

Brochure

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24

CHARGE
SPEED
CONQUER



AMRITA RACING



What We Are

Amrita Racing is an exceptional Engineering Design team from Amrita Vishwa Vidyapeetham, Coimbatore, dedicated to designing and fabricating fully functional and rule-compliant Formula Student race cars. Unleashing our collective drive and fueled by a shared love for automotive engineering and motorsports, we, a team of ambitious undergraduates, converge to conquer the legendary Formula Student competitions. With technical brilliance, boundless innovation, and an unwavering pursuit of greatness, we aim to leave a blazing trail of excellence on the world's most prestigious racing stage.

Join us on this exciting journey as we accelerate innovation and drive excellence in the field of motorsports engineering.



AMRITA SCHOOL OF ENGINEERING
ROOTS

What We Do

Our primary objective is to participate in prestigious Formula Student competitions, showcasing our technical expertise, innovation, and dedication to excellence. By sponsoring Amrita Racing, you have the opportunity to align your brand with our success and gain significant exposure through logo placement on our race car, team apparel, and marketing materials.



Formula Student

Formula Student is an internationally recognized engineering design competition that challenges university students to design, build, and race formula-style race cars. The competition is organized by the Institution of Mechanical Engineers (IMechE) and Society of Automotive Engineers (SAE) in various regions worldwide, including Europe, North America, Asia, and Australia.





Born In

AMRITA VISHWA VIDYAPEETHAM

Amrita Racing is an exceptional initiative within Amrita Vishwa Vidyapeetham, embodying the university's spirit of excellence, innovation, and practical application of knowledge. As a part of this prestigious institution, our team strives to push the boundaries of automotive engineering and motorsports.

Amrita Vishwa Vidyapeetham, a renowned multi-disciplinary, research-intensive university, stands as a testament to academic excellence. With over 24,000 vibrant students and a faculty strength of 1700+, the university offers a diverse range of more than 250 undergraduate, postgraduate, and Ph.D. programs. Accredited with the highest possible 'A++' grade by NAAC, Amrita University excels in disciplines such as Engineering, Management, Medical Sciences, Ayurveda, Life Sciences, Physical Sciences, Agriculture Sciences, Arts & Humanities, and Social & Behavioral Sciences.





Our History



FS Austria

In our thrilling inaugural year at Formula Student Austria, we stormed the stage with a dynamic performance that left a lasting imprint on all witnesses.

SAE Supra

The team developed a solid foundation during these years, which cleared the road for them to get a respectable rating



SAE Supra

AIR 3, Buddh International Circuit Noida, garnered multiple accolades, generating significant media attention.



SAE Supra

The team had an expertise over their decisions and the vehicle outperformed like it's one of it's kind during the testing phase.



Formula Bharat

AIR 26, with a notable 14th in Design engineering Event. We ended with a clear requirement of the next year's car



2019

SAE SUPRA

AIR 7, Scarlet 500 was one of the track's most competitive vehicles after we modified and adjusted it for the event.



Formula Bharat

We were 15th in Business Plan and 18th in Cost and Manufacturing events with an overall rank of 20 to get a respectable rating.



2020

Formula Bharat-REVIT

During the Covid-19, we participated in the virtual event and secured the 2nd in the Business Plan event and overall ranked 17th



2021

Formula Bharat

The team developed ROBIN to address design failures identified during vehicle testing, aiming to extend the testing period.



2022

SAE REEV

With remarkable prowess, we proudly claimed 4th overall and a thrilling 2nd in Acceleration event.



2023

Our Achievements

Amrita Racing: Achieving Excellence in Motorsports. From competing in prominent events overcoming design challenges and showcasing our engineering prowess, our talented team has consistently delivered vibrant performances. With your sponsorship, we can continue pushing the boundaries of automotive engineering, inspiring future engineers and leaving a lasting impact in the world of motorsports. Join us in our journey to success.

Supra

3rd Overall winners
2nd in Engineering Design
2nd in Cost
Best Vehicle Appearance

2016

Supra

AIR 6

2017

Supra

AIR 7
2nd in Business Plan

2018

Formula Bharat

AIR 26
14th in Design engineering
Event

2020

Formula Bharat

15th in Business Plan
18th in Cost and Manufact

2023

REEV

4th in Overall category
2nd in Acceleration

2021

Formula Bharat

AIR 17
2nd in Business Plan

Why Sponsor us ?



