

SPONSORSHIP PROPOSAL



INTRODUCTION

MORE THAN JUST A TEAM, DRIVING THE NATION'S ENGINEERING & INNOVATION FORWARD

WHO WE ARE

Highly motivated undergraduate students united by our passion for engineering and the ambition for innovation



WHAT WE DO

We design and manufacture our high-performing electric, and driverless race cars to compete in International Formula Student competitions

OUR MISSION

To empower students to take on real-world engineering challenges, and push the boundaries of vehicle technology in India



THE COMPETITION WE GO TO

WHAT IS FORMULA STUDENT

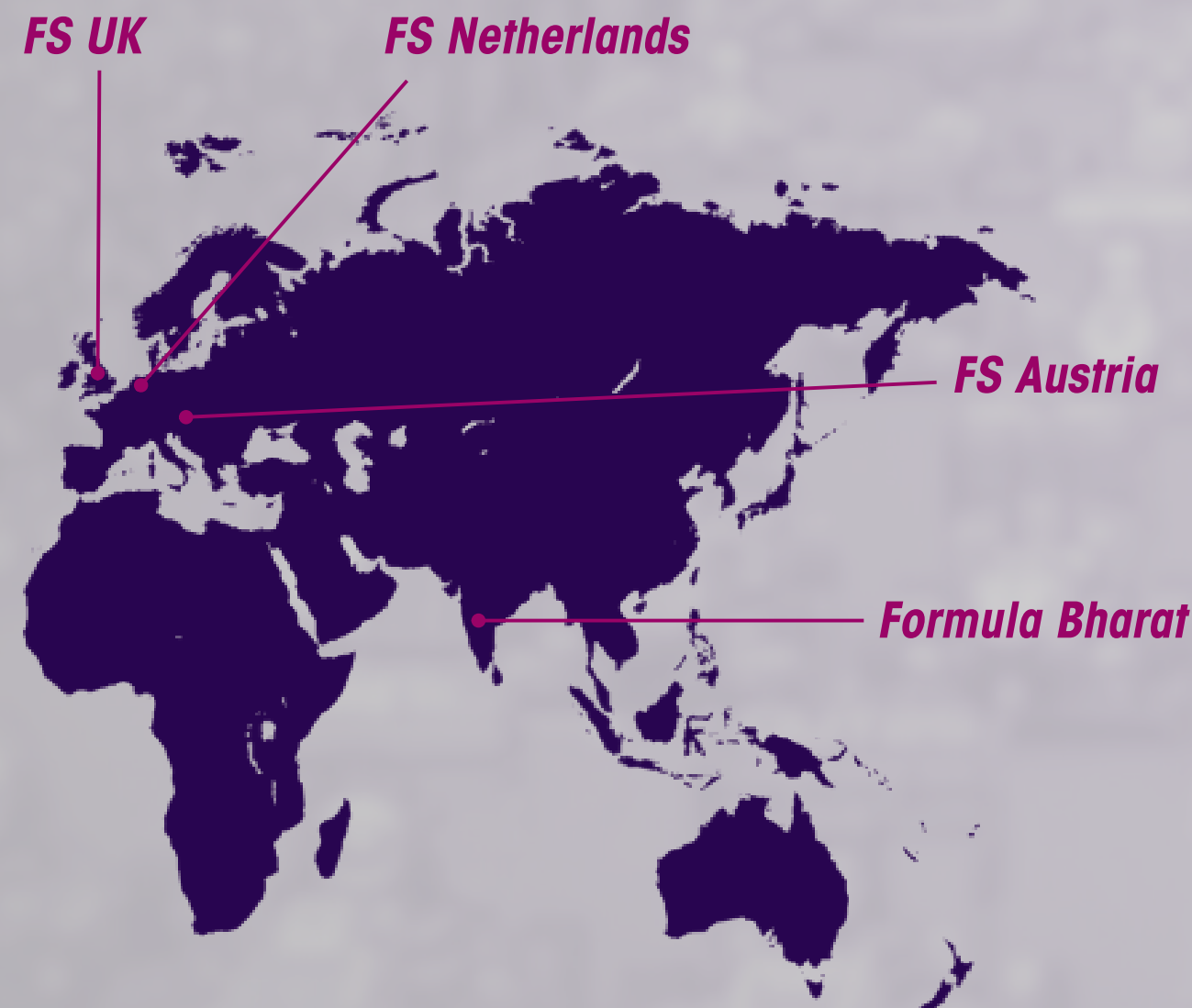
- International Engineering Competition
- Formula 1 style Electric Racing
- 20+ worldwide competitions with 800+ technical universities participating

