



IIT BOMBAY

Techfest
2017-18

TECHFEST

ASIA'S LARGEST SCIENCE AND TECHNOLOGY FESTIVAL

29th- 31st December, 2017

PATRONAGE BY



CEE

Centre for Environment Education



#startupindia



SAYEN

South Asia Youth Environment Network

TECHFEST

By the numbers



160 K+
Footfall



500 +
International Colleges



2500 +
Indian Colleges



220 +
Foreign Exhibits



INR 4 Million +
Prize Money



130 +
International Lecturers

TECHFEST

Coverage



412,000 +
Likes



400,000 +
Impressions



725,000 +
Views



3,000,000 +
Website Hits

MEDIA PLAN

TV advertisements and coverage



Newspapers & advertisements



Online media advertisements



Outdoor branding



Radio advertisements



Magazines



Il musical hi-tech debutta in India

Paolo Brighetto

Tre giovani della scena - Croce, Saito, Sharan Deshpande - mettono insieme per la prima volta un insieme musicale di 100 strumenti in India. Lo chiamano "June".

PADOVANI A MUMBAI
L'evento "June"
al festival asiatico



BIG BANG
Sono tre i giovani che hanno creato l'ensemble, che si esibirà domenica 3 dicembre alle 20.30 presso il Teatro IIT. Starbary è stato fondato da tre giovani laureati in Scienze e Tecnologia, con

l'idea di creare uno spettacolo musicale diverso.

RUBHI BHASEN
MUMBAI, 30 GENNAIO 2017
FOR NICKEL AS Hachet, who has been working on his artificial bionic prosthesis for 12 years ago, technology could provide a solution

through which he now aims to help others like him. The artificial bionic prosthesis being tested is a cheaper option than can be put together by anyone". Hachet is at present in Mumbai to participate in Techfest, which began yesterday at IIT Bombay. The basic prosthesis has been made using 3D technology

with the help of the design specifications of his own prosthesis. The idea behind this is that anyone who uses FabLabatory (fabrication laboratory) will be able to make

prostheses for people who have lost their limbs due to accidents or disabilities.

9

Robots lord it over IIT-B Techfest

Times News Network



engineering students, included talks by Nobel laureates, and a competition which spoke to students about most outstanding technical achievements through

Principled scientific advice in the interests of Children

3-day IIT Bombay's Tech Fest comes to a fantastic end

By Priyanka Bhattacharya

Techfest is IIT Bombay's annual science and technology event, creating a visual spectacle year after year. It is today well-established as Asia's largest Science & Technology festival, patronized by UNESCO and ABB, and featuring a host of more than 1,400,000 people comprising mainly of students from across the nation and an outreach of over 2,500 colleges across India and over 500 overseas. The festival is the most visited college festival in India. In fact, Techfest has been acting as a platform for both the brilliant and the blooming to connect and have an interaction of a lifetime, with eminent persons



IIT-B TECHFEST: DAY 2

Grenade launchers, robot headstands and F1 racing simulators steal the show

svamya chaitanya

IIT Techfest hosts 1.65L people, draws to a close IIT-B's fest makes it to record book

ACHIEVEMENT

ISMOKE, part of the institute's annual fest, has registered the highest number of doodles in any campaign

Aparna Puranik

1 OPEN-SOURCE 3D PRINTED LIFE-SIZE ROBOT

1 OPEN-SOURCE 3D PRINTED LIFE-SIZE ROBOT

2 ROBOWARS

2 ROBOWARS

3 SEPOS

3 SEPOS

4 GUNEDHAR

4 GUNEDHAR

5 KILLER BOTS

5 KILLER BOTS

6 FLIGHT SIMULATOR

6 FLIGHT SIMULATOR

7 BEACH BOAT

7 BEACH BOAT

8 WORLD'S SMALLEST ELECTRIC BIKE

8 WORLD'S SMALLEST ELECTRIC BIKE

9 AUTOMATED CHESS

9 AUTOMATED CHESS

10 FULL THROTTLE

10 FULL THROTTLE

TOP TEN
TECHFEST
TREATS

You don't have to scale your little walkie-talkie around the IIT-B campus to do so. Just go to our 10 favorite exhibits for a complete experience

A

11 1500 महाविद्यालयातले तरुण मुंबैत

12 गोजागी पुंगमुक वांगडू भेटतात!

