



# EXCEL 2020 | Marketing Prospectus

# LEGACY

Govt. Model Engineering College (MEC), has been a centre of excellence for over 30 years. Having been actively working towards bridging the gap between society and technology, it has carved itself a place in the hearts of the community. Located in the core of the bustling city of Kochi, MEC is always there at the centre of the hustle. From electrifying hamlets to building a 30 kW solar power plant, MEC has outdone itself year after year through its culture of innovation.



# EXCEL



Excel is the annual national level techno managerial symposium hosted by Model Engineering College. Since its inception in 2001, Excel has seen an incredible growth in participants and is well known in the state as the best of its kind. Excel acts as a platform to exhibit and conceptualize technical innovations that aim to transform society. Furthermore Excel endeavours to provide participants technical knowledge required to shine in the field of engineering

Excel 2020 will showcase more than 60 diverse technical, managerial and general events that encompass competitions, workshops, talks and seminars, video conferences, exhibitions and much more.

# WHY ASSOCIATE WITH EXCEL

## Onsite Participation

Excel attracts the brightest and best minds from across the country.



## Exclusive Events

Sponsors can design and host events catering to their needs to promote key company values.



## Pre Excel Events

Events to raise awareness about social issues and promote empowerment through technological innovations.



## Social Media Presence

Huge social media footprint with an overall following of 35k people on all major social media handles.



## Improve Labour Pool

Plays a large role in enhancing the technical expertise of the participants.



## Continuous Exposure Through Excel

Over six months of publicity through posters, print partners and more.



## Excel Services

Technical services like apps, websites etc as deliverables.