DYNAMICS

- Acceleration
- Skidpad
- Autocross
- Endurance

STATICS

- Engineering Design
- Cost & Manufacturing
- Business Plan Presentation



OUR COMPETITIONS

- Formula Bharat, Kari Motor Speedway
- Formula Student Austria, Red Bull Ring
- Formula Student Netherlands, TT Circuit Assen
- Formula Student UK, Silverstone
- Formula Student (AI) UK, Silverstone

ACHIEVEMENTS

OUR LEGACY OF INNOVATION AND VICTORY



FS UK

- 2014- 1st Indian team to complete Endurance
- 2021- 1st in EV Concept Class
- 2023- 3rd in EV Concept Class
- 2025- **4th overall in FS Artificial Intelligence, UK**



**SUCCESSFUL COMPLETION OF 10 FULL
AUTONOMOUS LAPS AT FSAI 2025**



FORMULA BHARAT-

- 2018- 2nd in EV
- 2022- 5th in EV (1st in BPP)
- 2024- **1st in EV**

ALUMNI NETWORK

WE FUEL A TALENT PIPELINE THAT DRIVES NATIONAL PROGRESS & GLOBAL INDUSTRY LEADERSHIP

15+

graduates have pursued advanced degrees at **Ivy League universities** and global top-tier institutions.



25+

alumni have launched or co-founded **startups** across mobility, healthcare, and renewable energy, collectively employing **1200+ individuals**.



85%

of alumni transition into R&D or leadership roles within five years of graduation, **outperforming** IIT Bombay's overall 57.1% placement rate.

120+

alumni hold senior positions at Fortune 500 companies, driving advancements in electric vehicles, AI/ML and consulting.

