

SPONSORSHIP BROCHURE

2025-'26



**FORMULA
manipal**
Engineered with Passion

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FORMULA
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ABOUT US



STARTED AS AN ABSTRACT IDEA IN 2007, A GROUP OF STUDENTS FORMED THE MOST POPULAR CHAPTER OF THE FORMULA STUDENT PHENOMENON HERE IN MIT, MANIPAL. WE ARE A PASSIONATE AND DYNAMIC TEAM OF 45 ENGINEERING ENTHUSIASTS, HAILING FROM MANIPAL INSTITUTE OF TECHNOLOGY, DRIVEN BY OUR UNWAVERING LOVE FOR MOTOSPORTS AND TECHNOLOGY. WE CHANNEL OUR CREATIVITY AND TECHNICAL ABILITIES IN CONCEPTUALIZING, DESIGNING, FABRICATING, TESTING AND RACING A FORMULA STYLE, SINGLE SEATER AND OPEN-WHEELED RACE CAR. FORMULA MANIPAL, WHICH HAS PROVED TO BE ONE OF THE GREATEST TECHNICAL WONDERS OF MIT, HAS BEEN IMPROVING BY LEAPS AND BOUNDS BOTH IN TECHNICAL AND NONTECHNICAL ASPECTS.

WITH THE CONSTANT ENCOURAGEMENT AND SUPPORT FROM SPONSORS AND TIMELY GUIDANCE BY THE FACULTY ADVISORS, EVERY YEAR THE TEAM DISPLAYS A SHOW OF EXCELLENCE. THIS YEAR THE OBJECTIVE OF THE TEAM IS TO DESIGN AND MANUFACTURE A HIGH PERFORMANCE ELECTRIC RACECAR.

AS THE WORLD RECOGNIZES THE URGENT NEED TO TRANSITION TOWARDS SUSTAINABLE TRANSPORTATION, FORMULA MANIPAL IS ALIGNING ITSELF WITH EMBRACING ELECTRIC VEHICLES (EVs). RECOGNIZING THAT THE WIDESPREAD ADOPTION OF EVs REQUIRES SIGNIFICANT TECHNOLOGICAL ADVANCEMENTS, WE ARE COMMITTED TO DRIVING INNOVATION IN THIS FIELD. THROUGH RESEARCH, DEVELOPMENT, AND COLLABORATION, WE AIM TO OVERCOME EXISTING CHALLENGES AND PUSH THE BOUNDARIES OF WHAT EV TECHNOLOGY CAN ACHIEVE

A BRIEF HISTORY OF *FORMULA* *manIPal*

FM08

Ferrari Fiorano Racetrack, Italy " The Fastest Indian FSAE Car I have seen"
" - Michael Royce (Ex-Technical Head, Lamborghini)



FM09

Silverstone F1 Track, U.K
"is the most well engineered Indian Car I have come across till date." -Claude Rouelle
(Design Judge and President of OptimumG)



FMX

Wachauring, Melk Austria Cost Event - 4 Most Motivated Team-Award Received at FS Austria 2010



FMXI

Autodromo di Varano
Italy
Overall Position - 42





FMX3

Hockenheimring
Germany Autódromo
de Most Czech
Republic
Cost Event - 4



FMX4

Hockenheimring
Germany
Autódromo de Most
Czech Republic
Overall Position - 60
Cost Event - 31



FMX6

Hockenheimring, Germany
Autódromo de Most, Czech Republic
Kari Motor Speedway, India
Overall Position - 9
Cost Event - 5



FMX8

Red Bull Ring, Spielberg
Austria
Kari Motor Speedway, India
Overall Position - 3
Cost Event - 5
Acceleration - 1
Endurance - 3