# REACH



15 LAKH+  
College Students



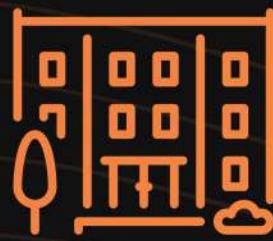
5 LAKH+  
School Students



10 LAKH+  
Website Hits



VIRAL  
Across Social Media



1000+  
Schools



20<sup>th</sup>  
Edition



2<sup>nd</sup>  
Tech Fest in India



2000+  
Colleges



60+  
Events



TOP-TIER  
Professionals



29 STATES  
Participation



HUGE  
Media Coverage

# SOCIAL MEDIA PRESENCE

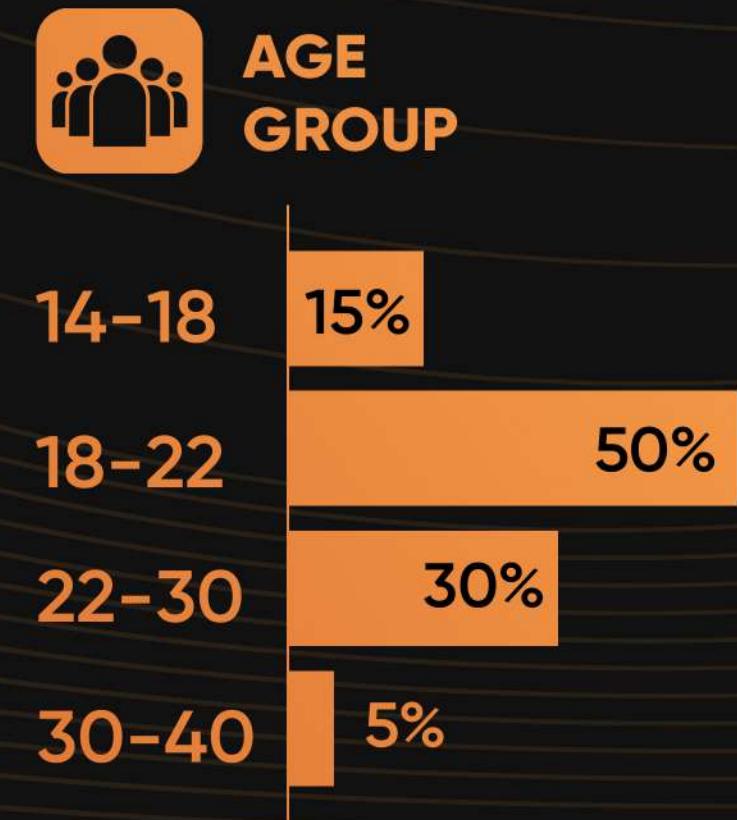
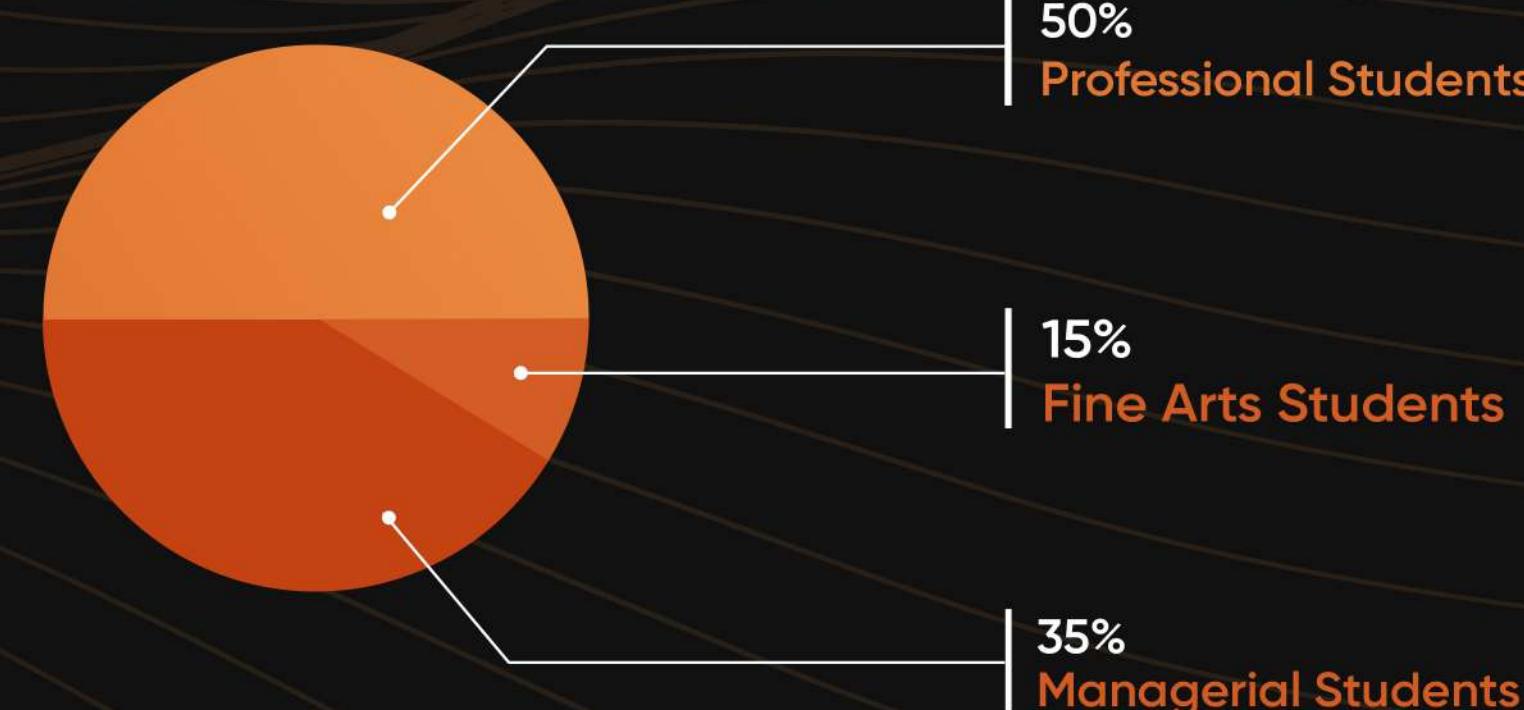


