



MARKETING PROPOSAL

ORION RACING INDIA

SINCE 2006

ABOUT US

WHAT IS FORMULA STUDENT?

Formula Student is an international student competition in which students have the challenge to design and build a single seat formula race car with which they must then compete against other teams from all over the world at one of the Formula Student competitions, such as Formula Student Germany. The competition is not won solely by the team with the fastest car, but rather by the team with the best overall package of design, performance, financial and sales planning.



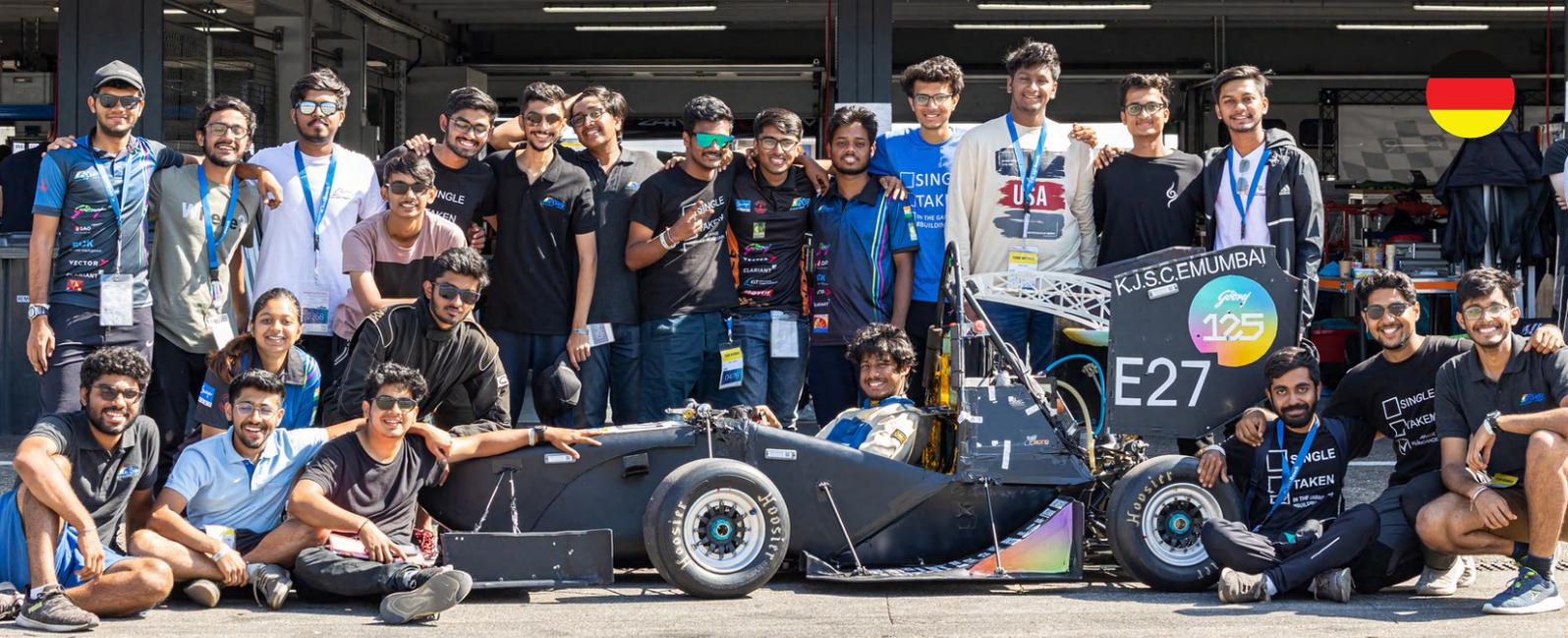
Orion Racing India, which began as a passion project back in 2006, has turned mainstream ever since. In 2006, a bunch of students, passionate about cars stumbled upon Formula Student as an event, an event that gave students a chance to showcase their designs and ideas to industrial professionals, an event that gave students to grow as engineers and to prepare for the real engineering world out there.



