

TEAM KRATOS RACING ELECTRIC

#TOGETHERWERISE

ABOUT US

Team Kratos Racing is the official Formula Student Team of PCET's Pimpri Chinchwad College of Engineering, Pune. It is a nonprofit student organization consisting of 43 enthusiastic Engineering Undergraduates, working in the Incubation Center of PCCOE, an Academic Institution approved by the Central Government. We Ranked 7 in the world rankings of Formula Student and are the only Indian team in the Top 10 in 2023.

We participate in Formula Bharat, Formula Student East held in Budapest ,Hungary and Formula Student Germany held in Hockenheim, Germany.



WHAT IS FORMULA STUDENT?



FSG Event
sponsors



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HYUNDAI
MOTOR GROUP

IAV

MAGNA

MAHLE



MathWorks®



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SCHAEFFLER

SIEMENS



TESLA

VDI⁺

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TECHNOLOGIES



WÜRTH



Seeing beyond

Formula Student is an International and National engineering competitions that challenges university students to design, build, and race small, formula-style race cars.

Organized by the Institution of Mechanical Engineers and other engineering bodies around the world, the competition aims to foster innovation, engineering skills, and teamwork among future automotive engineers.

TEAM KRATOS RACING ELECTRIC INDIA

We, Team Kratos Racing from Pimpri Chinchwad College of Engineering, are a bunch of 43 enthusiastic students who love building Formula style cars. We spend long hours in the workshop, working hard, and dealing with greasy jeans and late nights. We design and build amazing and reliable Formula-styled race cars. We have successfully built three combustion Formula Styled race cars and three electric cars. Our adventure began when a few of us decided to form a Formula Student team. Having innovation in our minds and determination in the heart, we set out on the journey to achieve the impossible.

From our first vehicle in 2015 to represent India at **Germany And Hungary**, we've come a long way. Now, we're carrying on the legacy of PCCOE MOTORSPORTS, striving to be known for hard work, team spirit, and Formula Student success. Our journey is about more than just racing cars; **ITS ABOUT TEAMWORK, DREAMS AND NEVER GIVING UP.**



AWARDS

2015

BIRTH OF KRATOS
HEAVIEST VEHICLE IN
EVENT
AIR 32

2016

NATIONAL CHAMPIONS
LIGHTEST VEHICLE IN
EVENT
AIR 1

2017

NATIONAL CHAMPIONS
STATIC AND DYNAMICS
WINNER
AIR 1

2018

RECORD OF BEING 3
TIMES NATIONAL
CHAMPIONS
AIR 1

2019

WORLD RECORD
HIGHEST SCORE
ACHIEVED IN FORMULA
BHARAT
AIR 1

2020

INDIA'S FIRST CFRP
MONOCOQUE
AIR 3

2021

OVERALL
CHAMPIONS
"BEST BATTERY
PACK DESIGN"
AIR 1

2022

OVERALL CHAMPIONS
STATIC AND DYNAMICS
WINNER
AIR 1

2023

FORMULA
STUDENT **EAST**



WORLD RANK 7

REPRESENTED INDIA AT FOR FSE & FSG

AIR 2 FORMULA BHARAT

BEST BATTERY PACK DESIGN AWARD

2024

**SECOND RUNNERUPS
BEST POWERTRAIN AWARD
2ND PLACE IN ENGINEERING
DESIGN EVENT
AIR 3**



2025

AIR 1

NATIONAL CHAMPIONS FOR THE 7TH TIME



DYNAMIC EVENTS

SKIDPAD
ACCELERATION
AUTOCROSS
ENDURANCE
EFFICIENCY

RANK 1

ONLY TEAM TO COMPLETE ALL THE DYNAMIC EVENTS IN ELECTRIC CATEGORY



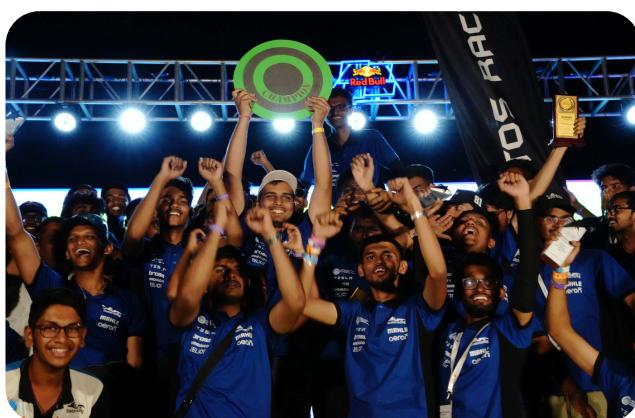
STATIC EVENTS

COST AND MANUFACTURING EVENT

RANK 2

BUSINESS PLAN EVENT

RANK 3



SPECIAL AWARDS

BEST DRIVER AWARD

CLEANEST PIT AWARD

OUR ACHIEVEMENTS



World Rank - 7th in 2023

7 times National Champions.