13 1500 महाविद्यालयातले तरुण मुंबैत

14 गोजागी पुंगमुक वांगडू भेटतात!

15 गोजागी पुंगमुक वांगडू भेटतात!

16 गोजागी पुंगमुक वांगडू भेटतात!

8

Frenchman uses 3D technology to create 'inexpensive' artificial bionic prosthesis

RUBHI BHASEN
MUMBAI, JANUARY 2, 2017
FOR NICKEL AS Hachet, who has been working on his artificial bionic prosthesis for 12 years ago, technology could provide a solution

through which he now aims to help others like him. The

amputee

Hachet is at present in Mumbai to participate in Techfest, which began yesterday at IIT Bombay, the basic prosthesis has been made using 3D technology

with the help of the design specifications of his own prosthesis. The

idea behind this is that anyone who uses FabLabatory (fabrication laboratory) will be able to make

prostheses for people who have lost their limbs due to accidents or disabilities.

9



A robot on display at IIT Bombay's Techfest 2015 on Saturday — Hemant Padakar/dna

IIT-B Techfest kicks off with robo zest

IIT-Bombay Techfest launches three international competition

Robotics, coding contest & Model UN are main attractions



ction at bigger, better Techfest

SPONSOR & MEDIA TESTIMONIAL



Microsoft India

Techfest is not your typical college mela or youth festival. It is a forum where the best of the engineering students display their skills but also exchange ideas.”

– Anil Warrior,
Head, Recruitment



Reliance Jio Infocomm Ltd

Techfest audience gave us with their enthusiastic participation a lot of feedback, that has helped us create better products and made sure that we are able to succeed in our goal to bring India to the digital world.”

– Rajeev Suri
Senior VP, Marketing



The Times of India

The future is here. All technoholics, anonymous or otherwise are heading to Powai where Asia's biggest Techfest is beeping away.”



The Telegraph

‘Techfest’, has been a platform to spread the most recent developments in the field of science and technology among the masses, in which participants from India and abroad can prove their talent in front of technical supremacy.”