FM20

Kari Motor Speedway India
Overall Position - 8
Autocross - 1

FMXX1

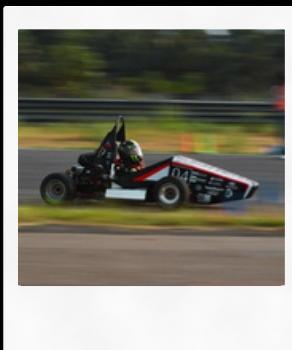
Hockenheimring

Germany

Business Plan - 6

Overall Position - 19

Cost Event - 17



FMXX1B

Formula Bharat 2023 at Kari Motor

Speedway, India

Overall Position - 5

Cost Event - 2

Autocross - 3

Acceleration - 4



FM23

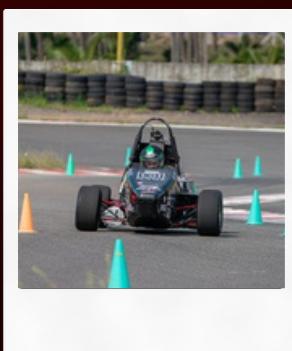
Formula Student at Red Bull Ring,
Austria 2023

Overall Position - 12

Cost - 6

Skidpad - 8

Formula Student East at Hungaroring,
Hungary 2023
Overall Position - 14



FM24

Formula Bharat 2024 at Kari Motor
Speedway, India

Overall Position - 4

Overall statics - 2

Cost Event - 1

Engineering design - 4

Business plan - 4



FMXXV

Formula Bharat 2025 at Kari Motor
Speedway, India

Overall Position - 3

Overall statics - 2

Cost Event - 3

Engineering design - 3

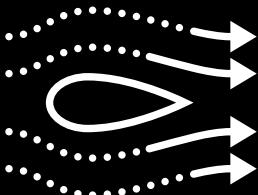
OUR SUBSYSTEMS

STRUCTURES



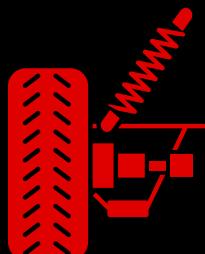
WEIGHT REDUCTION, STRUCTURAL RIGIDITY, AND AERODYNAMIC EFFICIENCY. BY EVALUATING THE FEASIBILITY OF INCORPORATING A MONOCOQUE OR HYBRID DESIGN, THE TEAM AIMS TO MAXIMIZE TORSIONAL STIFFNESS WHILE MAINTAINING SAFETY AND MANUFACTURABILITY. THE GOAL IS TO COMBINE ENGINEERING PRINCIPLES WITH AESTHETICS TO ACHIEVE A REFINED BALANCE FOR THE CAR, OPTIMIZING SPACE WHILE ENSURING MINIMAL WEIGHT CRITERIA.

AERODYNAMICS AND COMPOSITES



THIS SUBSYSTEM IS IN CHARGE OF WINGS, BODYWORK, AND THE GENERAL AIRFLOW AROUND THE CAR. THEY FOCUS ON DEVELOPING AN AERODYNAMIC PACKAGE USING CFD SIMULATIONS AND MANUFACTURE THEIR COMPONENTS WITH THE REQUIRED KNOWLEDGE OF COMPOSITE MATERIALS. ADDITIONALLY, IT IS RESPONSIBLE FOR THE COOLING SYSTEM OF THE CAR.

VEHICLE DYNAMICS



THE VEHICLE DYNAMICS TEAM FOCUSES ON DESIGNING THE SUSPENSION GEOMETRY AND STEERING SYSTEM OF THE CAR. THEY ALSO WORK ON THE BRAKE SYSTEM, PEDAL ASSEMBLY AND WHEEL ASSEMBLY ALONG WITH TYRES TO IMPROVE THE DYNAMIC CAPABILITY OF THE CAR.

TRANSMISSION

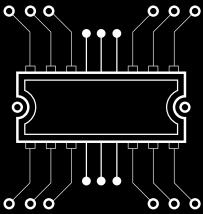


THE TRANSMISSION TEAM FOCUSES ON THE MOST EFFICIENT WAY TO TRANSMIT POWER FROM THE MOTOR TO THE GROUND. WITH THE CUSTOM OPEN DIFFERENTIAL AND DUAL CHAIN DRIVE THEY TRY TO SQUEEZE OUT EVERY DROP OF PERFORMANCE WE CAN FROM THE CAR.