World Record of being 3 times consecutive champions.



8 Cars, 2 Go-Carts, 15 Competitions and 57 Awards.



Participated in International events at FS East and FS Germany.



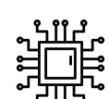
Rank 16th in Formula Student Germany in Electric category.



Full CFRP Monocoque Chassis.



Fully developed Aerodynamic package.



Inhouse - Customised BMS, LSD and Master Cylinder.



CORPORATE SOCIAL RESPONSIBILITY



Skill Development:

Conducted workshops on Artificial Intelligence ,machine learning and EV development.

Promoted Women Empowerment by providing role model for young girls to break the stereotype and promote gender equality



Sustainability Projects:

Collaboration with Pune-Ploggers in a cleanliness drive conducted in the area of Nigdi and Shivaji-Nagar



Educational Programs:

Collaborating on educational outreach, such as STEM initiatives, enhances the company's CSR profile and contributes to community development.



BRANDING

AVG MONTHLY OF OUR AUDIENCE DATA

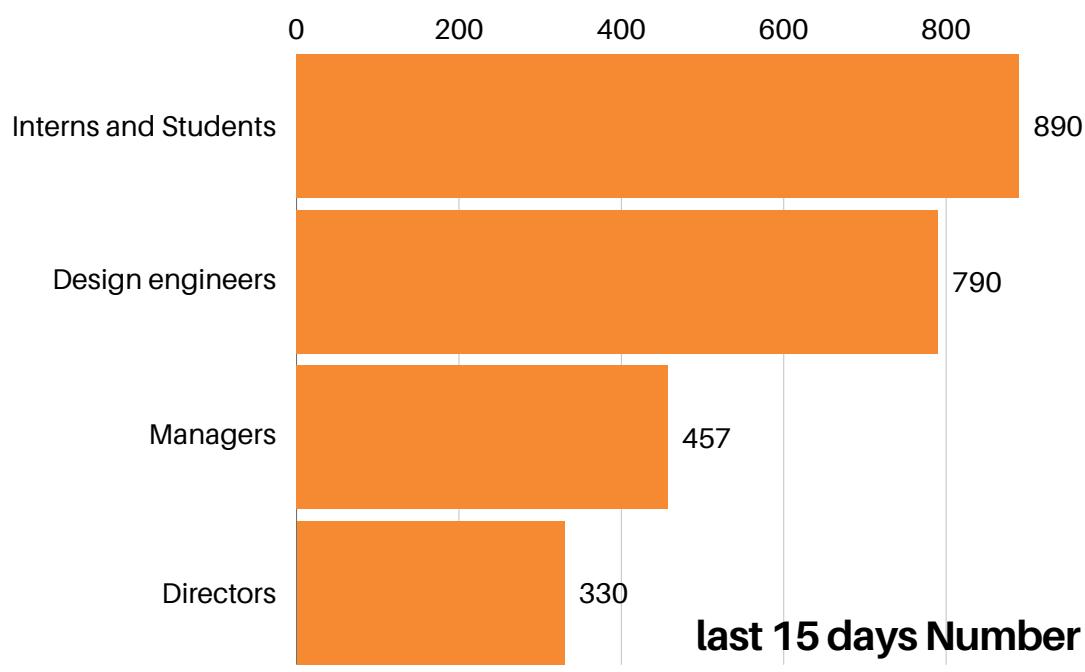
Electronics and telecommunication
23%

Automotive and Ev
38%

Education
15%

Manufacturing and Fabrication
24%

Audience data by Industry



BRANDING

SOCIAL MEDIA FOLLOWERS

6,700+

INSTAGRAM

2,900+

LINKEDIN

As more and more people turn to social media for customer support, Instagram is a popular channel choice. The 2023 Sprout Social Index reports that 35% of consumers use Instagram for customer service. This makes it the most popular platform for customer service.

Being a Student team, we are your perfect opportunity for a **social media campaign**.

Along with this, we would be having your logo on our merchandise and vehicle.



