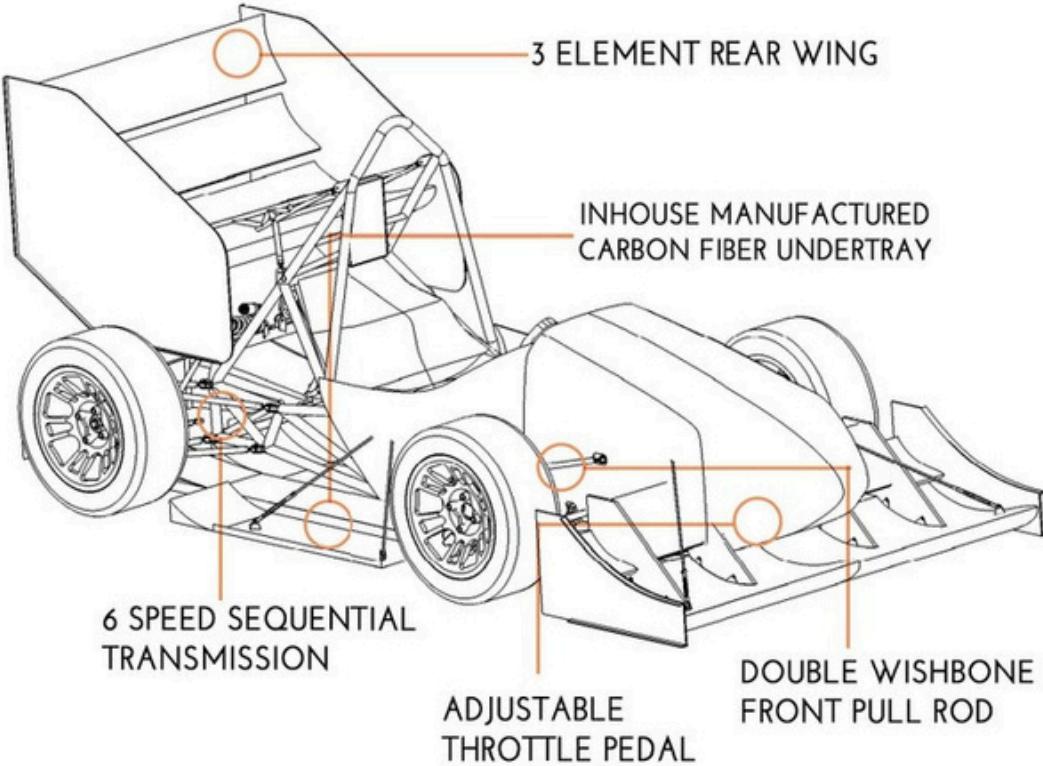
- 2nd best Indian Team
- 9th Position in Business Logic
- 13th Position in Cost Presentation Events

F16 – Formula Bharat 2016

- India's Lightest Formula Race Car
- 8th Position Overall
- 4th Position in Business Logic
- 6th Position in Design Event

F18 – Formula Bharat 2018

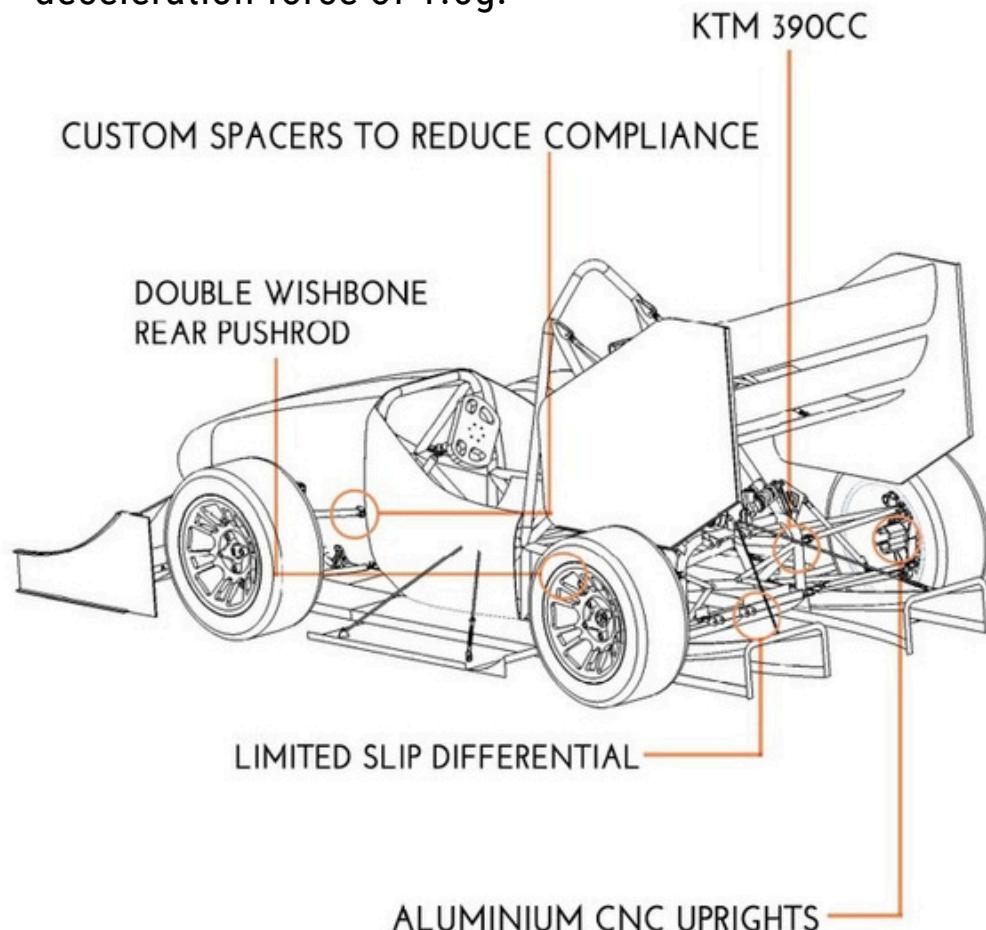
- 15th Position Overall
- 6th Position in Business Logic Presentation
- 9th Position in Design Event