17 YEARS - 15 CARS



OUR RECENT COMPETITIONS



ACHIEVEMENTS!



4x National
Champions

FB 2015:

1st
Place,
Overall



**Formula Bharat
2016 :**
1st Place - Overall

Formula Bharat 2018:
1st Place, Overall

Formula Bharat 2020:
1st Place, EV Overall

**Formula
Bharat
2022:**
2nd Place,
EV
Overall

FS East 2018 Combustion
Static Event: 4th

FS East 2023 Electric
Cost Event: 4th



**Formula Student
Austria 2022**

16th Place - EV Overall
2nd Place - Cost and
Manufacturing Event

FS Germany 2016 :

1st Place - Cost Event

FS Germany 2017 :

3rd Place - Cost Event

FS Germany 2019 Electric

- Overall - 22nd Position
- Best Asian team in electric category
- 4th place Business Plan



**FS Germany 2022
Electric**

6th Place - Siemens
Digital Twin Award



HOW CAN YOU HELP?



PLATINUM >>> Rs 7,00,000

- Static + Dynamic Car for display at your premises
- Exclusive invite to our Competition, Events and Exhibitions
- All benefits of Diamond

DIAMOND >>> Rs 5,00,000

- Coloured Logo on Car - (Nose)
- Coloured Logo on Tshirt - (Front)
- Static car for display
- All benefits of Gold

GOLD >>> Rs 3,00,000

- Coloured Logo on Car - (Rear Wing)
- Mono - Coloured Logo on Tshirt - Back
- Coloured Logo on Website
- All benefits of Silver

SILVER >>> Rs 1,50,000

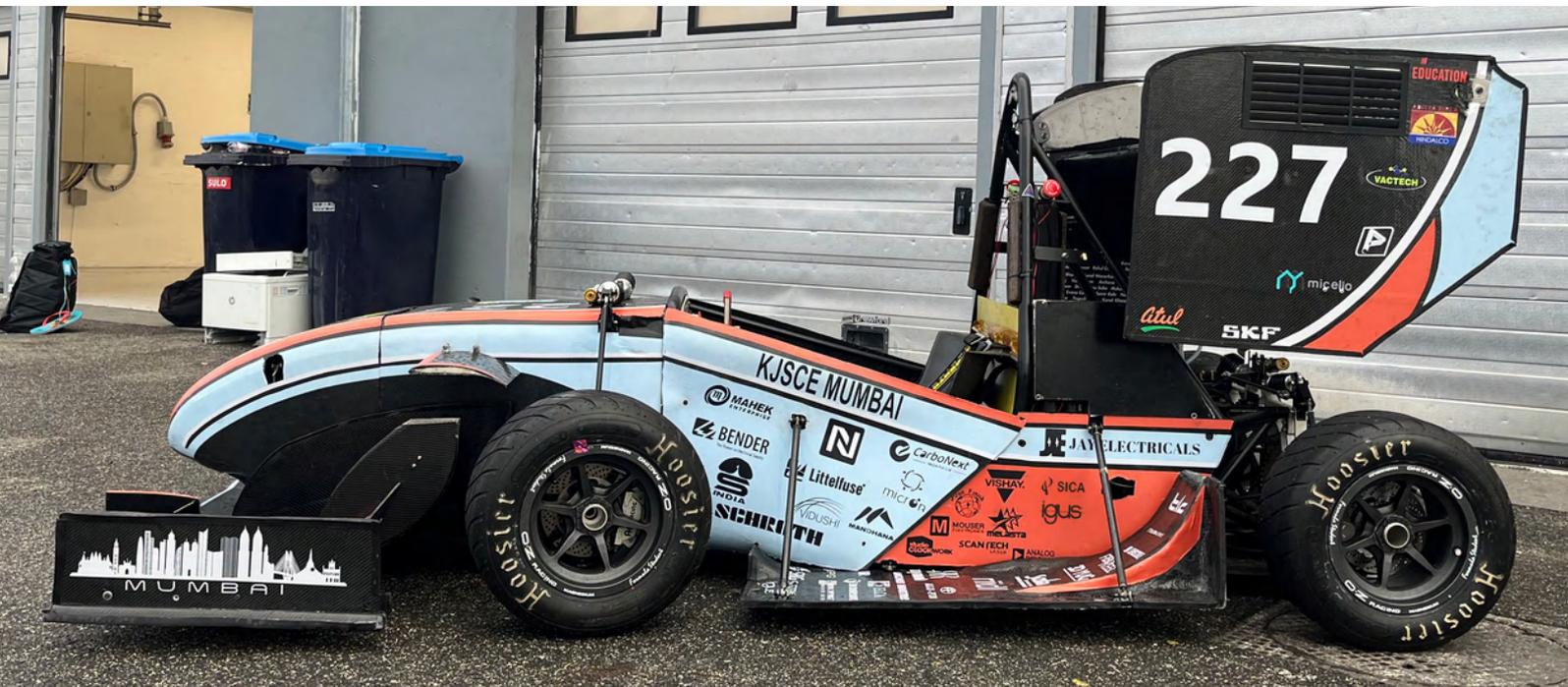
- Directly recruit students from the team
- Mono - Coloured Logo on Car - Side View
- All benefits of Bronze

