

SPONSORSHIP PROPOSAL



INTRODUCTION - IIT BOMBAY RACING TEAM

MORE THAN JUST A TEAM, WE ARE STUDENTS 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



ABOUT US

THE COMPETITION WE GO TO

FORMULA STUDENT

WHAT IS FORMULA STUDENT

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

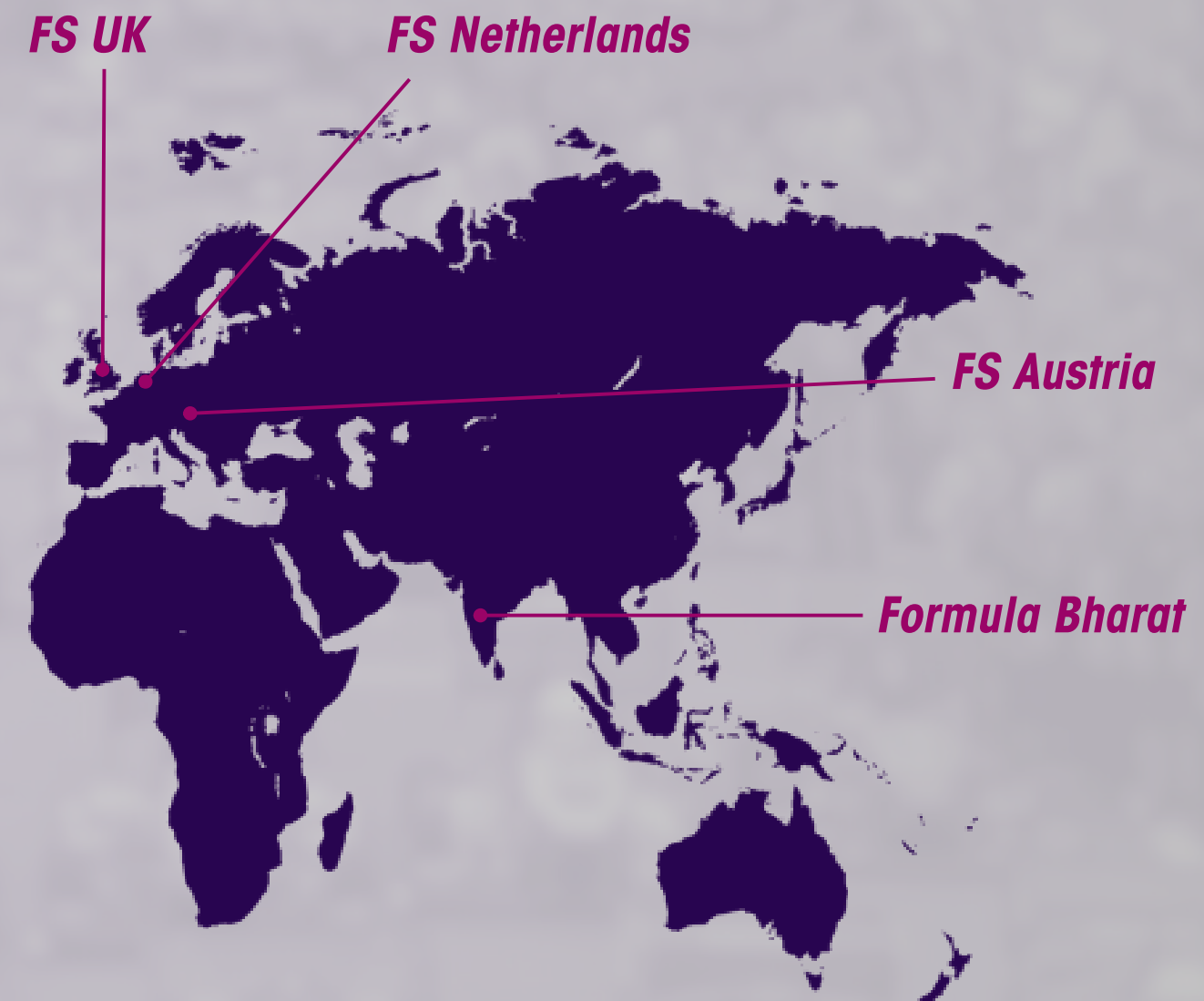
EVENTS

Dynamics

- Acceleration
- Skidpad
- Autocross
- Endurance

Statics

- Engineering Design
- Cost & Manufacturing
- Business Plan Presentation



ABOUT US

FORMULA STUDENT - GLIMPSES