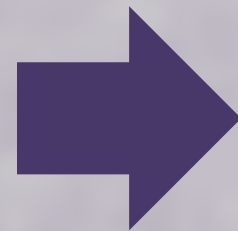


BUILDING INDIA'S FIRST DRIVERLESS FS CAR



2024

**SUCCESSFULLY VALIDATED OUR FULL
SOFTWARE-TO-HARDWARE INTEGRATION**



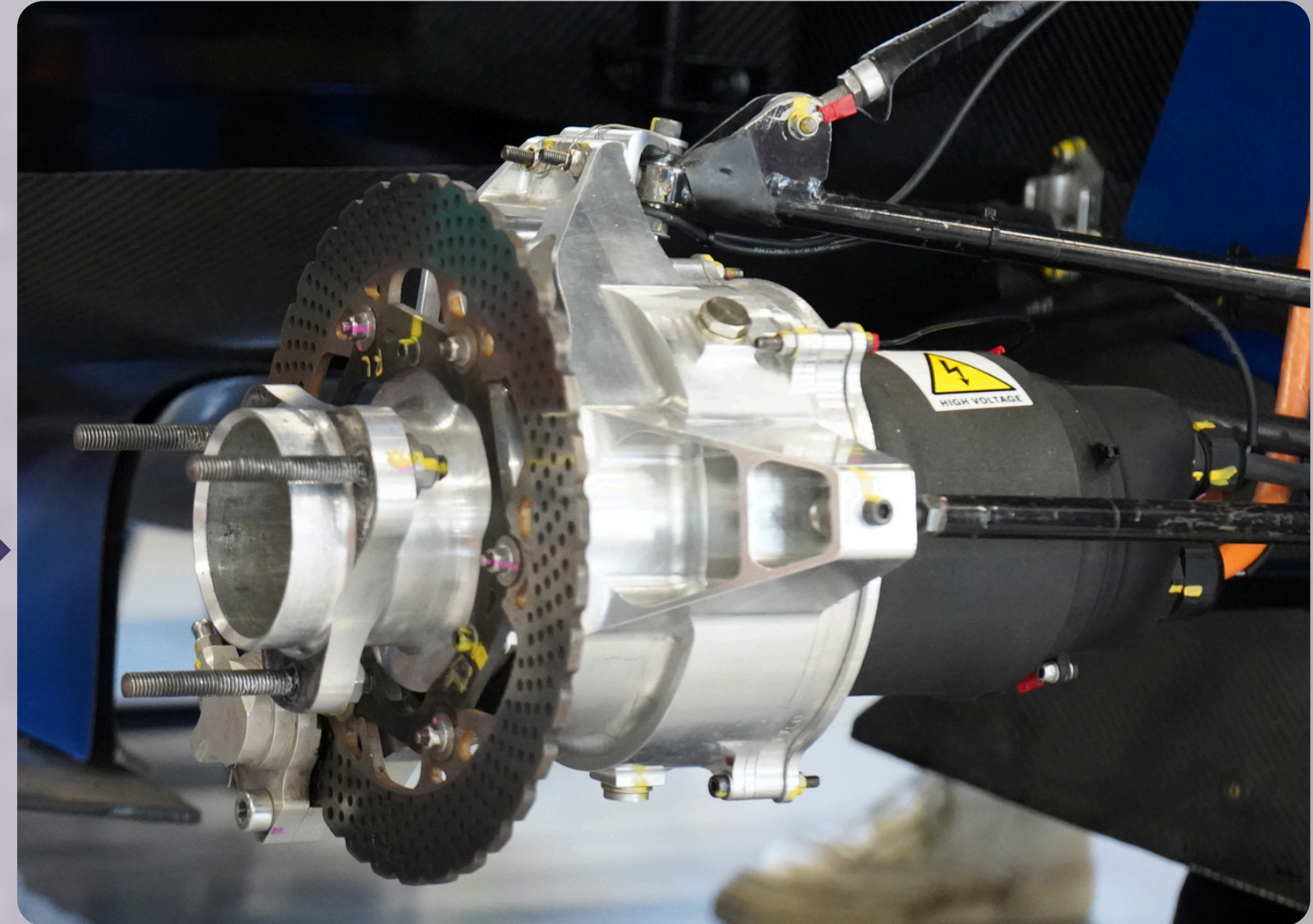
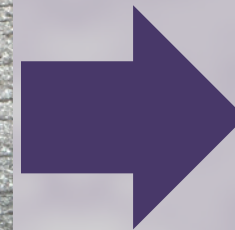
2025 TARGET