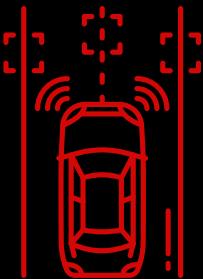
E-POWERTRAIN

THE HEART OF THE CAR, EPT IS RESPONSIBLE FOR THE ELECTRIC MOTOR AND THE BATTERY PACK THAT FUELS THE POWER DEMANDS OF THE VEHICLE. UTILISING SIMULATION TOOLS LIKE OPTIMUMLAP, MATLAB, SIMULINK AND ANSYS, THE SUBSYSTEM DEVELOPS CUSTOM SOLUTIONS FOR ENERGY ESTIMATION AND HEAT GENERATION. EFFECTIVE COOLING OF THE MOTOR AND CONTROLLER ARE CRITICAL RESPONSIBILITIES THAT ARE FULFILLED WITH COLLABORATION WITH OTHER SUBSYSTEMS OF THE TEAM.



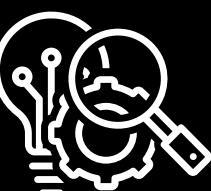
ELECTRONICS AND CONTROLS

THE ELECTRONICS & CONTROLS TEAM FOCUSES ON MANUFACTURING THE WIRING HARNESS AND DEALS WITH DATA ACQUISITION. THE WIRING HARNESS INTERCONNECTS ALL PARTS OF THE CAR TO MAXIMISE PERFORMANCE. THEY WORK CLOSELY WITH THE MOTOR CONTROLLER TO DEVELOP A RELIABLE POWERTRAIN. THEY ALSO WORK ON THE BMS THAT MONITORS THE RUNNING OF THE CAR THROUGH A VAST ARRAY OF SENSORS.



DRIVERLESS

DEVELOPING A FULLY AUTONOMOUS FORMULA STUDENT RACE CAR, LEVERAGING ADVANCED MACHINE LEARNING ALGORITHMS SUCH AS YOLO FOR REAL-TIME ENVIRONMENT PERCEPTION. THE SYSTEM INTEGRATES SLAM FOR LOCALIZATION, INTELLIGENT PATH PLANNING, AND ROBUST CONTROL MECHANISMS – ALL ORCHESTRATED THROUGH A ROS2-BASED SOFTWARE STACK THAT IS CURRENTLY UNDERGOING SIMULATION TESTING.



RESEARCH

RESEARCH IS A CRUCIAL SUBSYSTEM FOCUSED ON GATHERING DATA AND CONDUCTING IN-DEPTH ANALYSIS FOR FUTURE FORMULA CAR PROJECTS. IT INVOLVES EXPLORING INNOVATIVE CONCEPTS AND IDENTIFYING ADVANCED COMPONENTS OR TECHNOLOGIES NOT YET INTEGRATED INTO THE VEHICLE. THIS DOMAIN EMPHASIZES CRITICAL THINKING AND TECHNICAL SKILLS TO ENHANCE PERFORMANCE AND STAY AHEAD IN THE FIELD OF AUTOMOTIVE DEVELOPMENT.



MANAGEMENT

THE MANAGEMENT TEAM DEALS WITH A WIDE RANGE OF SEGMENTS CONSISTING OF FINANCE, LOGISTICS, MEDIA & PR, SPONSORSHIPS AND SOURCING. FINANCE AND LOGISTICS MAINLY INCLUDE MONITORING TRANSACTIONS AND MANAGING DOCUMENTATION, THE MEDIA AND PR SEGMENT INVOLVES GRAPHIC DESIGNING ALONG WITH WEB DEVELOPMENT. IN ADDITION, SPONSORSHIP AND SOURCING MAINLY FOCUS ON BRINGING IN MONETARY AND IN-KIND ASSISTANCE WHILE PROCURING THE PRODUCTS REQUIRED FOR MANUFACTURING.

OUR PROCESS

REVIEW

A COMPLETE ANALYSIS OF LAST YEAR'S PERFORMANCE IS DONE TO BE COGNIZANT OF THE STRENGTHS AND WEAKNESSES OF THE CAR AND THE TEAM. A LIST OF FEATURES OF AN IDEAL CAR AND AN IDEAL TEAM IS COMPILED SO THAT THE DESIGN AND TEAM MANAGEMENT GOALS CAN BE CLEARLY DEFINED.