Formula Student (AI) UK, Silverstone



Formula Student Netherlands, TT Circuit Assen



Formula Bharat, Kari Motor Speedway



Formula Student Austria, Red Bull Ring

ABOUT US

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**

ABOUT US

ALUMNI NETWORK

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

150+

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**.



120+

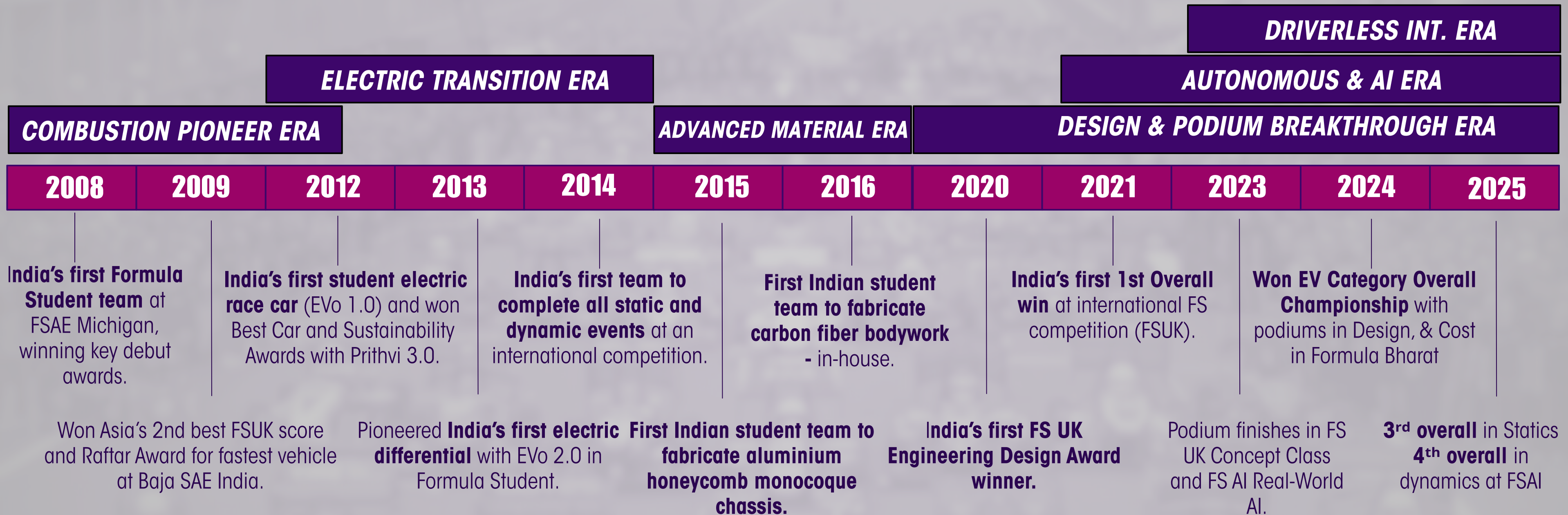
alumni hold senior positions at Fortune 500 companies, driving advancements in electric vehicles, AI/ML and consulting.