**31K** followers  
on social media

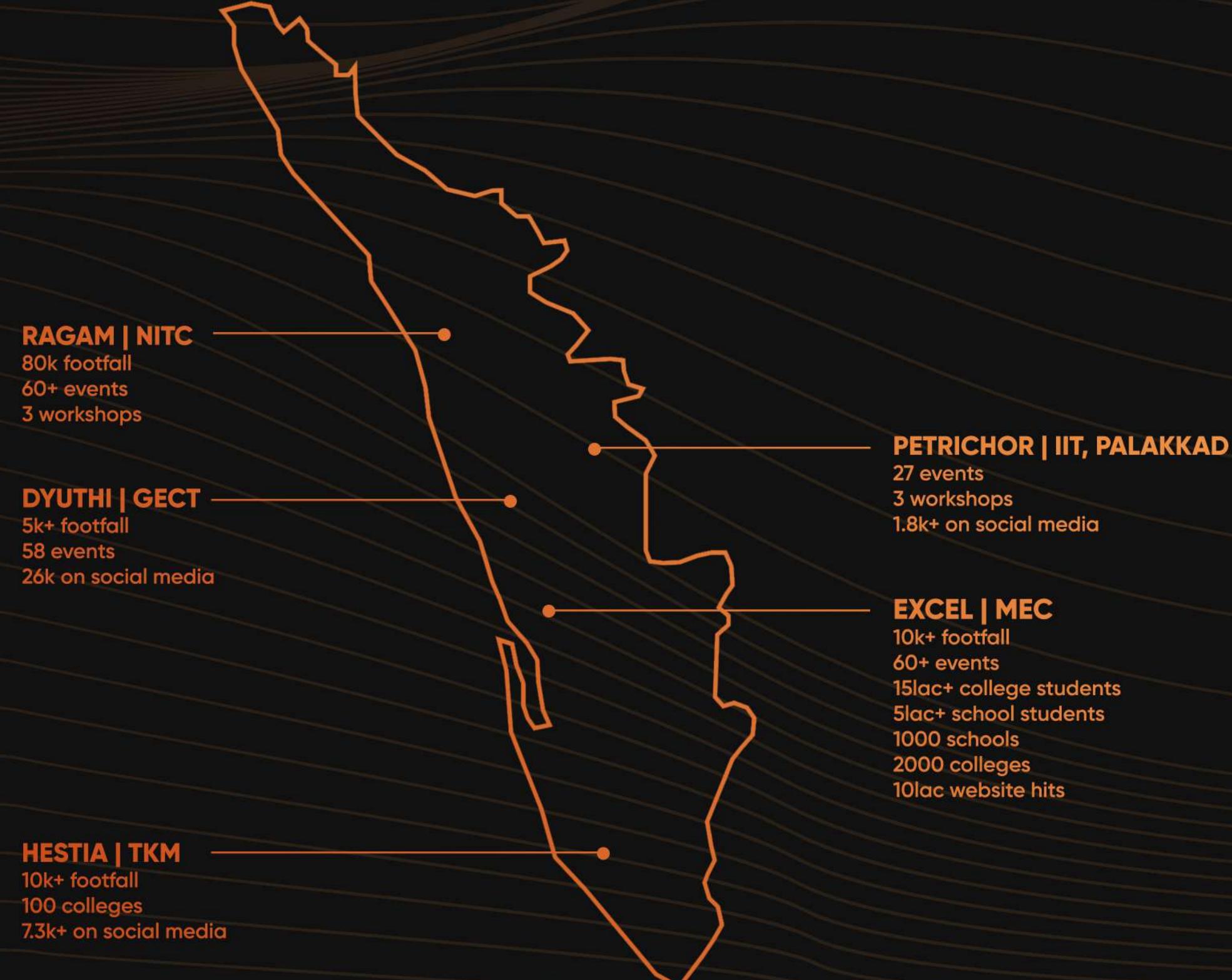
  
**2k**  
engagement per  
post on instagram



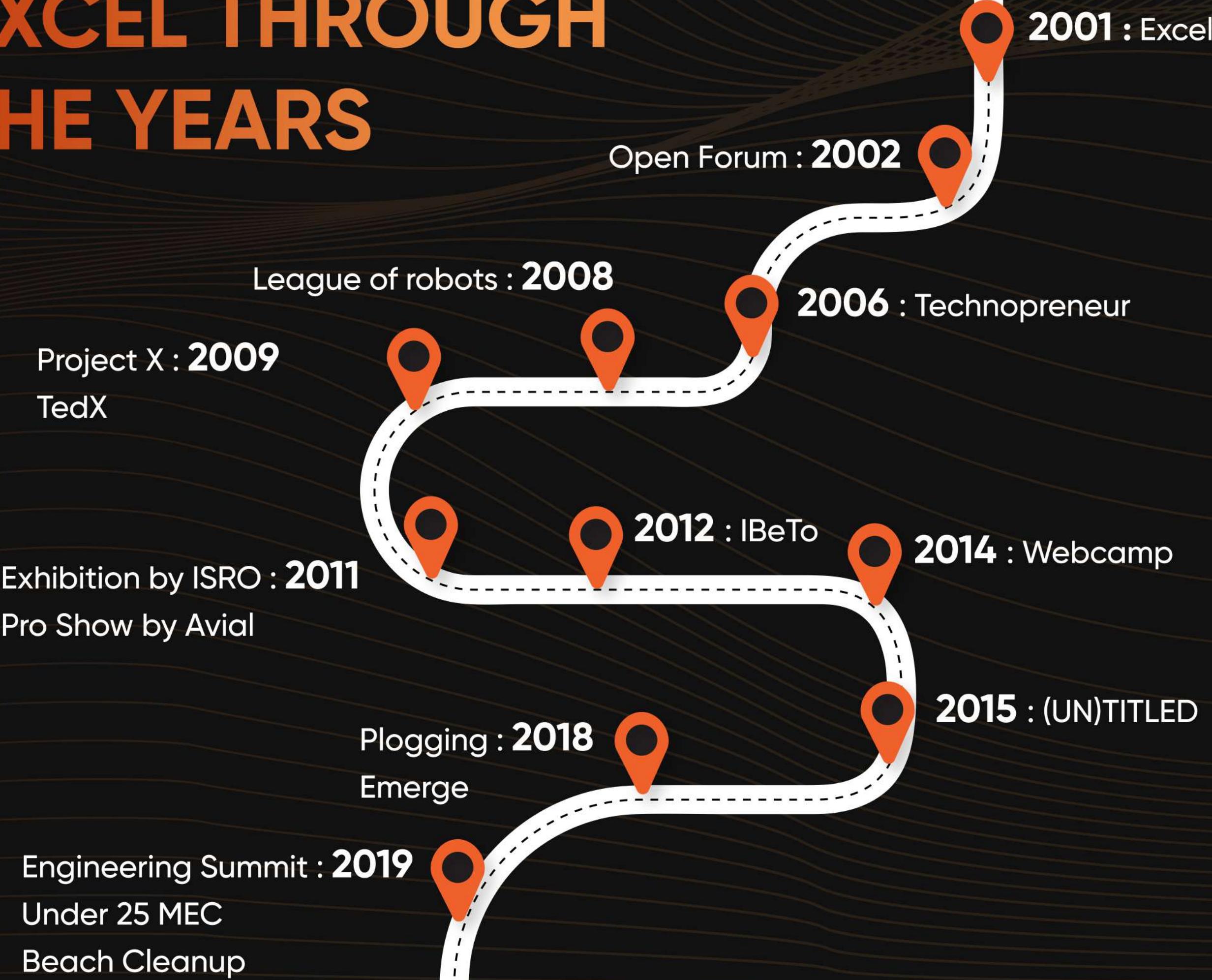
**2.3k**  
views per story  
on instagram



# TECH-FESTS IN KERALA



# EXCEL THROUGH THE YEARS



# IBeTo

IBeTo (Innovations for a Better Tomorrow) is the flagship event of Excel, by the credence that technology holds the key to unlocking society's most unnerving challenges. It is a national level platform supported by IEEE SIGHT, with a prize pool of more than ₹1Lakh.

IBeTo attracts over 250 abstracts from over 2000 colleges in India, annually. It is acclaimed in bringing forward some spectacular ideas such as a unique spoon for patients with Parkinson's disease, smartphone based ECG monitor, packing materials from crustacean shells, amongst many others.



# HACKATHON

HackForTomorrow is a 24-hour intensive product development hackathon aimed at developing sustainable solutions for the society, and has been conducted in association with the Kerala Startup Mission, since inception.

It draws participation from over 300 individuals each year. Participants include graduates, undergraduates and professionals in various fields and startups.