F18

F18 is powered by a **390cc KTM engine** enabled with a double wishbone suspension package with carbon fibre steering wheel and seat. It presents major advancements in aerodynamic design with the use of rear and front wings to negotiate track corners with high speeds.

Our vehicle accelerates from 0 to 100 km/h in just 4.76 seconds and achieves a top speed of 130 km/h. It decelerates from 90 to 0 km/h with a stopping distance of only 21.25 meters, delivering a deceleration force of 1.5g.





BAJA SAE

OUR BAJA SAE TEAM HAS BEEN AWARDED 'BEST INCOMING TEAM AWARD' AND 'BEST TECH-READY TEAM'

BAJA SAE is a design competition held under the banner of SAE International. It encourages teams of students from universities all over the world to design and build small off-road vehicles adhering to a set of rules.

RESULTS

B15 – BAJA Student India 2015

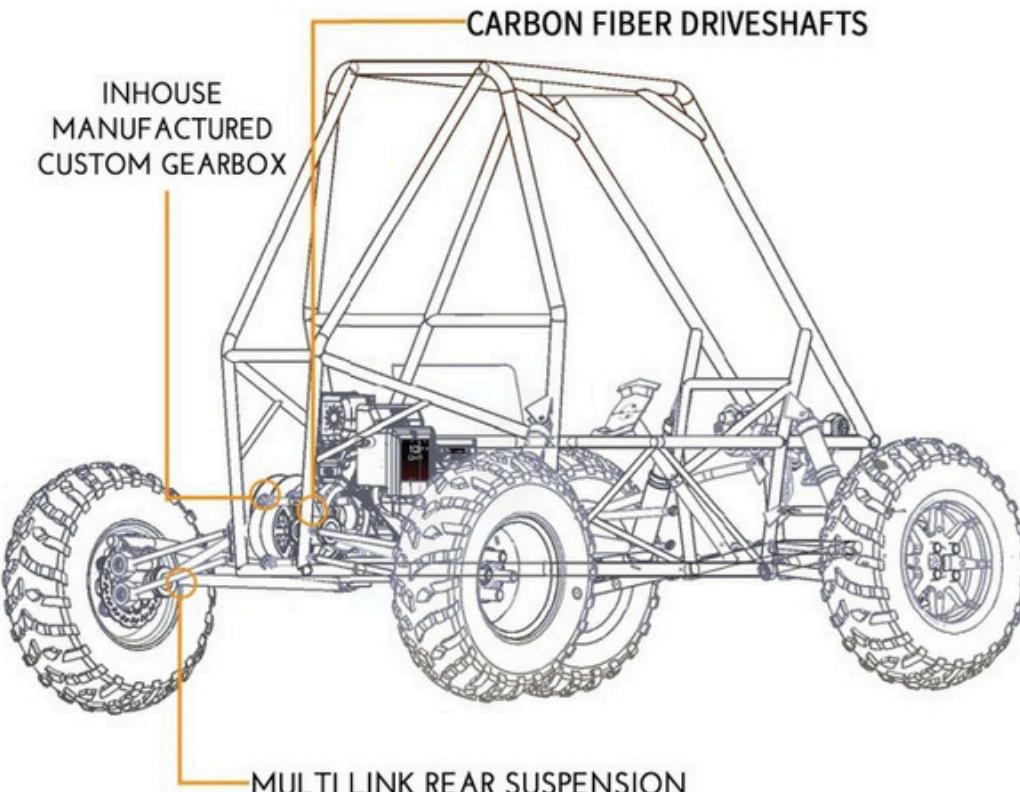
- The team was awarded 'Best Incoming Team Award'
- 4th Position in Design
- 6th Position in Acceleration