ABOUT US

DRIVING THE NATIONS FIRST'S

WE HAVE BEEN PIONEERS IN INDIAN VEHICULAR TECHONOLGY, LEADING BY EXAMPLE



ABOUT US

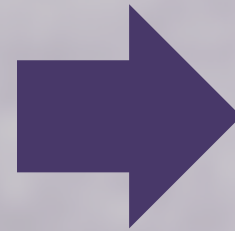
OUR GOALS THIS YEAR

BUILDING INDIA'S FIRST DRIVERLESS FORMULA STUDENT CAR



2025

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



2026 TARGET

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

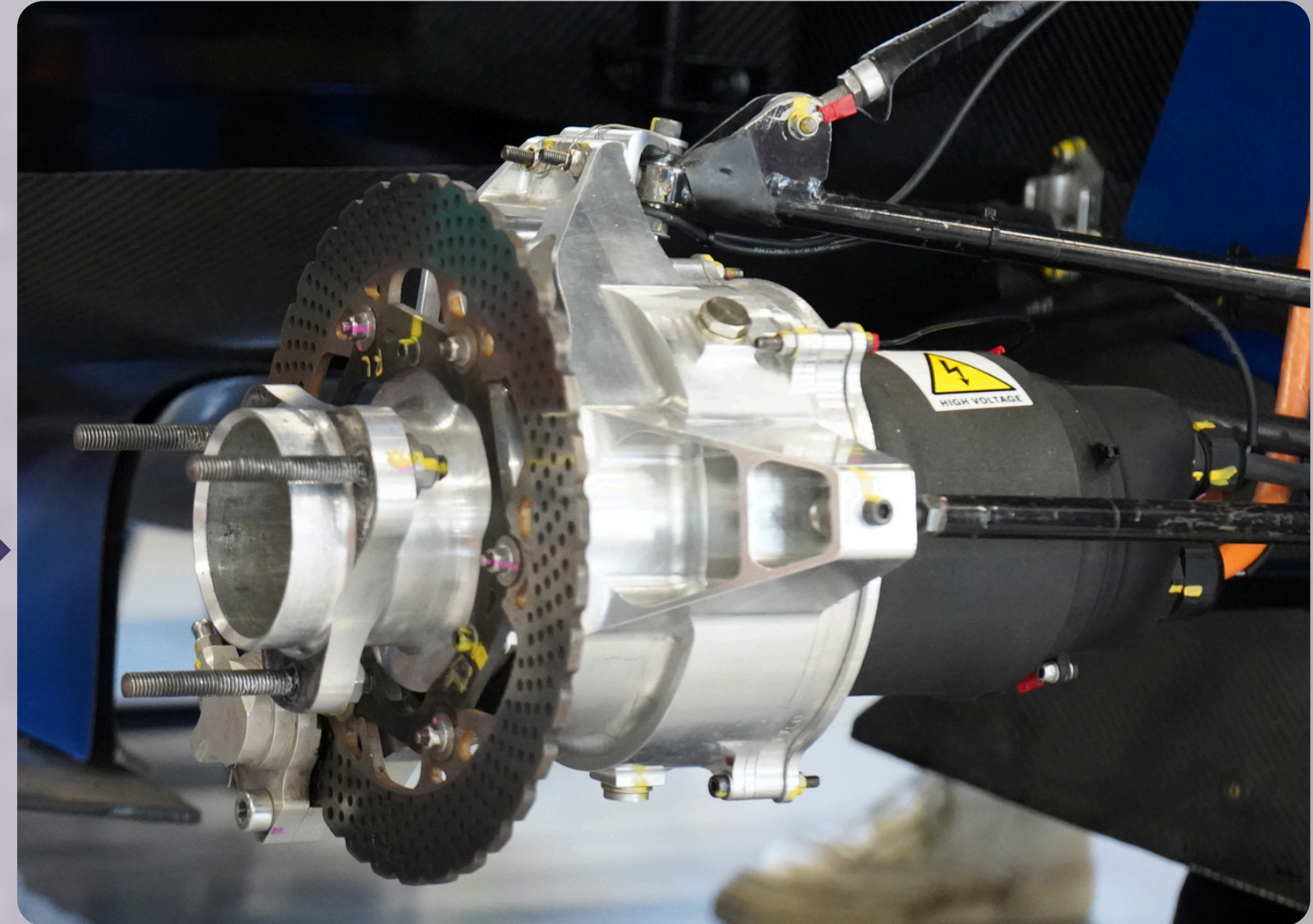
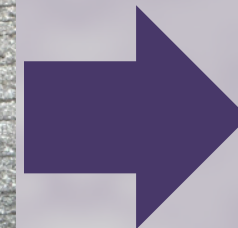
GOALS