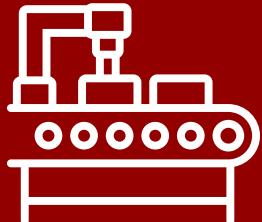


DESIGN

IN OUR INITIAL PHASE, WE SET CLEAR DESIGN GOALS, INCLUDING WEIGHT TARGETS. USING TOP CAD SOFTWARES LIKE CATIA AND FUSION 360, WE CRAFT THE PART PRECISELY. THEN, WITH ANSYS, WE ANALYZE ITS STRUCTURAL AND THERMAL INTEGRITY, MAKING SWIFT ADJUSTMENTS FOR OPTIMAL PERFORMANCE.

MANUFACTURING

WE ENSURE THE DESIGNED PARTS CAN BE MANUFACTURED FEASIBLY, MAKING ANY NECESSARY DESIGN ADJUSTMENTS. ONCE CONFIRMED, WE ESTABLISH THE MANUFACTURING PROCESS. NEXT, WE ASSESS WHETHER THE PARTS CAN BE ASSEMBLED EFFECTIVELY. IF NEEDED, WE MODIFY THE DESIGN FOR BETTER ASSEMBLY, AND THEN ESTABLISH A METHODOLOGY FOR MOUNTING, INCLUDING JIG AND FIXTURE DESIGN, VALIDATED USING CATIA.



TESTING

DURING THOROUGH ON-TRACK TESTING, EACH COMPONENT UNDERGOES RIGOROUS EXAMINATION TO CONFIRM ITS ABILITY TO WITHSTAND ANTICIPATED LOADS AND ENSURE RELIABILITY. WE ASSESS DURABILITY AND RESILIENCE UNDER VARIOUS CONDITIONS, VALIDATING INDIVIDUAL COMPONENT INTEGRITY AND OVERALL VEHICLE FUNCTIONALITY. THIS PROCESS GUARANTEES PERFORMANCE AND SAFETY STANDARDS ON THE TRACK.

RACE

WE ENTER FORMULA STUDENT COMPETITIONS WITH A CLEAR FOCUS: CONQUERING THE ENDURANCE EVENT. THIS PINNACLE CHALLENGE DEMONSTRATES OUR VEHICLE'S RELIABILITY AND ENDURANCE UNDER DEMANDING CONDITIONS. THROUGH METICULOUS PREPARATION AND UNWAVERING DETERMINATION, WE STRIVE TO EXCEL, ESTABLISHING OURSELVES AS FORMIDABLE COMPETITORS IN THE FORMULA STUDENT REALM.



OUR GOALS

BRINGING TOGETHER TALENTED STUDENTS FROM MIT ACROSS A VARIETY OF ENGINEERING DISCIPLINES AND GIVING THEM THE SKILLS, TOOLS, AND CAPITAL TO DO THEIR BEST WORK IN ORDER TO CREATE THE BEST RACE CAR POSSIBLE.

THIS SEASON, OUR GOAL IS TO DEVELOP A HIGH PERFORMANCE EV RACECAR WITH AN INTEGRATED DV COMPONENT AS WELL AS FABRICATE IT WITH THE FOLLOWING FEATURES:

- HIGH RELIABILITY
- SPACE OPTIMIZATION
- GOOD HANDLING
- ERGONOMIC COCKPIT DESIGN
- LIGHT WEIGHT (< 220 KGS)
- COST EFFECTIVENESS

TO ACHIEVE THE TECHNICAL BENCHMARKS SET, WE WILL EXECUTE THE FOLLOWING:

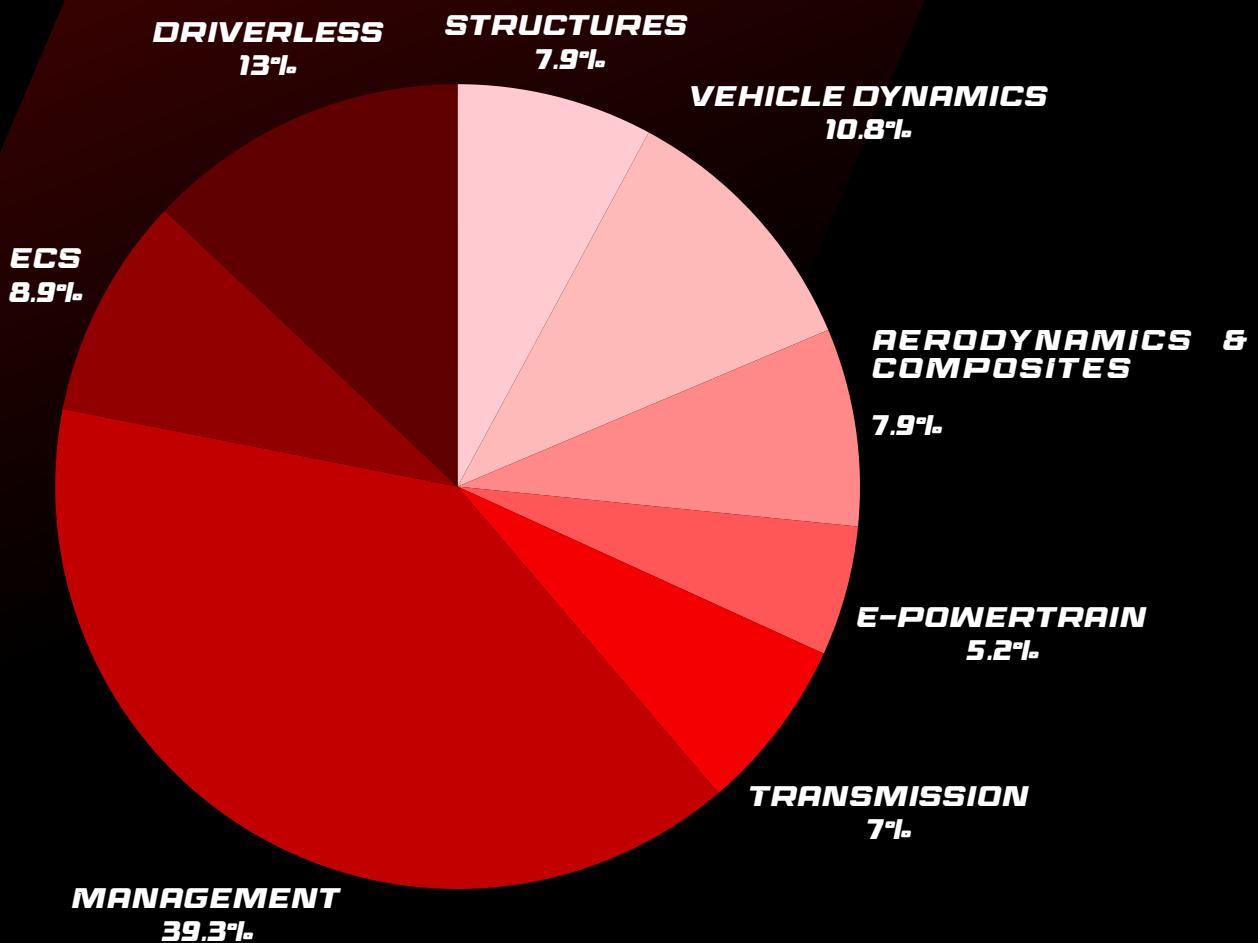
- LIGHT WEIGHT CARBON FIBER COMPONENTS.
- IMPROVING SAFETY CIRCUITS TO MAINTAIN SAFETY OF THE ELECTRICAL SYSTEMS.
- REDUCING UNSPRUNG MASS USING LIGHTWEIGHT COMPONENTS.
- DESIGN HIGHLY OPTIMIZED WIRING HARNESS TO IMPROVE THE RELIABILITY OF THE VEHICLE.
- DESIGN AND MANUFACTURE A STEER BY WIRE SYSTEM FOR DRIVERLESS CONTROL.

OUR MISSION

AT FORMULA MANIPAL, WE EMPHASIZE RIGOROUS ENGINEERING, TECHNICAL EXPERTISE, AND EFFECTIVE MANAGEMENT TO CREATE THE BEST RACE CARS ON A UNIVERSITY LEVEL WITHIN A LIMITED BUDGET. WE ALSO EMPOWER ENGINEERING STUDENTS TO BECOME THE BEST ENGINEERS AND LEADERS THEY CAN BE, EQUIPPED TO DEAL WITH CHALLENGES THAT THE INDUSTRY FACES TODAY AND COME UP WITH INNOVATIVE SOLUTIONS.