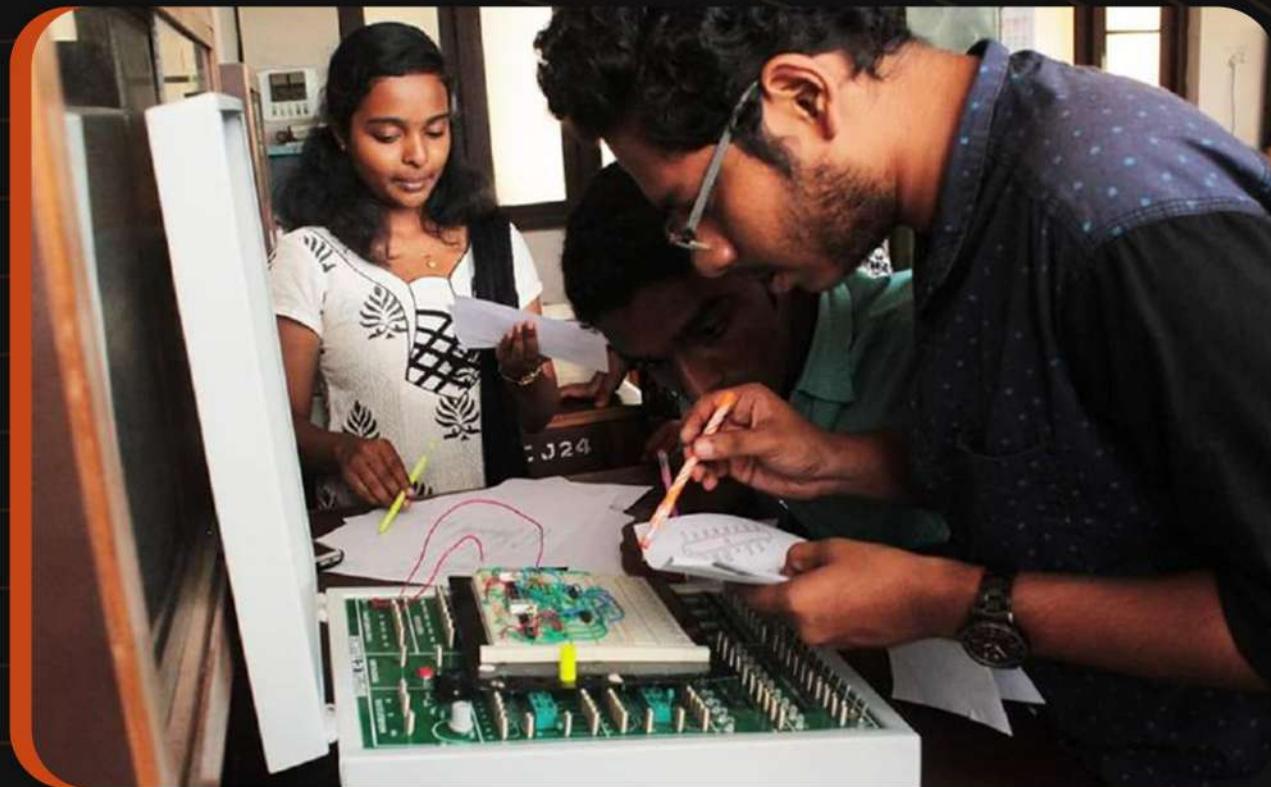
# CS TECH

A set of challenging competitions that puts participants' knowledge of elemental Computer Science to the test. **Contests can be adapted to include the essence and ethics of the patron.** There's an event for every techie, with competitions like **Creative Event** offering a place to showcase contestants' design and proficiency in the latest web technologies, while **4\*120** intends to foster teamwork. We strive to inculcate industrial competence in our contenders.



# GENERAL TECH

The most anticipated events of the year fall under General Tech. It endorses various core engineering principles, From events like Reverso that encourages the ability to reverse engineer a product down to its bare bones and build it back up, to Lifeline that seeks to strengthen fundamental biomedical knowledge. Owing to the myriad of competitions covering the broad spectrum of Engineering, General Tech sees the largest amount of participation. **To maximise benefactor benefits, events held can be altered according to their necessity.**



# CONFERENCE

Conferences are the crux of Excel, the essence of each conference is to introduce participants to remarkable individuals with a strong sense of enthusiasm and drive for their domain. **Each conference can be catered to the advantage of sponsors.**

We've had many successful conferences under our belt including **Emerge**, a technological conference for the country's brightest and **MEC.conf** on developing with the latest technologies. Each conference exposes the participants to a varied group of extraordinary people, with Excel having had speakers like Bose Krishnamachari, the founder of Kochi Muziris Biennale, retired judge of Kerala High Court, Kemal Pasha, amongst many others.



# SOCIAL INITIATIVES

Excel has been a huge platform for organizing and implementing socially relevant initiatives, over the years, by recognizing the moral obligation of giving back to the society. Project Urja was one such undertaking that aided the village of Uriyampetti in being electrified. Alongside this, protecting the environment is an enormous priority, from beaches to ponds, Excel has managed to compel the public to take notice of the urgency of the issue at hand, through events that brought change, subtly making it easier for the sponsors to meet their CSR requirements.



# NON-TECH

Non-Tech without a doubt has the most participation with events that anyone can join. With the most vibrant and engaging of competitions, the Non-Tech aids in preparing participants for the real world by fine-tuning their key morals and values. Through competitions such as CEO which instills managerial skills; Khoj, a treasure hunt where Kochi is the map; Tiki-Taka, a football tournament for the states' finest players and Effugium, testing competitors logical acumen, Non-Tech events attract a diverse audience. This array of over 20 events, is the heart of Excel, truly making it what it is, a vivid display of the spirits of the youth.



# GALA

Since its inception, Excel has had a legacy of eminent personalities and artists with a flair for wowing audiences and making each Excel a memorable one. Thaikuddam Bridge struck a chord in every MECians heart when they performed and Agam truly brought out the love of music in the audience. Keralas' first Under25MEC with Chai Met Toast introduced youths to remarkable people and showcased the talents of not only the artists but also that of the youngsters. Thakara and ThrowbackBros, are both bands that are etched into the hearts of Indians. They have one thing in common; the stage we set.



# PREVIOUS SPONSORS



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