B16 – BAJA Student India 2016

- Awarded 'Best Tech-Ready Team'
- 13th Overall Position
- 4th Position in Acceleration
- 4th Position in Maneuverability
- 6th Position in Design Event

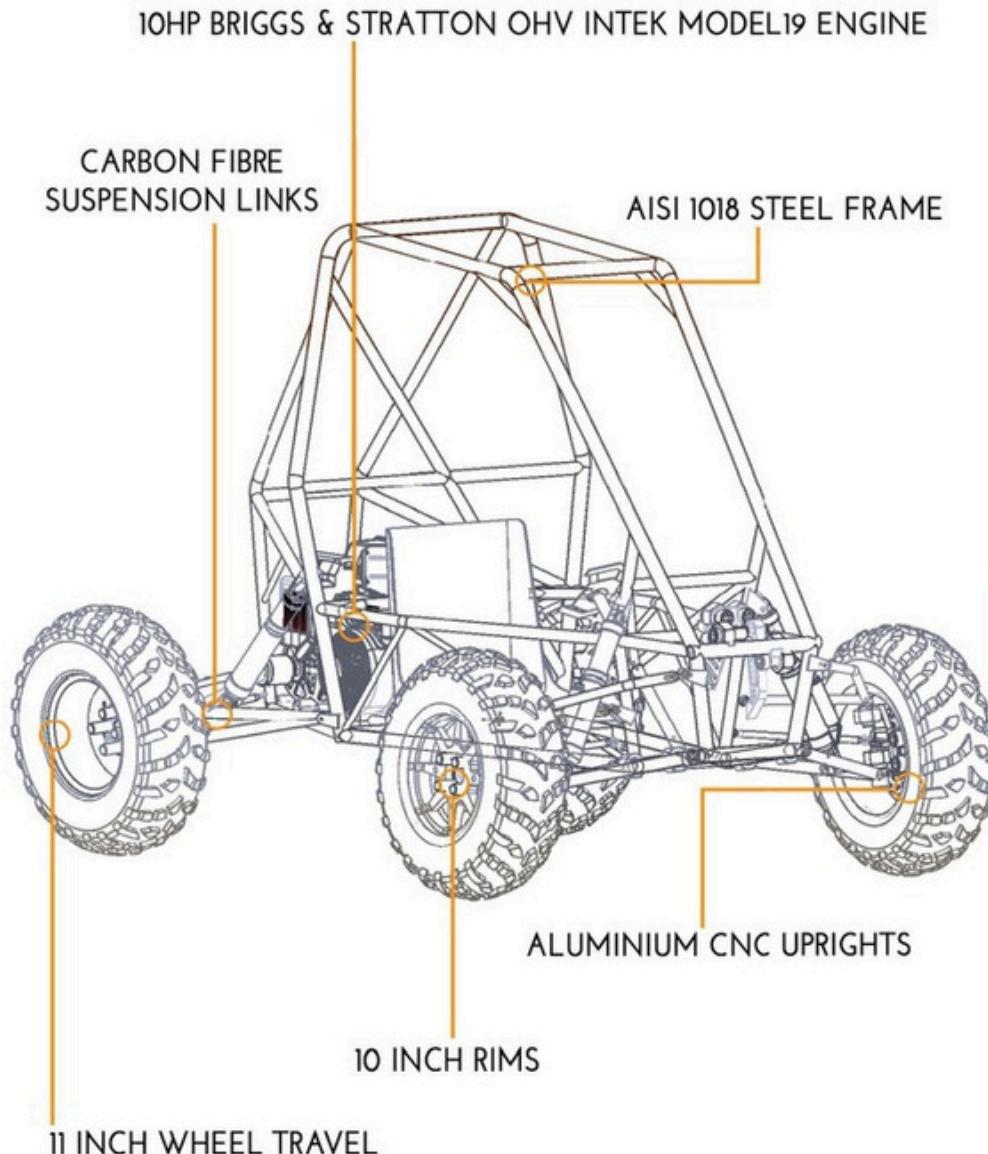
B19 – Mega ATV Championship 2019

- 13th Overall Position
- 12th Position in Endurance



BAJA 19

BAJA 19 features a highly adjustable five-link rear suspension and Double A-Arm front suspension, a custom-made self-manufactured Gearbox with a Continuously Variable Transmission(CVT), **Fox Float 3 Evol RC2 suspension**, a **10HP Briggs and Stratton Model 19** engine. The driveshafts, suspension links and base of the body in BAJA-19 is made of carbon fibre.





