

MARUTI SUZUKI

Presents



SAEINDIA

# APPLYING THE POWER OF INGENUITY

16-19 JULY 2015

MMRT - CHENNAI





## About SUPRA SAEINDIA



As an event that challenges young minds to compete as teams in designing a Formula category vehicle, there is no other event like this in the country. To develop a vehicle consisting of various sub systems, meeting engineering specifications, timelines and above all meeting safety standards is a challenge not for the faint hearted. And then making the rubber hit the road at a premium race track under gazing eyes of experienced technical experts and other enthusiasts is a thrill not just for the participants, but for the mobility community at large.

As a one year long challenge across multiple stages comprising of design defence ("Virtual Supra" in event language), multiple rounds of technical inspections and actual construction of the vehicle, this event helps shape future engineers through competitive spirit and encompasses all elements of a vehicle building for aesthetics in design, to the choice of parts, through structure design and modeling, to fabrication and testing. This event sets the stage to assess the capability for teamwork, entrepreneurship, leadership and management skills of the students.

110 teams constituting the crème de la crème, selected on criteria such as Engineering Design, Design Validation, Project plan from various Engineering Colleges across the country, will strive for a place on the podium.

SAEINDIA is pleased to organize, SUPRA SAEINDIA 2015 Event in July 2015 for the students of the Engineering Institutes all over India. This event provides a real world engineering challenge for the SAEINDIA Student members that reflect the steps involved in the entire process from design development, building prototype, production to marketing and endurance confirming to well laid down criteria.

This helps the objective of bringing out student talent to serve the nation for the years to come, in fulfillment of the Automotive Mission Plan(AMP 2016) a dream to make India an International Automotive Hub. We invite you to come and kindle your innovative ideas and creativity to experience engineering better than the best.

## Message from the Convener



**Prashant K Banerjee**  
Convener  
SUPRA SAEINDIA 2015

I am privileged to welcome you all to be a part of the great experience - SUPRA SAEINDIA 2015.

With the advent of the new age technology, today the field of automotive, integrated & embedded technologies is growing exponentially and is playing a vital role in revolutionizing the global industry. The developed countries are at the forefront of research and development in these areas. I reckon it is imperative that the developing countries too should take measures to strengthen their research in technologies in- order to cope with the new & upcoming challenges and to promote inclusive development. For this, spreading awareness and encouraging the youth to participate & contribute in relevant activities is essential. Inspiring the budding engineers to take up assignments in these emerging areas of development across community & society to align with the MAKE IN INDIA initiative.

SUPRA SAEINDIA is a great platform for the young engineers to showcase their talent in the field of motorsports and also exchange technological know-how to improve further.

While you showcase your prowess in the best possible manner, we the organizing team have taken the onus to improve your experience of this MEGA EVENT. To make this event seamless, this year,

'Faculty Advisor and Captains Meet' was organized in three different locations: Pune, Delhi and Chennai that witnessed a participation of 60 teams ; 'Planning and Preparation' for the event has started four months in advance; Race Track to test the vehicle that cleared the virtual round has been provided for free of cost; Direct communication link established between the technical committee and the participants; Facebook page has been created to connect with the participants 24x7; and in catering new modality is being explored to add zing to your stay.

As we put our efforts into this event, we expect the participating teams to follow all the rules and regulations in right earnest, to adhere timelines, to give their best in the static, technical inspection and dynamic proving evaluation round. I know we still have a long way to go as compared to the SAE International events, but I am sure that the day will not be far if we have faith in our capabilities and talent, The SUPRA SAEINDIA will not only take the 'GeNex' towards a new level of cutting-edge technologies but will also enable the present generation to lay down the yardsticks of performance for future.

I wish you all the best. See you all at Madras Motor Racing Track

Gear up and Zoom in.  
Be safe –Drive Safe.



## SPONSORS

# Why partner with SUPRA SAEINDIA?

SUPRA SAEINDIA Presents an unparalleled opportunity for your brand with the young engineers participating in the event, it reaches out to a very broad spectrum of SAEINDIA members from the industry, academia and others who pursue this event closely. Needless to say, this event gets tremendous coverage in the media and presents great ROI for your marketing spend.

