



# NITK RACING

BROCHURE

# FORMULA BHARAT

Formula Bharat is an Indian Formula Student-style engineering design competition in which students from colleges and universities all over the country, compete with a life-size formula-style vehicle in areas of engineering design, overall cost, marketability and dynamic performance. The series replicates the global student Formula series hosted in around 11 countries per year.

**1.5k+**

**Annual Footfall**

Bright across the country

**50+**

**Teams**

from all-over India

**30K+**

**Online Reach**

across various platforms

## EVENT SPONSORS



**SIEMENS**



**BOSCH**

# ABOUT US

NITKRacing, a team of sharpest minds in NITK come together to build an electric formula-student car. We believe in taking classroom teachings and applying them to real world problems.

FB 2023



POWERTRAIN

FB 2023



BUSINESS PLAN

FB VIRTUALS 2021



BUSINESS PLAN

FB VIRTUALS 2021



OVERALL

FSEV 2021



SOFTWARE INTELLIGENCE & INTEGRATION

FS Hungary

2012

FS China

2015

FB

2016

Supra SAE

2017

FB

2019

FB

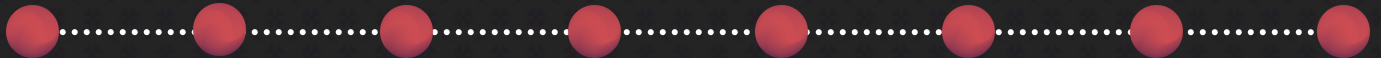
2020

FB

2023

FB

2024



# NR 25

1

## Performance

Top speed - 120 KMPH  
0-100 in 5.2 seconds

2

## Battery Pack

Lithium ion 7.8 kWh  
120V 350Amps

3

## Motors

Dual Agni 119R motors  
Peak power - 80KW



# Formula Bharat 2024 Highlights



# BUDGET SEASON 24-25



# GOALS SEASON 24-25

1

## Research & Development

Development of Battery Pack & Drivetrain systems.  
Development of Monocoque Chassis.

2

## Exploring Autonomous Systems

Investigating opportunities in Autonomous FS vehicle development to push the boundaries of self-driving technology.

3

## Establishing Vehicle Simulation Facility

Actively seeking support to establish a lab for simulation & optimization, enabling virtual testing and validation for our car to streamline development.

# OUR SPONSORS





# OUR SPONSORS



# SPONSORSHIP TIERS



## Bronze



**₹50 K**

- 1 sticker bearing the logo of sponsor on the car.
- 1 dedicated photo post on all social media platforms.
- Logo & link on NITKRacing Website.
- Logos on banner, standees and backdrops.

## Silver



**₹ 1 lakh**

- All previous tier perks.
- Upto 2 dedicated photo posts on all social media platforms.
- Upto 2 stickers bearing the logo of sponsor on the car
- Special announcement posts on all social media
- Logos on banner, apparels, standees and backdrops at all NITKRacing event including all Formula Student events attended by the team.

# PERKS OF SPONSORSHIP



## Gold



**₹ 2 lakh**

- All previous tier perks.
- Logo on the nose cone and support vehicles.
- Access to student data for sponsor promotion activities.
- Special mention in all NITKRacing events.
- Exclusive time slots for video advertisements during workshops and events held in college by NITKRacing.
- Prize sponsor at all NITKRacing events.

## Platinum



**₹ 3 lakh**

- All previous tier perks.
- Upto 6 logos including total of 2 large logos on the front nose cone and side pods.
- Event sponsor at NITKRacing workshops.
- Publicity through vast NITK alumni network.
- Individual banner/standee.
- Bronze Tier for an additional year.

## Title






**₹ 5 lakh**

- All previous tier perks
- Upto 12 logos including total of 4 large logos on front of nose cone and sidepods.
- Access to car for promotional activities.
- Access to recruitent process through NITKRacing.
- Silver Tier for an additional year.

# Contacts



## Dev Mistry

 **Team Captain**  
 racing@nitk.edu.in  
 +91 78741 97176






## Viraj Singh Kalra

 **Marketing Lead**  
 racing@nitk.edu.in  
 +91 63980 82282



## Dr. Saurabh Chandraker

 **Faculty Advisor**  
 schandraker@nitk.edu.in  
 +91 99816 40044