BRONZE >>> Rs 50,000

- Logo on sponsor flex and car carrier
- Social Media Posts

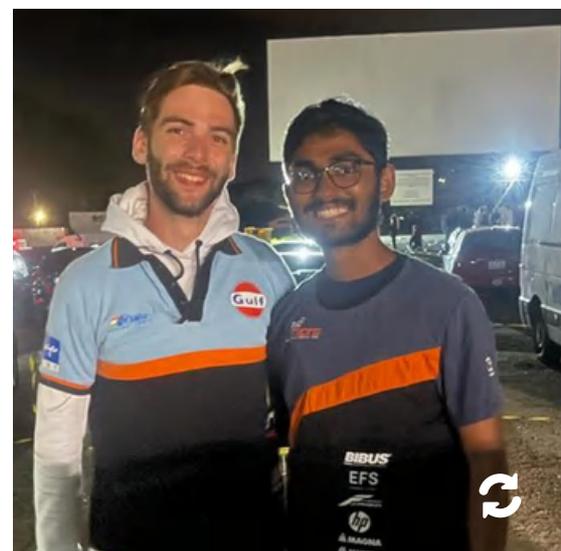
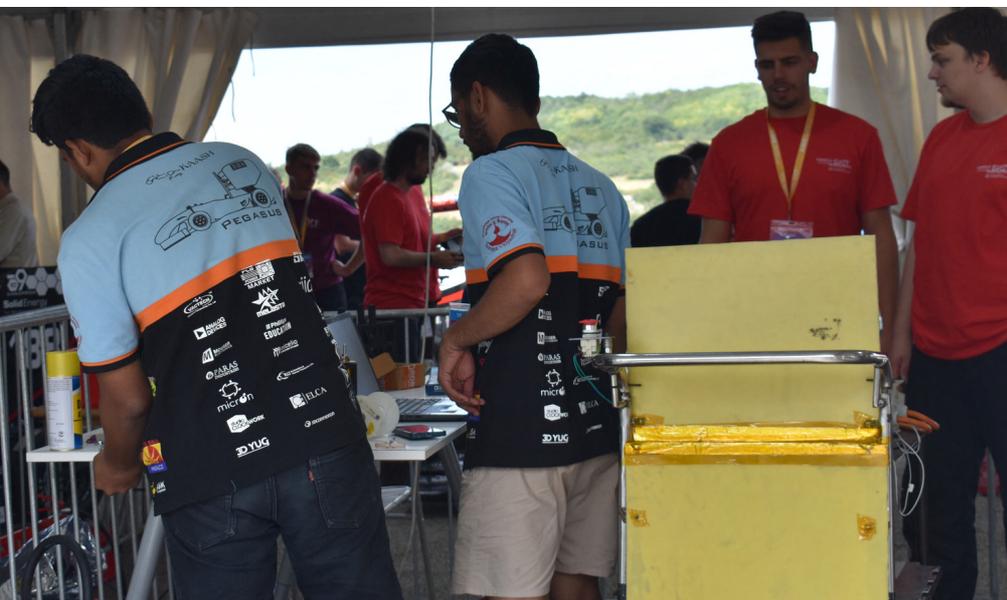