OUR GOALS THIS YEAR

DEVELOPING INDIA'S FIRST 4 WHEEL DRIVE FORMULA STUDENT CAR



2025
DUAL INBOARD MOTOR RWD



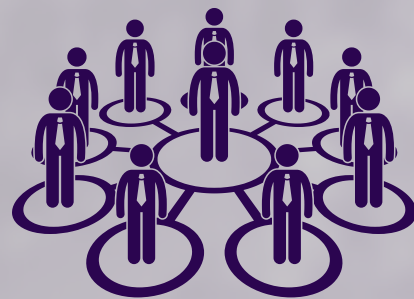
2026 TARGET
DESIGNING & TESTING INHUB MOTORS DRIVETRAIN
2027 TARGET
4WD IMPLEMENTATION

GOALS

WHY PARTNER WITH US

100+

Direct access to dedicated industry ready future engineers skilled across multiple fields



1500+

Get in touch with IITB Racing Alumni graduates in successful startups, corporates & academia

13+

Years of advancements in sustainable mobility and technologies



182k+

Engagements with technology enthusiasts and inspiring young minds to innovate in STEM

WHY US

TRIPLE-IMPACT CSR COMPLIANCE

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



CLAUSE (II) - EDUCATION & SKILL DEVELOPMENT

Education with practical tech training for better careers

- Hands-on auto engineering education
- 1,300+ training hours
- Carbon fiber & EV systems
- Strong job outcomes

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



CLAUSE (IX) - IIT TECHNOLOGY PROJECTS

2019 amendment allows funding to public universities, including IITs

- Direct CSR eligible as an IIT Bombay project
- Public institute
- R&D-led innovation
- Access to industry-grade labs

Tata Motors' 4-year sponsorship trained 70+ students annually, achieving 31st place at Formula Student UK 2019



CLAUSE (IV) –ENVIRONMENTAL SUSTAINABILITY

Sustainable engineering that advances clean energy

- EV innovation and research
- Battery technology progress
- Zero-emission transport