**HAVE BOTH DRIVER AND DRIVERLESS
CAPABILITIES IN THE SAME CAR**

DEVELOPING INDIA'S FIRST 4WD FS CAR



**2024
DUAL INBOARD MOTOR RWD**



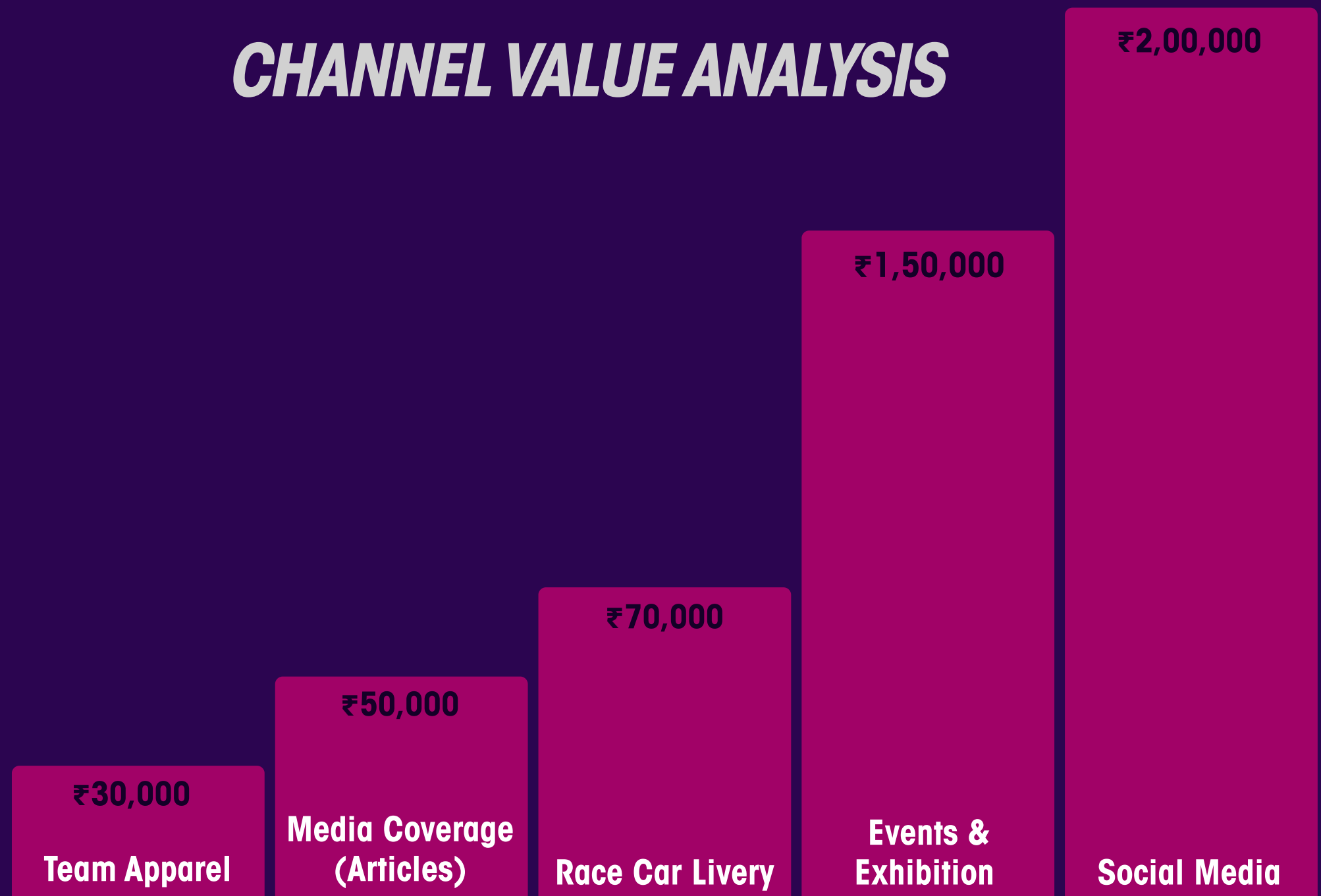
**2025 TARGET
4WD INHUB MOTORS**

WHAT YOU GET?