TECHNOHOLIX



TECHNOHOLIX - DAY 1

Venue - Convocation Hall

Capacity - 2500 - 3000



PREVIOUS ARTISTS



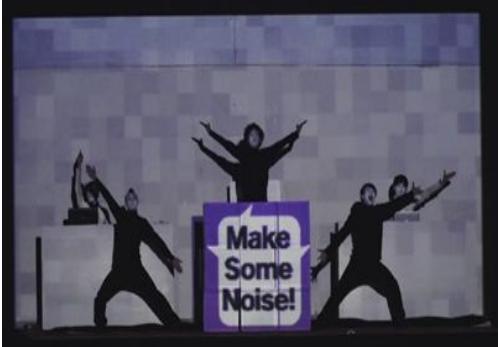
Light Balance , Ukraine



Afishal , United Kingdom



Cait Lin , Zambia



Siro - A , Japan



Kagemu , Japan



Mark Nizer , USA

TECHNOHOLIX - DAY 3

TECHNO-EDM NEW YEAR EVE

Venue - Gymkhana Grounds

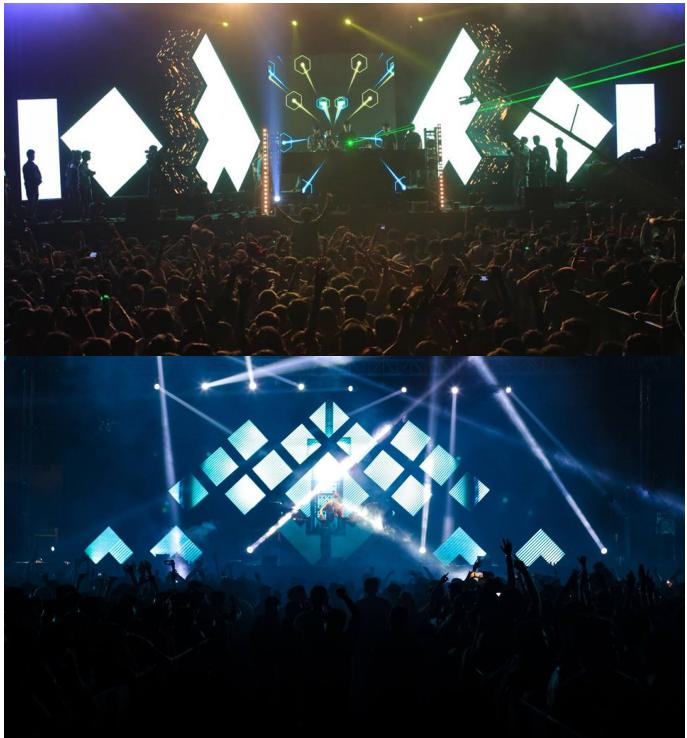
Capacity - **15,000 - 20,000**

Artist -

Headliner - DJ Marnik (Artist behind Sunburn Title Song, Collaborations with KSHMR & Don Diablo)

Link to his video - [Marnik](#)

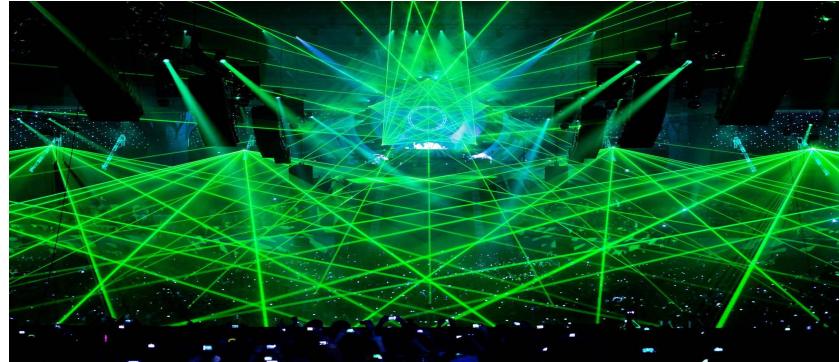
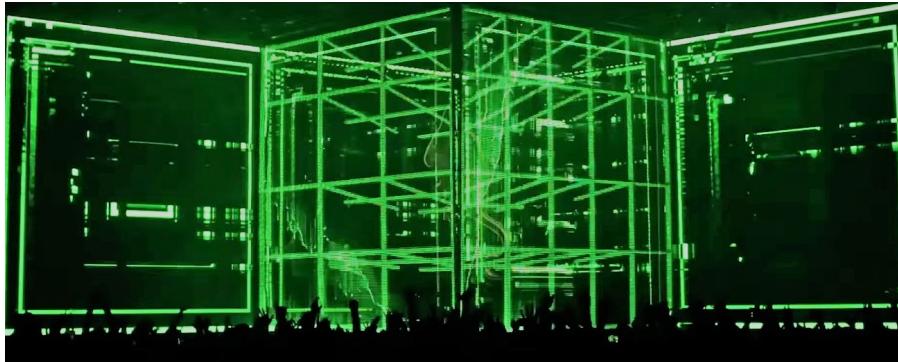
Supporting Martin Robots - [Video](#)



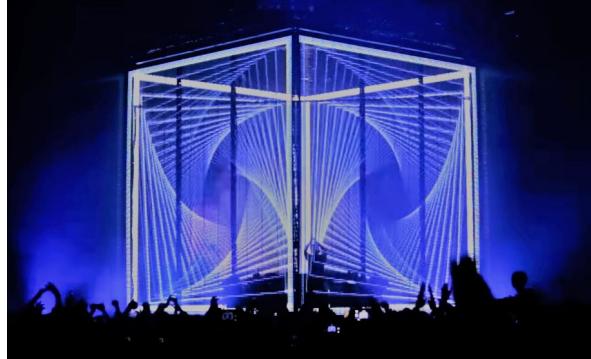


Laser Show - Laser set-up synced with the peaks of the amplifying waves to produce patterns and mass effect.

Directed laser show with crowd synchronisation using audio sensing



Projection Mapping - Mapped effects on LED screens synchronized with the audio effects by the artist



Wearable Tech -Linked to Techfest account in techfest app measures the movement, dance ,volume at particular location



ACTIVITY KIOSK



Relation Development with Target Audience



Networking opportunities with Corporates



Garage Customer Response to Products



Brand Promotion via Informal Activities





Branded Concert Gate



Branded LED Truss



Branded MainStage Truss



Branded Tickets