DELIVERABLES



Logo on our Electric Race Car

DELIVERABLES



Logo on our Team T-shirt



**Static & Dynamic Car for
Display at your premises**

DELIVERABLES



Logo on our National and International Vehicle Carrier

DELIVERABLES



Logo on our Flex and Banner put up at the Competitions

DELIVERABLES



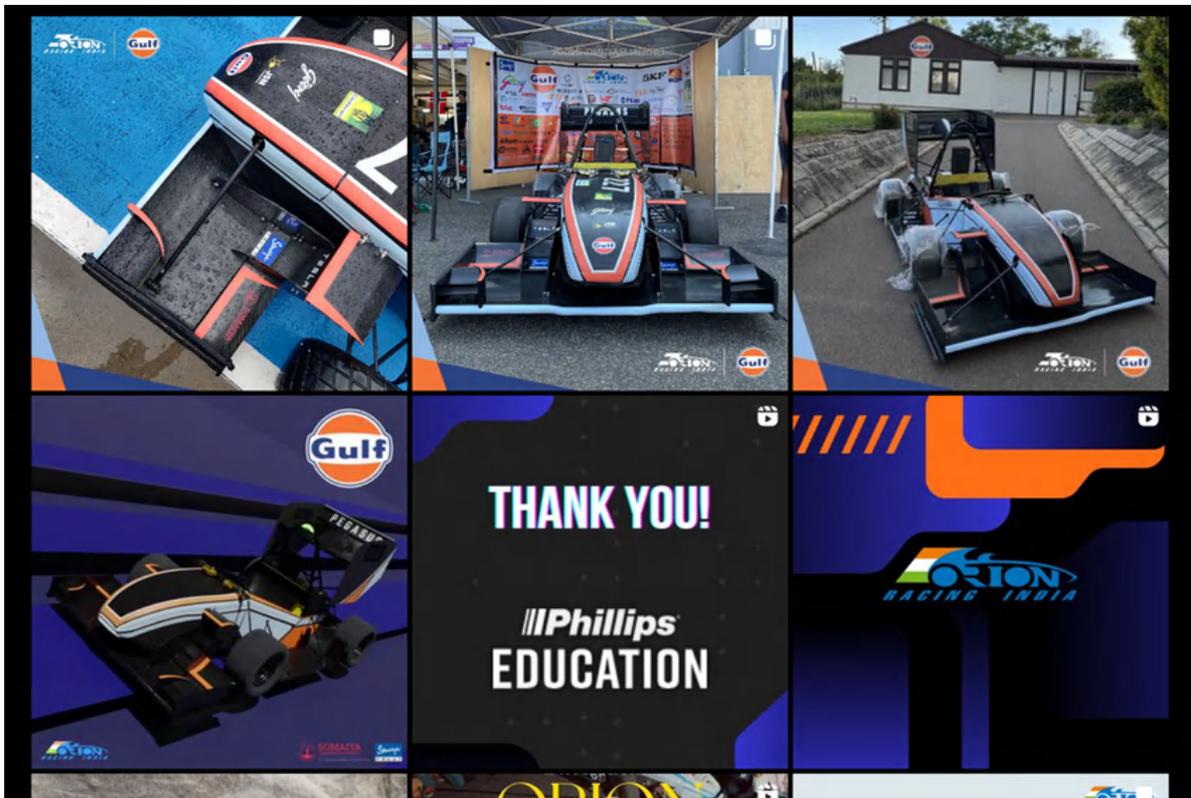
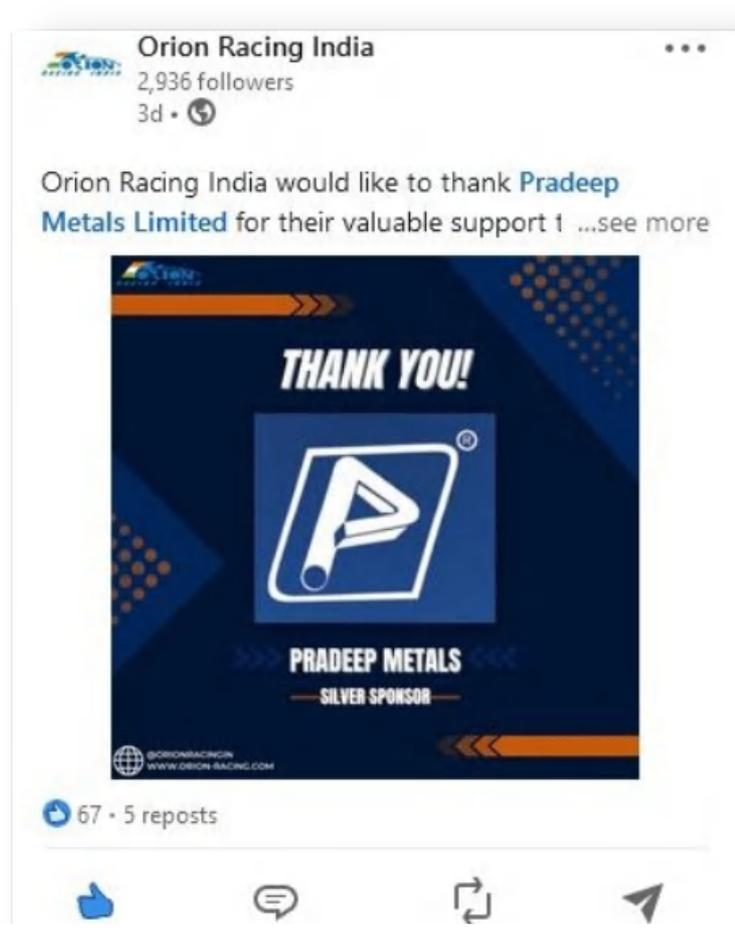
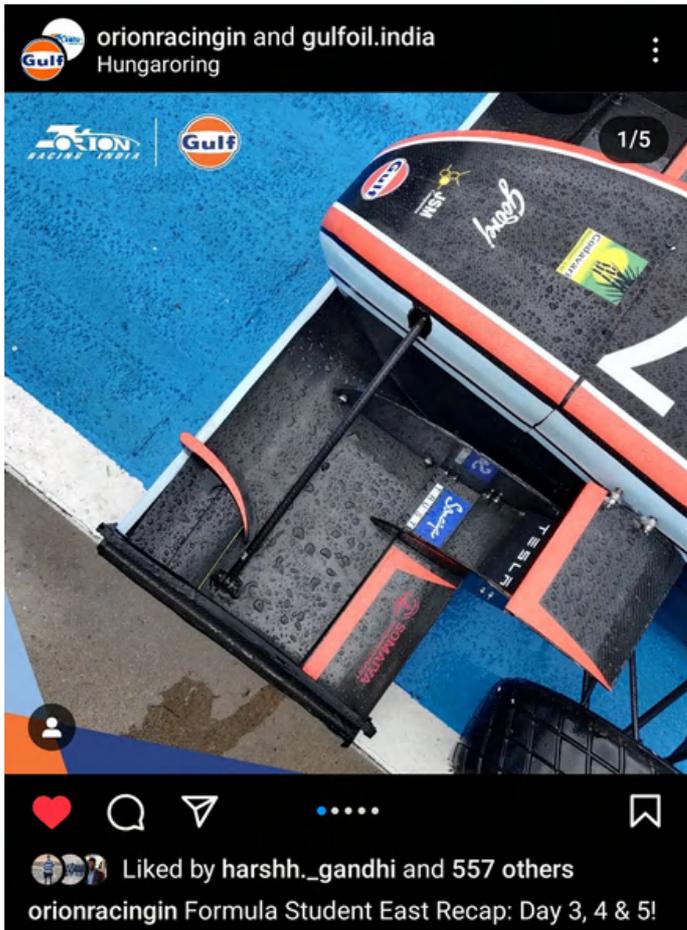
HOME FORMULA STUDENT CARS GALLERY CROWDFUNDING TEAM SPONSORS CONTACT