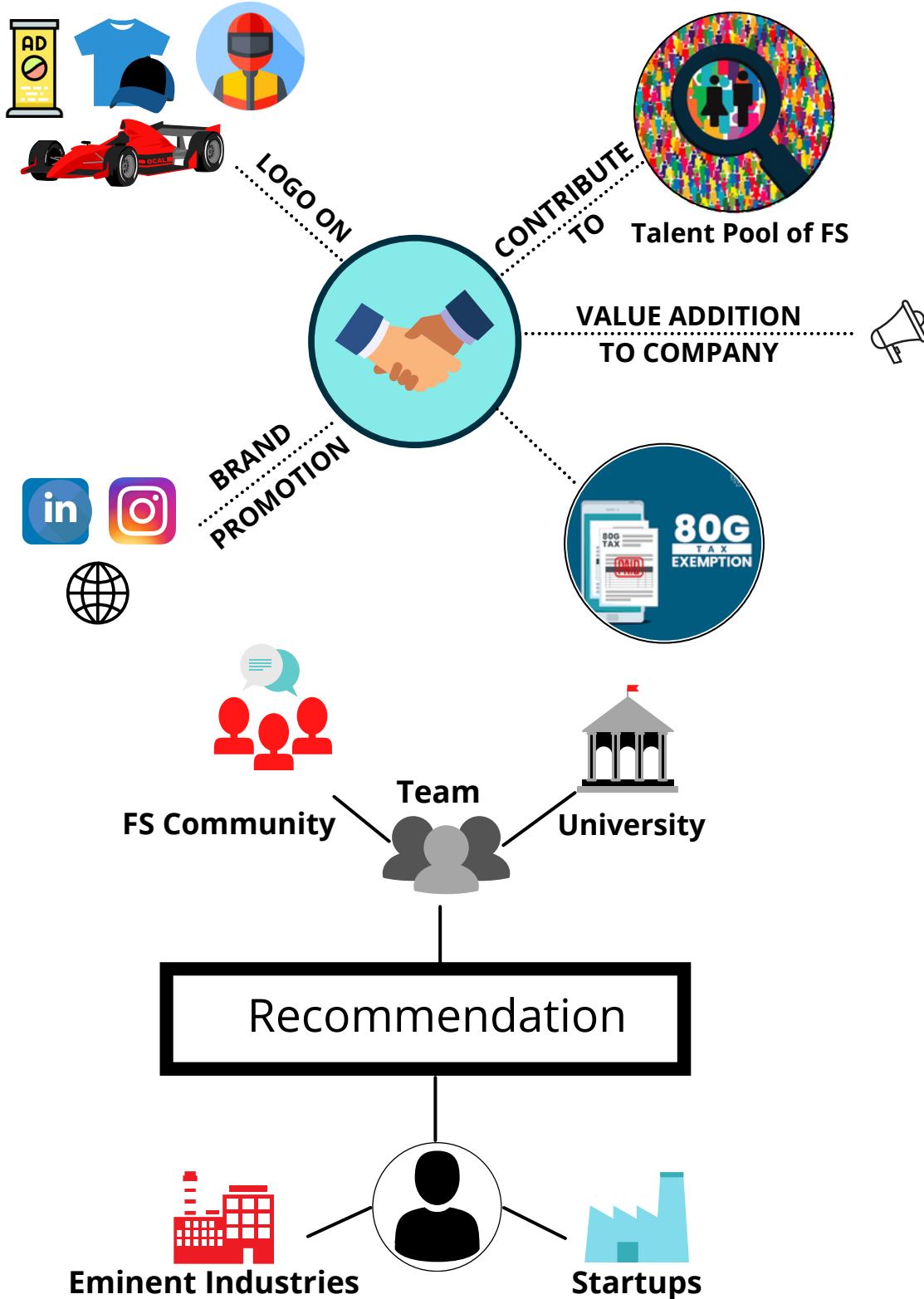
WITH 50,000+
ENGAGEMENT ON
SOCIAL MEDIA

INSTAGRAM REELS

20.59%
AVG REACH RATE

The smallest accounts have the highest reach rates - up to 39.46% with Instagram Reels.

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AludecoR
Metal Composite Panel

 Ansys

 DASSAULT
SYSTEMES

SIEMENS


sthenos
COMPOSITES


DURGA



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Team Kratos Racing Electric



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TOGETHER WE RISE!!

We are grateful, that you could spare your time and invest in us. Competition makes us faster, but your collaboration would make us grow.