HIGH-IMPACT BRAND VISIBILITY; DELIVERING ₹5L+ MARKETING EQUIVALENT VALUE*



CHANNEL VALUE ANALYSIS



*Averages for a Gold sponsor

HIGH-IMPACT BRAND VISIBILITY



AMPLIFIED THROUGH SOCIAL MEDIA, NATIONAL MEDIA, AND LINKEDIN

 The Indian Express


IIT-B racing team designs India's 'fastest' racing car

 The Hindu

IIT Bombay team unveils electric racing car

**IIT Bombay Racing**
5,157 followers
1mo • 

At **IIT Bombay Racing**, we're always striving to innovate — not just in vehicle performance, but in how we build the technologies that power our electric race car. This season, we're proud to take a major step forward by adopting additive ...more


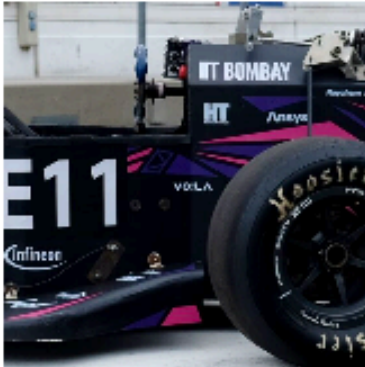



SEASON 2024-25

IIT Bombay **RACING** X **VO!LA**

We sincerely appreciate you for your invaluable support. Your contribution drives innovation and fuels our journey toward excellence.

#RacingUpTheLadder www.iitbracing.org



 You and 270 others

6 comments • 11 reposts

iitbombayracing ▾ • @ + ≡

Weekend plans?



IIT Bombay Racing

352 posts



10.3K followers

338 following


We design, engineer, and race our vehicles at Formula Student and SAE Collegiate Competitions worldwide
#racinguptheladder


IIT Bombay Campus, Powai, Mumbai, Maharashtra






linktr.ee/iitbracing

**iitbombayracing**
 iitbombayracing · Original audio

“Wait... where does the driver sit?”
What driver?



 320K · [View insights](#) [Boost post](#)

 20.8K  108  14  5,479 

HIGH-IMPACT BRAND VISIBILITY

EXPOSURE AT HIGH FOOTFALL EVENTS ATTENDED BY INDUSTRIES AND DIGNITARIES



Ex ISRO
director at
TechFest



Standee at
international
competitions



Car Launch



Car and sponsor
display at Tech
RnD expo

TRIPLE-IMPACT CSR COMPLIANCE

FRAMEWORK ALIGNED WITH THE SCHEDULE VII OF THE COMPANIES ACT, 2013



CLAUSE (II) - EDUCATION & SKILL DEVELOPMENT

Promoting education, including hands-on technical skill development that enhances employment prospects

- Intensive automotive engineering education
- 1,300+ hands-on training hours per student
- Carbon fiber manufacturing & EV systems expertise
- Direct employment enhancement outcomes

NIIT partnerships trained 1,000+ students each across Airport Authority of India, Jindal Steel, and Panasonic



CLAUSE (IX) - IIT TECHNOLOGY PROJECTS

2019 amendment specifically enables contributions to public funded Universities, including IITs

- Direct CSR eligibility as IIT Bombay project
- Publicly funded institution status
- Technology innovation and R&D focus
- Industry-grade facilities access

*Tata Motors' multi-year sponsorship trained 70+ IITB Racing students annually, achieving **1st in Formula Student UK 2021** concept class*



CLAUSE (IV) –ENVIRONMENTAL SUSTAINABILITY

Clean technology development and sustainable engineering practices supporting renewable energy goals

- Electric vehicle innovation & research
- Battery technology advancements
- Zero-emission transportation contribution
- India's EV ecosystem development

Bosch Group's support for TU Hamburg's sustainable automotive technologies and manufacturing processes

LOGO PLACEMENT



SPONSORSHIP PERKS MATRIX

PERKS	PLATINUM	GOLD	SILVER	BRONZE	PATRON
Logo on official website	●	●	●	●	●
Social Media Posts	3 (standalone)	2 (standalone)	1 (standalone)	1 (combined)	—
Logo on Standees	Standalone	Standalone	Combined	Combined	Combined
Exclusive invite to events	●	●	●	—	—
Logo on Team apparel	●	●	●	—	—

Higher slabs have better logo placement on the car



www.iitbracing.org
marketing@iitbombayracing.org
+91 7980530673