OUR SPONSORS



Logo on our Team Website -
<http://www.orion-racing.com/sponsors.html>

DELIVERABLES



Social Media - Posts and Videos on Instagram, LinkedIn and Facebook

DELIVERABLES



Day 1 - 2nd August Schedule

- Accumulator Scruti - 13:15
- Electrical Scruti - 14:30
- Business Plan Presentation - 16:45
- Mechanical Scruti - 19:00

Powered by Gulf

SOMAIYA VIKRAMJI UNIVERSITY
SOMAIYA INSTITUTE OF TECHNOLOGY

We have arrived!
[@formulastudenteast](#)

Powered by Gulf

@gulfoilindia @_kaash_

SPOTTED!!
[@gulfoilindia](#)
[@gulfoilinternational](#)

10 October 2018

Energised by @redbullindia

10 October 2018 1:07 pm

@redbullindia giving us wings

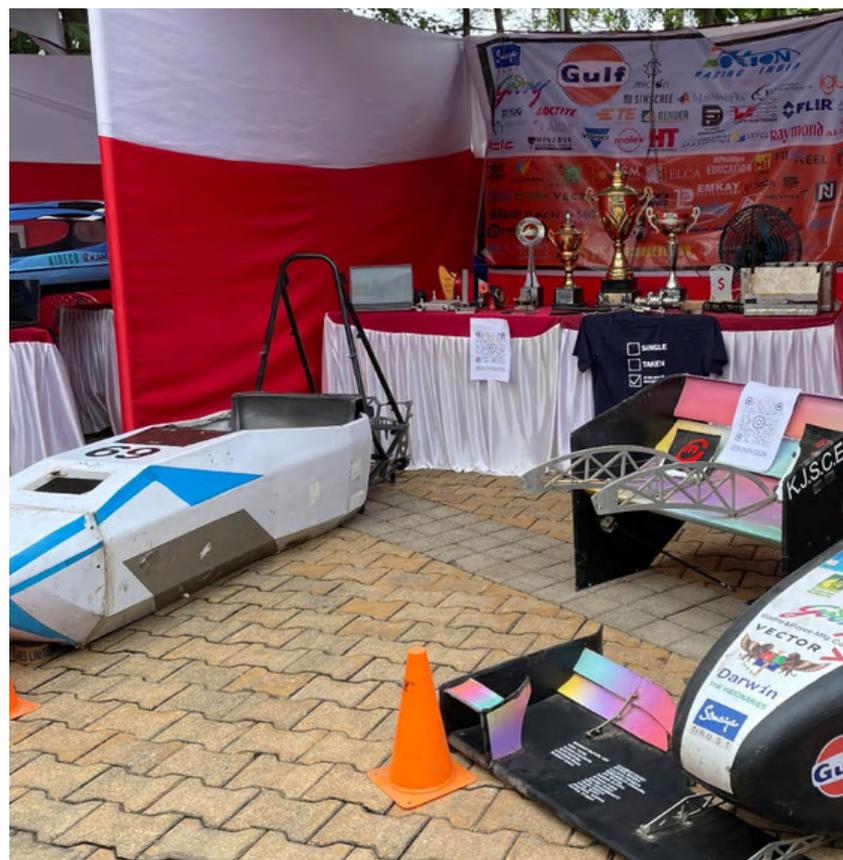
11 December 2018 12:00 pm

#energisingwithredbull

Thanks @redbullindia for getting us through the deadlines

Social Media - Instagram and Facebook Stories

DELIVERABLES



Exhibitions and Tech Fests

HAPPY SPONSORS!