ESTIMATED ANNUAL BUDGET : ₹ 66,64,520

EXPENDITURE 2025-26



WHY SPONSOR US?

01

SPONSORING FORMULA MANIPAL MEANS SUPPORTING THE NEXT GENERATION OF INNOVATORS, ENGINEERS, AND PROBLEM SOLVERS. YOUR INVESTMENT DRIVES CUTTING-EDGE AUTOMOTIVE TECHNOLOGY AND FUELS BREAKTHROUGHS THAT EXTEND FAR BEYOND THE RACETRACK.

02

FORMULA MANIPAL'S EVENTS, COMPETITIONS, SOCIAL MEDIA AND PROMOTIONS OFFER UNPARALLELED OPPORTUNITIES TO SHOWCASE YOUR PRODUCTS AND SERVICES TO A DIVERSE AND ENGAGED COMMUNITY OF OTHER FORMULA STUDENT TEAMS BOTH NATIONAL AND INTERNATIONAL, ENGINEERING STUDENTS, ENGINEERS, COMPANY EXECUTIVES ETC.

03

OUR TEAM CONSISTENTLY RANKS AMONG THE TOP PERFORMERS IN NATIONAL COMPETITIONS. BY ASSOCIATING WITH FORMULA MANIPAL'S SUCCESS, YOU CAN DEMONSTRATE YOUR COMMITMENT TO EXCELLENCE AND INNOVATION IN THE FIELDS OF MOTOSPORTS AND ENGINEERING.

04

BY SPONSORING FORMULA MANIPAL, YOU CAN TAP INTO A TALENT PIPELINE OF SOME OF THE BRIGHTEST MINDS IN ENGINEERING AND FORGE CONNECTIONS WITH STUDENTS WHO COULD BECOME FUTURE EMPLOYEES OR COLLABORATORS, ENRICHING YOUR WORKFORCE WITH FRESH PERSPECTIVES.

WE NEED YOUR SUPPORT

WHILE THE INSTITUTE PROVIDES US WITH MONETARY FUNDS AND A WORKSHOP GARAGE WITHIN THE CAMPUS TO BUILD OUR RACE CAR, WE RELY ON FUNDRAISING FROM CORPORATE SPONSORS AND INDIVIDUAL DONORS TO FUND OUR MACHINING, MANUFACTURING, BUYING MATERIALS, TOOLS ETC. WE WELCOME BOTH CASH AND IN-KIND MATERIALS OR EQUIPMENT. FORMULA MANIPAL OFFERS THE FOLLOWING SPONSORSHIP BENEFITS FOR DIFFERENT TIERS OF SPONSORSHIPS. AS AN INTERESTED SPONSOR, WE REQUEST YOU TO LOOK THROUGH THE FOLLOWING SPONSORSHIP SLABS AND FIND YOUR MOST SUITABLE ONE.

SPONSORSHIP TIERS

FEATURES	TITLE	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE	ASSOCIATE
Amount	15,00,000	7,50,000	5,00,000	3,00,000	1,50,000	75,000	30,000
Logo	Extra Large	Large	Large	Medium	Medium	Small	Small
Logo on the car	●	●	●	●	●	●	●
Logo on the newsletter	●	●	●	●	●	●	●
Logo and link on the website	●	●	●	●	●	●	●
Team Apparel for the Sponsor	●	●	●	●	●	●	●
Logo space on apparel	●	●	●	●			
Sponsor banner (Sole)	●	●	●				
Presentation/Exhibition	●	●					
Availability of the car for promotion	●						
Exclusive sponsor stall at events	●						

Thank you TO OUR SPONSORS



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(Institution of Eminence Deemed to be University)

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UNDERSTANDING BATTERIES

ePLAN

ANALOG DEVICES

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50
YEARS
IN BUSINESS
1971-2021

PPI

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CHASSISSIM
The Winner's Edge



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