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

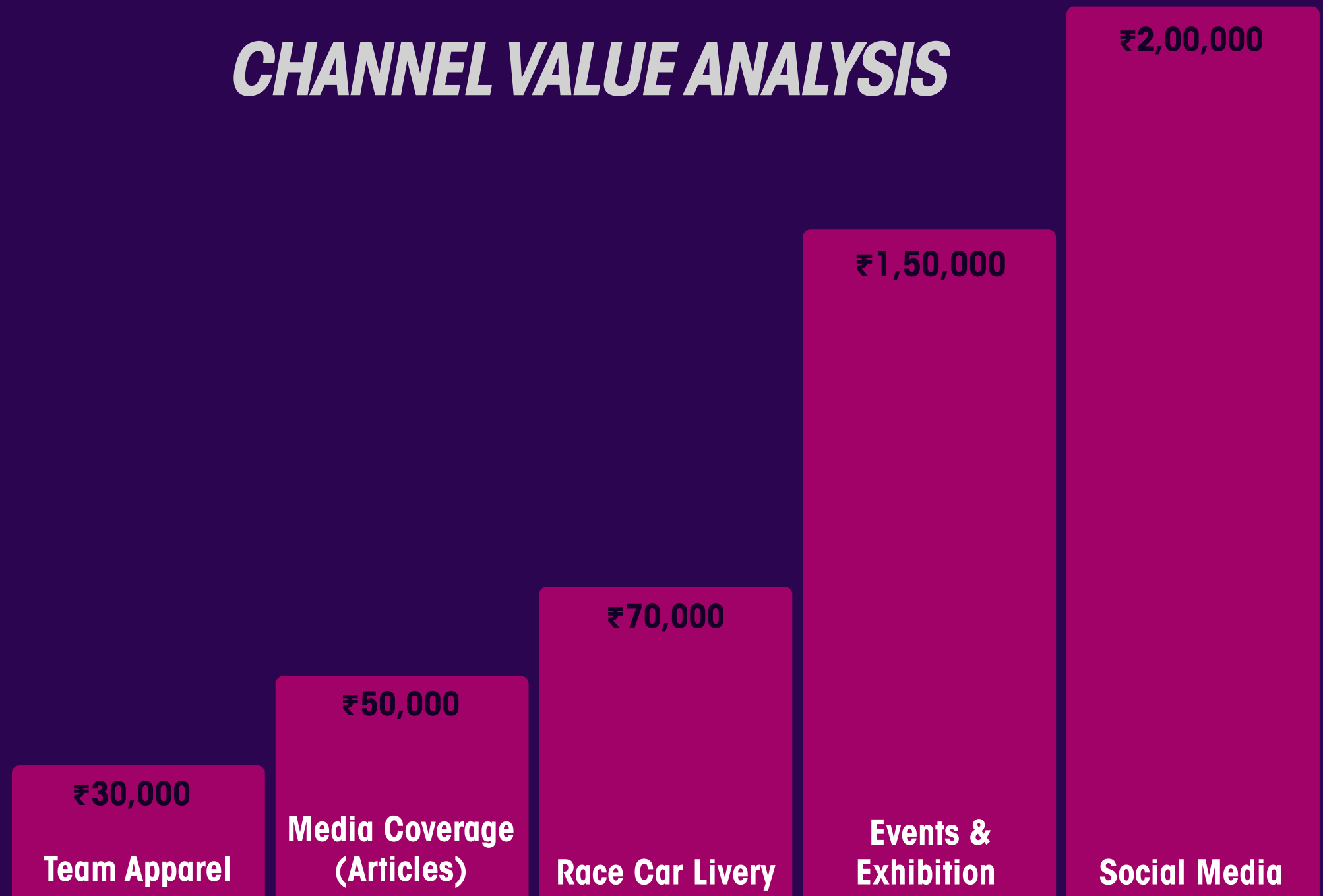
WHY US

WHAT YOU GET?

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



CHANNEL VALUE ANALYSIS



*Averages for a Gold sponsor

WHAT YOU GET?

HIGH-IMPACT BRAND VISIBILITY

AMPLIFIED THROUGH SOCIAL MEDIA, NATIONAL MEDIA, AND LINKEDIN



Free Press Journal

<https://www.freepressjournal.in> › Topnews › Sports

IIT-Bombay Racing Tops Overall at 'Formula Bharat 2024'

5 Feb 2024 — IIT Bombay Racing team outshone 41 other teams from across India and garnered several accolades at the event held recently.



Hindustan Times

<https://www.hindustantimes.com> › cities › mumbai news

IIT Bombay student racing team wins big at Formula ...

30 Jul 2021 — The student racing team of the Indian Institute of Technology (IIT) Bombay is the first Indian team to win in the overall winners category at an international ...



iitbombayracing

iitbombayracing · Original audio

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



320K · View insights

Boost post

20.8K 108 14 5,479

Liked by formulabharat and others

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


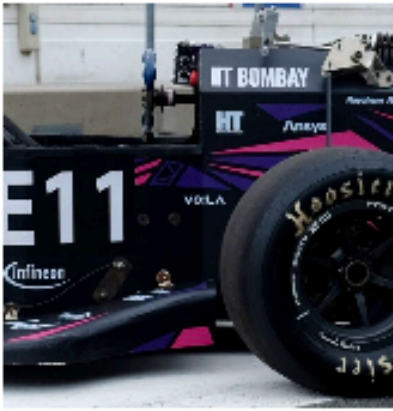
SEASON 2024-25

IIT Bombay Racing X VOILA

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

#RacingUpTheLadder

www.iitbracing.org



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

WHAT YOU GET?

HIGH-IMPACT BRAND VISIBILITY

EXPOSURE AT HIGH FOOTFALL EVENTS ATTENDED BY INDUSTRIES AND DIGNITARIES



Former ISRO
director at
Techconnect
Expo with
200k+ footfall



Standees at
national and
international FS
competitions



Car Launch
with sponsors
and covered by
national media



Car display at
Tech RnD expo
with 50k footfall
of students and
experts from
industry and
academia

WHAT YOU GET?

LOGO PLACEMENT



WHAT YOU GET?

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

WHAT YOU GET?



www.iitbracing.org
marketing@iitbombayracing.org
+91 7980530673 - Shubham Agarwal