Brand exposure and visibility

We enhance the visibility of our sponsors' brands during large gatherings with numerous participants by showcasing them through clothing, vehicle logos, newspapers, and magazines. Additionally, we maintain a strong online advertising presence through various social media channels.



Brand modification

To ensure that our sponsors receive valuable marketing exposure for their investment, we actively involve them in the design process of our team's attire and livery. We believe it is essential to align with their company standards and provide clients with marketing that delivers a significant return on their investment.



Collaborative research and development

By supporting our formula student team, you invest in future engineers and gain access to collaborative research and development opportunities. Companies can guide and mentor team members, benefiting from their fresh perspectives and creative problem-solving skills. This collaboration may lead to innovative ideas, prototypes, or solutions that benefit the company's projects or products.



Host events/workshops

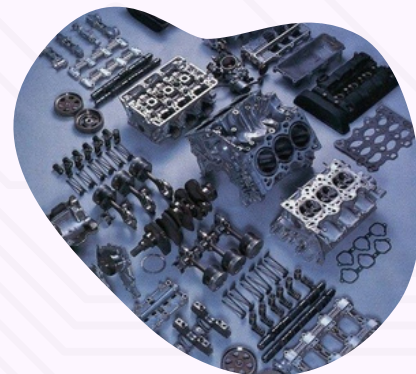
We extend invitations to our supporters, offering them the opportunity to attend various events organized by our team and university. These events include the vehicle launch event and notable occasions like Anokha, a nationally recognized technical festival that attracts participation from over 4,000 students and 50 colleges. This provides us with a unique platform to promote your company and showcase its offerings.

How You Can Help

Our pursuit of innovation is not limited to financial support alone. There are various ways in which you can support **Team AmritaRacing** in achieving our ambitions. We are open to all forms of support.

COMPONENTS

Supporting our drive for innovation extends beyond cash sponsorship; there are diverse avenues through which you can bolster #E24's pursuit of excellence. We wholeheartedly embrace a wide spectrum of support, each contribution propelling us towards our ambitions. Past seasons have witnessed remarkable backing from various companies, the details of which are delineated below.



SOFTWARE

In the crucible of Formula Student's intense competition, access to cutting-edge software can make the distinction between triumph and defeat. The provenance of industrial-grade software engenders a profound shift in our capabilities. It fortifies our calculations and designs, culminating in dependable optimization and validation of our innovations.



FINANCIAL SUPPORT

The lifeblood of our operational fluidity, cash sponsorship, stands as a perennially cherished form of support. Its versatility is unparalleled, affording us the agility to procure essentials at the opportune moments. Sponsorship funds serve as the cornerstone for acquiring components, tools, facilitating competition entry, and shouldering travel expenses.



TECHNICAL CONSULTANCY

Our odyssey in designing, manufacturing, and testing a Formula Student car is an invaluable learning curve. The intricate challenges we confront lay the foundation for growth. Introducing real-world industrial insights to our endeavors is an invaluable augmentation of our capabilities. This convergence of knowledge and experience fuels our perpetual quest for expansion.



Current Sponsors:



Sponsorship Packages

TO EXPLORE TITLE SPONSORSHIP OPPORTUNITIES CONTACT THE MARKETING HEAD
- DETAILS GIVEN IN THE NEXT PAGE -

	BRONZE	SILVER	GOLD	DIAMOND
COST (in INR)	10,000	50,000	100,000	200,000
DECALS ON THE CAR (sq.mm)	75	100	150	250
COMPANY BROCHURE DISTRIBUTION	✓	✓	✓	✓
SOCIAL MEDIA PROMOTION	✓	✓	✓	✓
BANNER	✓	✓	✓	✓
TEAM APPAREL		✓	✓	✓
PROMOTION OF PRODUCTS		✓	✓	✓
COMPANY PRODUCT TESTING			✓	✓
INVITATION TO PRODUCT LAUNCH			✓	✓
ACCESS TO TESTING AND DEVELOPMENT			✓	✓
LOGO ON OFFICIAL DOCUMENTS				✓
USAGE OF COMPANY ACCESSORIES				✓
VEHICLE DISPLAY FOR COMPANY EVENTS				✓
COMPANY INSPIRED LIVERY DESIGN AND TEAM APPARELS				✓

Contact Us

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