FORMULA ELECTRIC

AFTER 2 YEARS OF VIRTUAL PARTICIPATION, THE TEAM
MANUFACTURED IIT KANPUR'S FIRST ELECTRIC VEHICLE

After conducting extensive research and gaining hands-on experience in combustion vehicles (CV), we embraced new challenges by transitioning into the EV domain and aligning with the evolving trends in the automotive industry. Therefore, we shifted our focus towards electric vehicles (EVs). This transition signifies not just a technological shift but a commitment to shaping a greener future.

RESULTS

FORMULA BHARAT VIRTUALS '21

- 8th Position Overall
- 3rd Position in Business Plan Presentation
- 10th Position in Engineering Design Presentation

FORMULA BHARAT 2023

- 1st Position Overall
- 1st Position in Business Plan Presentation
- 4th Position in Concept Management

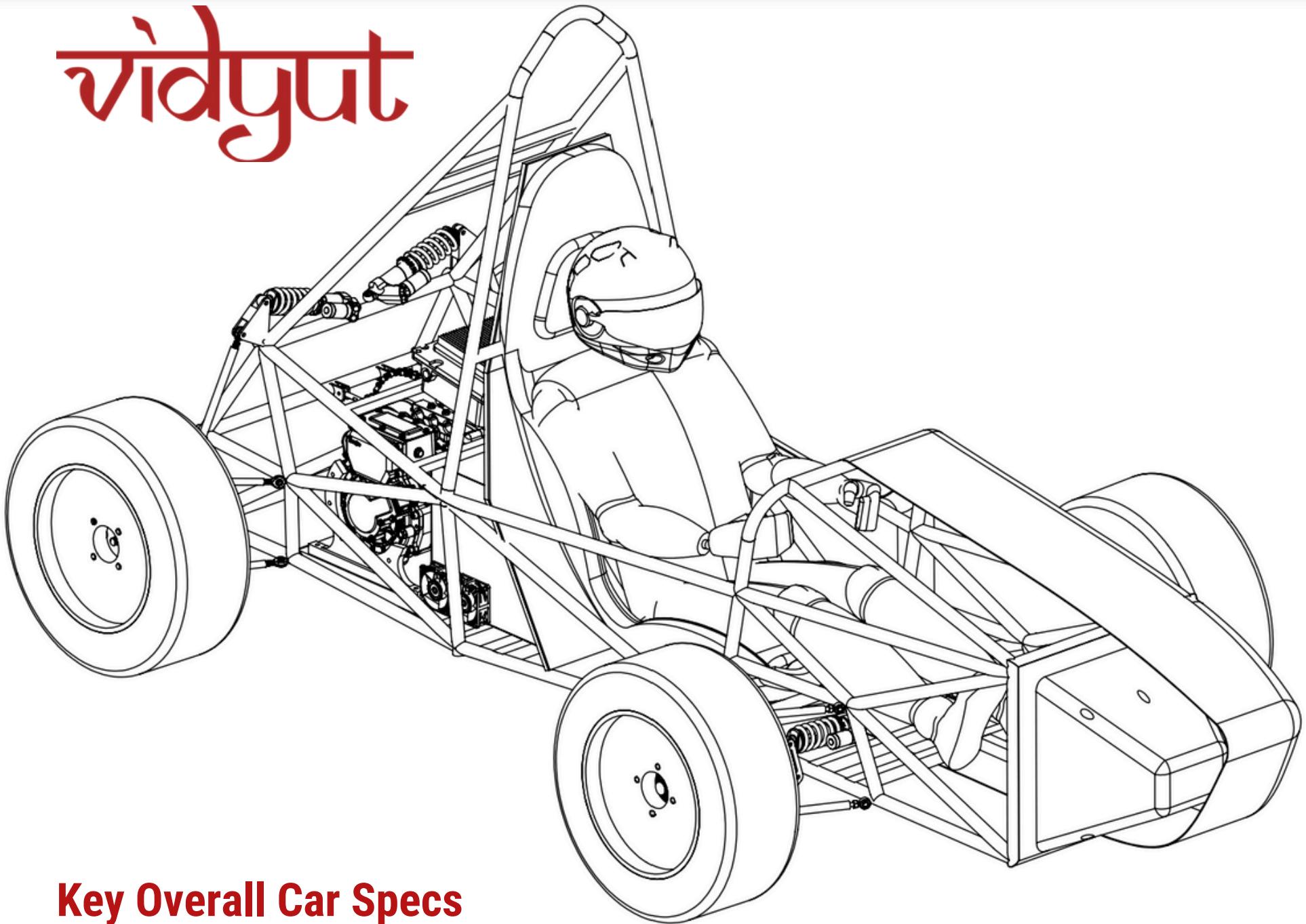
FORMULA BHARAT 2024

- 14th Position overall
- Advanced to stage two of MathWorks Modelling Award

vidyut



vidyut



Key Overall Car Specs

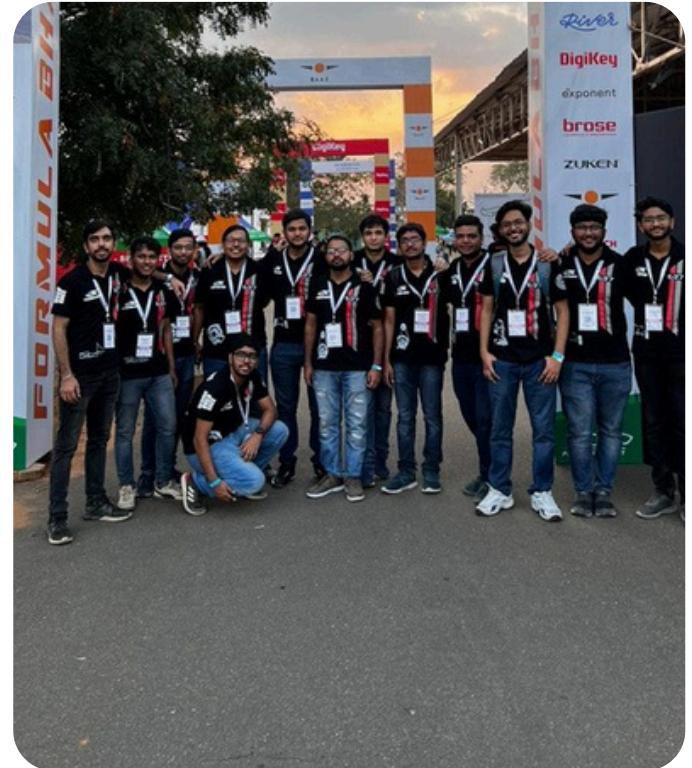
- Weight (with 65 kg driver) = 330 kg
- Top Speed = 102 km/hr (track tested)
- Range in Single Charge = 25 km
- Peak acceleration: 0–60 km/h in 6.4 seconds
- Peak Lateral Acceleration = 1.5 g
- Peak Deceleration = 1.5 g

FORMULA BHARAT

2024

During Formula Bharat 2024, our team, amidst intense competition from 41 other teams, earned 14th place overall.

Our journey has been enriched with invaluable learning experiences and significant accolades. Notably, we were selected as one of seven teams to advance to Stage 2 of the MathWorks Modelling Awards from a pool of 11 participants. Additionally, we were shortlisted for the EVDP.



FORMULA IMPERIAL

2024

India's premier hybrid-electric Formula Student competition is held annually at the Buddh International Circuit, Noida. It challenges students to design, build, and race a formula-style vehicle from scratch. The event emphasizes engineering, innovation, cost-efficiency, and teamwork, with **30+** teams from institutes across India participating each year.