THAT'S A FOUR!
CONGRATULATIONS

TO OUR PR TEAM FOR BAGGING FOUR AWARDS
AT THE PRCI ANNUAL CORPORATE COLLATERAL AWARDS.



Godrej Group

Join us in congratulating the Corporate Communications and PR team at Godrej & Boyce for winning four awards at the Public Relations Council of India - PRCI WORLD Annual Corporate Collateral Awards. They bagged a Gold Award for Internal Communications, Silver Award for best use of content - Immortalizing the story of Godrej through Amar Chitra Katha, Bronze Award for the best corporate and business communication campaign and Crystal for the most impactful event with the Orion Racing India.

#GodrejGroup #GodrejAndBoyce #Godrej125
#PRCI #Awards #PR #Communication
#CorporateCommunication #AmarChitraKatha
#Crystal #Orion See less

Achievements with our Title Sponsor - Godrej

Orion Racing India - 2nd Place in Cost Event at Formula Student Austria 2022
Godrej & Boyce - Crystal Award for Most Impactful Event with Orion Racing India

OUR SPONSORS



Darwin
DARWIN PLATFORM
GROUP OF COMPANIES
THE VISIONARIES



TESLA



Volkswagen

VECTOR



JSM
Composites

DO CHECK US OUT!



orionracingin

Following

Message



408 posts 7,260 followers 284 following

Orion Racing India

Sports team

4 Times National Champion Formula Student Team of KJ Somaiya College of Engineering, Mumbai

www.orion-racing.com

Followed by harshh_gandhi, vanshit_shah_, aaronrodriguess + 71 more



FSG 22



FS AUSTRI...



Featured



#TBT



FB 2020



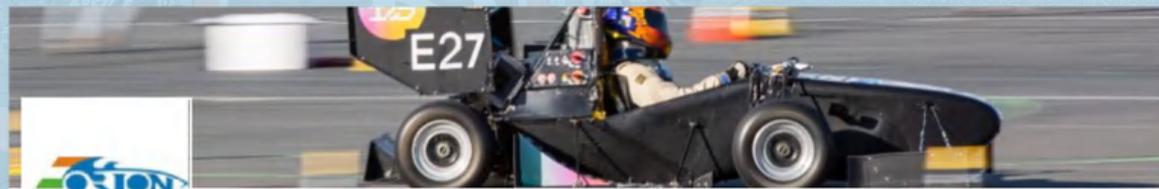
FSG 2019



FS EAST 2018



<https://www.instagram.com/orionracingin/>



Orion Racing India

4 Times National Champions | Formula Student Team of KJ Somaiya College of Engineering, Mumbai
Motor Vehicle Manufacturing · Mumbai, Maharashtra · 2,936 followers



Siddharth & 26 other connections work here · 74 employees

Following

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About

Orion Racing India is a student run, non-profit racing team operating from their workshop at Vidyavihar, Mumbai. Under the supervision of KJ.Somaiya College of Engineering, Orion Racing India design, manufacture and race a Formula style car to compete with other universities at the international level, at Formula Student Germany. ... see



<https://www.linkedin.com/company/orion-racing-india>



Your support is a matter of pride for us and would motivate and promote us to represent India's best FSAE team at Germany, Austria and India at par with the international teams.

We look forward to collaborating with you and having you on board as our sponsors for this Formula Student Season.

Hence, we request you for a meet, to discuss this proposal in detail and cater it specially for our collaboration.

WE THANK ALL OUR SUPPORTERS

70+ SUPPORTERS

4 TIME NATIONAL
CHAMPIONS

40+ MEMBERS

50+ AWARDS

15 AMAZING
CARS

1 TEAM

TEAM CAPTAIN: ANILESH DURAPHE
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ANILESH.DURAPHE@ORION-RACING.COM