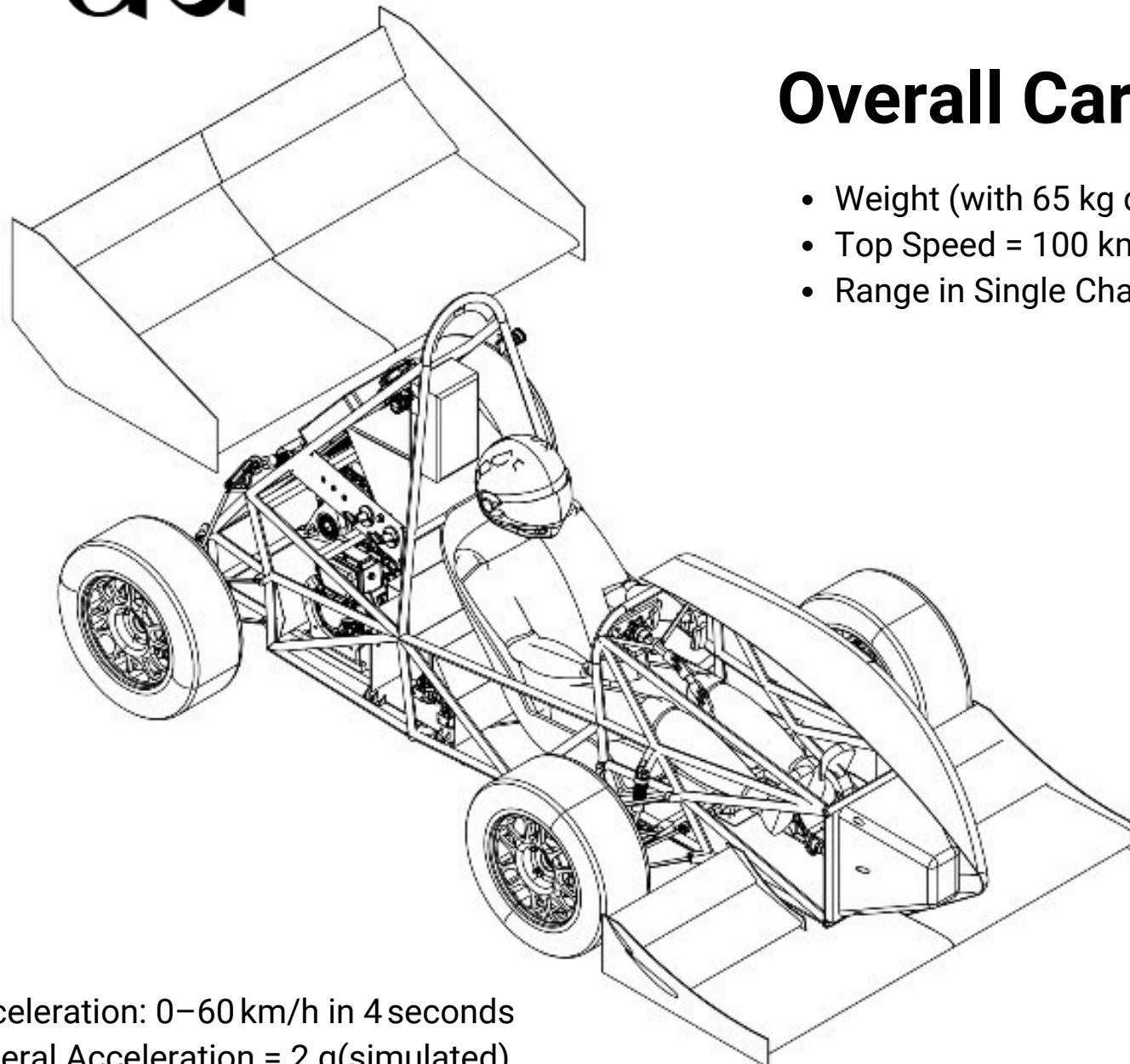
We were proud to be declared **Overall EV Champions**, earning awards for:

- Best Business Plan
- Best Engineering Design
- Best Innovation
- People's Choice Award
- Future Award
- Runner-Up in Cost and Manufacturing



garud





Overall Car Specs

- Weight (with 65 kg driver) = 295 kg
- Top Speed = 100 km/hr (simulated)
- Range in Single Charge = 22 km

- Peak acceleration: 0–60 km/h in 4 seconds
- Peak Lateral Acceleration = 2 g(simulated)
- Peak Deceleration = 1.6 g

FORMULA BHARAT

2025

We competed in the premier engineering competition **Formula Bharat** held in **January 2025** at the **Kari Motor Speedway** in **Coimbatore**, featuring participation from over **50** teams across the country. In this event, teams design, build, and race electric formula-style cars. Showcasing our second Formula Student Electric Vehicle (**FSEV**), we demonstrated significant advancements over our previous design. The competition evaluates innovation, cost-effectiveness, business strategy, and dynamic performance. We are proud to share our results from this prestigious event:

- **Overall top 10 in EV category**
- **Top 5 in MathWorks Simulation Challenge**
- **Top 5 in Cost and Manufacturing Event**



BRANDING AVENUES



फॉर्मूला भारत 2023 की विजेता आईआईटी कानपुर की टीम।

फॉर्मूला भारत-2023 का विजेता बना आईआईटी

कानपुर, वारिष्ठ संस्थानों का फॉर्मूला भारत 2023 का विजेता आईआईटी कानपुर बना है। संस्थान की मोटरस्पोर्ट्स टीम ने निश्चियता के साथ विशेषज्ञ व मंटेज ने काफी सराहा। संस्थान के निदेशक प्रो. अभय करंदीकर समेत सभी वारिष्ठ वैज्ञानिकों ने टीम को बधाइ दी।

फॉर्मूला भारत 2023 प्रतियोगिता में देशभर के तकनीकी संस्थानों के छात्र-छात्राओं ने फॉर्मूला बन रेस की भाँति ही गाड़ी बनाकर प्रतियोगिता की इलेक्ट्रिक गाड़ी की कैटेगरी क्लास-वन में आईआईटी कानपुर समेत दस तकनीकी संस्थानों की टीमों ने फाइनल राउंड में हिस्सा लिया। जिसमें 97 स्कोर के साथ आईआईटी विजेता बना। वहीं,



- इलेक्ट्रिक व्हीकल व विजेता लालू कैटेगरी में जीता पहला अवार्ड
- देश के सभी तकनीकी संस्थान व स्टार्टअप्स ने किया था प्रतिमांग

विजेता लालू कैटेगरी में आईआईटी

NEWSLETTERS

Your company will receive special focus in our **Official Newsletter** and all **Team Publications**, highlighting your products/brands which will reach all the stakeholders and students in our campus comprising **10,000 residents** and also sent extensively to the **alumni network of IIT Kanpur**.

MEDIA COVERAGE

Print Media – Times of India, Dainik Jagran, Hindustan Times etc.

Event Sponsors – Mahindra, Shell, Redbull, TATA Steel etc.

Television Coverage – ZEE News, NDTV, CNBC TV India, ET NOW, E-TV etc.

SPONSOR LOGO

The company's logo will be present on –

- Vehicle
- T-shirts
- Letterheads
- Official Brochure
- Banners

ONLINE BRANDING

Your company will be prominently featured across IITK Motorsports' social media platforms, with a combined reach of **18,000+** followers. Sponsor contributions are showcased on our official website, where a clickable hyperlink directs visitors to your company's website, enhancing your digital presence and credibility.

COLLEGE EVENTS

Your brand will be showcased at high-visibility events organized or attended by IITK Motorsports, including:

- Lectures & workshops conducted by the team
- Car Launch Event
- Alumni Meets
- Media Conferences on Automobiles
- Antaragni – India's second-largest cultural festival (**50,000+** footfall)
- Techkriti – One of Asia's largest technical festivals (**50,000+** footfall)
- Udghosh – One of the country's largest sports festivals
- National Technology Day celebrations

EXCLUSIVE PARTNERSHIP BENEFITS

PARTNERING WITH TEAM IITK MOTORSPORTS

TITLE SPONSOR [> ₹ 10,00,000]

- **All Benefits of Lower Sponsorship Levels:** Enjoy every advantage offered to other sponsorship tiers.
- **Premium Logo Placement:** Your logo will be prominently displayed on the car at a location of your choice, with a preference for the nose cone—the most visible part of the vehicle.
- **Maximum Visibility in Promotional Materials:** Receive the largest logo placement on all posters and promotional materials, ensuring clear differentiation from other sponsors.
- **Exclusive Banner:** A dedicated banner will be printed to highlight your company as the Title Sponsor, attracting special attention from event audiences.
- **Enhanced Social Media Presence:** Benefit from frequent social media posts featuring your brand, including customized posts upon request that highlight your support, provide updates on the car, and promote your company.
- **Newsletter Feature:** A dedicated page in our annual team newsletter will spotlight your company, along with a special mention in our season summary post.
- **Campus Engagement Opportunity:** Secure a dedicated slot for direct interaction with the IIT Kanpur student community during the car's launch event.



EXCLUSIVE PARTNERSHIP BENEFITS

TEAM PARTNER [> ₹ 5,00,000]

- All Benefits of Lower Sponsorship Levels (Except Title Sponsor):** Receive all advantages available to other sponsorship tiers, excluding those exclusive to the Title Sponsor.
- Prominent Logo Placement:** Your logo will be displayed on the side body of the car, larger than those of other partners (excluding the Title Partner).
- Maximum Poster Visibility:** Enjoy the largest logo size on posters and promotional materials, second only to the Title Partner, ensuring strong brand differentiation.
- Exclusive Banner Recognition:** Your logo will be featured most prominently (after the Title Partner) on a dedicated banner alongside other sponsors, clearly indicating your status as Team Partner.
- Technical Collaboration Opportunities:** Opportunity to propose technical projects for students to work on (subject to team capacity), with full access to resulting designs and solutions for your company's use.
- Guest of Honour Invitation:** Receive a special invitation as a guest of honour at the car's launch event, providing direct engagement with the IIT Kanpur community.

PARTNERING WITH TEAM IITK MOTORSPORTS



IIT PHOTO

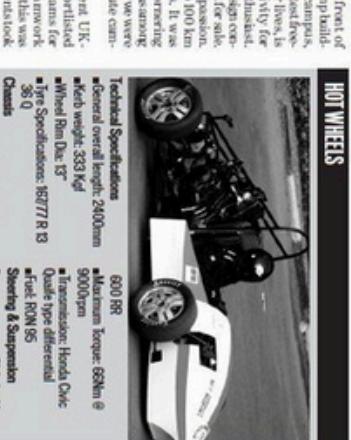
■ The students pose with the car.

htSPECIAL

Magi Chakraborty

htlaboratory@hotmail.com

■ It's a Discovery@hotmail.com



HOT WHEELS

SPEED DEMONS The peer group have already designed & manufactured 2 racing cars, about to work on the 3rd

IIT students build F1 cars

much as we desired." Team

The old Hanger in front of

HDL Dikshitar Camp build-

ing on the institute e-camera,

where sure of the ground floor

down fighters last their lives is

the main area of activity for

engineering as faculty advi-

ces, the car is due to be show-

cased at Kailash 2012, one of

Asia's biggest techno-manage-

ment festivals, organised by the

students of IIT-KGP.

While the project has become

the focal point of excitement

for the bunch of motor sport

enthusiasts at IIT-KGP, they

had to spend a good deal of time

getting money for the project

We got R. 8 lakh from the project

institutes, but the total cost of

building the car was R.15 lakh.

We needed to go to speakers. Now

We reached 100% speakers. Now

The design of the next car is

making it more reliable while we are

working on it now.

It is a work of love and passion.

It can zoom from 0 to 100 km

speed in 4.78 seconds. It was

not only speed, but cornering

ability of the car that was amazing

our opponents while we were

competing. However, just for size,

it is a bit large.

We are working on the car for the

2011. The team was shortlisted

among the top six teams for

"The Air Bus" Team work.

Award! Even though this was

the first time the students took

Technical Specifications

General overall length: 2400mm

Minimum Torque: 660Nm @

9000rpm

Kerb weight: 330 Kg

Wheel Dia: 13"

Transmission: Honda Civic

Quirk type differential

Front: RON 95

Shifting & Suspension

Chassis

SPONSORSHIP BENEFITS

PARTNERING WITH TEAM IITK MOTORSPORTS



TAX EXEMPTION BENEFITS

IITK Motorsports is a college team, so you will get an Income Tax Deduction of upto 100% according to Section 80G.



CORPORATE SOCIAL RESPONSIBILITY

The event provides you a platform to showcase support for research at college level and emerge as a promoter of research which adds to the CSR of your company.



ACCESS THE MIND OF FUTURE ENGINEERS FROM IITs

Your company will be invited by our institute for recruitments, where you can take the best students of the country as your future employees.



BE AN EMPLOYER OF CHOICE

By sponsoring us, you are training the future employees by helping the students gain practical skills used in the industry.

PLATINUM LEVEL [> ₹ 2,00,000]

- All Gold Level Benefits +
- Invitation as a guest of honour for the launch event.
- Separate hoardings in campus during campus festivals.
- Listed as a main sponsor at race events
- Special mention of sponsors in official season recap video



GOLD LEVEL [> ₹ 1,00,000]

- All Silver Level Benefits +
- Preferential access during recruitment drives at IITK
- Special Recognition in Team Newsletters.
- Personalized Team Merchandise with Team Photo



SILVER LEVEL [> ₹ 50,000]

- All Bronze Level Benefits +
- Logo Featured on Team T-shirts
- Hoarding on Pits during Competitions
- Publicity in the College Festivals

BRONZE LEVEL [< ₹ 50,000]

- Name featured on team's official website
- Logo featured on Car
- Partnership Certificate
- Promotion on Social Media

WAYS TO SUPPORT US



Monetary Support allows the team to cover its expenses and sustain its group



Providing us **products** for free or at a discounted price will take us closer to completing our dream to make a world-class car.



Logistics Support helps us in transportation of goods and our vehicle Intra or Internationally



Manufacturing Support helps us make our designs a reality



Technical Insights from industry experts allows our team to develop valuable insights to help us build a racecar and prepares our team members as they enter the industry



THANK YOU

We hope the information above has offered valuable insight into our team, our operations, and the impactful role you can play as our partner in driving excellence. We are eager to build a strong and lasting relationship between your organization and Team IITK Motorsports.

If you have any questions or suggestions, we would be delighted to discuss them with you.

Team IITK Motorsports



CONTACT US



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DESIGN | BUILD | RACE

OUR ESTEEMED SPONSORS



All lights green!



LOHUM



KALYANI

BHARAT FORGE LIMITED



Office of Resources and Alumni
Indian Institute of Technology Kanpur



Altium



Tsuyo



Ansys

SOLIDWORKS