### BRAND DEVELOPMENT

This event offers very targeted opportunities for brands to promote themselves. It also offers a very wide portfolio of ways in which a brand could associate itself with the event.

Limited advertising opportunities for the event website [www.suprasaeindia.org](http://www.suprasaeindia.org) are also available.

### SPONSORSHIP DETAILS

The Event Sponsor will be entitled for the following benefits:

- Recruitment from the pool of intelligent Innovative and creative participating engineering students
- One reserved seat on the dais at the inaugural and awards ceremony
- Reserved seats at the inaugural & awards ceremony.
- Opportunity to display corporate banners at the event, including one Start Line Banner and Infield Arch.
- Link to your company from the SUPRA SAEINDIA website.



- Recognition in SUPRA SAEINDIA Newsletter.
- List of team contacts, including team captains and faculty advisors.
- Invitation to the Steering Committee Meeting.
- Company logo on the vehicle at a fixed place.
- Banner and logo on Team Apparel.
- Promotional access privileges to vehicles.

## AWARDS

# Sponsorship details

### PRINCIPAL SPONSOR ( ₹ 20 LAKHS)

The Principal Sponsor will be entitled for the following benefits:

- Reserved seats at the inaugural & awards ceremony
- Opportunity to display corporate banners at the event, including, infield arch
- Link to your company from the SUPRA SAEINDIA website
- Recognition in SUPRA SAEINDIA Newsletter
- List of team contacts, including team captains and faculty advisors
- Invitation to the Organizing Committee Meeting

### CO-SPONSOR ( ₹ 10 LAKHS)

The Co-Sponsors will be entitled for the following benefits:

- Reserved seats at the inaugural & awards ceremony
- Opportunity to display corporate banners at the event
- Link to your company from the SUPRA SAEINDIA website

### CUSTOMIZED SPONSOR

- Looking for something you didn't see on this menu of opportunities? We are happy to create customized sponsorship packages to meet your needs. If you have a unique idea or concept that will enhance your presence and participation at SUPRA SAEINDIA Series, please call us today to discuss details
- We want to provide every opportunity possible to help you reach your customers. Think of us as an extension of your sales and marketing teams

Payments must be by DD / Cheque only in favor of SUPRA SAEINDIA, payable at Chennai and sent to Convenor SUPRA SAEINDIA, SAEINDIA, 1/17, Ceebros Arcade, 3rd Cross, Kasturbanagar, Adyar, Chennai-600020



### DETAILS

#### OVERALL AWARDS

1st Position	2 Lakhs
2nd Position	1 Lakh
3rd Position	0.50 Lakhs

#### ENDURANCE AWARDS

1st Position	0.30 Lakhs
2nd Position	0.20 Lakhs
Innovation Award	0.30 Lakhs

#### ENGG. DESIGN AWARDS

1st Position	0.30 Lakhs
2nd Position	0.20 Lakhs

#### COST AWARDS

1st Position	0.30 Lakhs
2nd Position	0.20 Lakhs

#### PRESENTATION AWARDS

1st Position	0.30 Lakhs
2nd Position	0.20 Lakhs

#### CAE AWARDS

1st Position	0.30 Lakhs
2nd Position	0.20 Lakhs

#### ACCELERATION AWARDS

1st Position	0.30 Lakhs
2nd Position	0.20 Lakhs

#### AUTOCROSS AWARDS

1st Position	0.30 Lakhs
2nd Position	0.20 Lakhs

#### SKID PAD TEST AWARDS

1st Position	0.30 Lakhs
2nd Position	0.20 Lakhs

#### FUEL ECONOMY AWARD

0.30 Lakhs (INR)

#### GO GREEN AWARD

0.30 Lakhs (INR)

#### DHRONACHARYA AWARD

Tablet @ 0.25 Lakhs

### PROPOSED AMOUNT (INR)

## PUBLICITY

# In-Stadia Publicity

Banner	SAE INDIA	Event Sponsor 40 Lakhs	Principal Sponsor 20 Lakhs	Co-Sponsor 10 Lakhs	Associate Sponsor 5 Lakhs	Foundation Sponsor 1 Lakh	Award Sponsor I 3 Lakhs	Award Sponsor II 2 Lakhs	Award Sponsor III 1 Lakh
Start Line	0	1	0	0	0	0	0	0	0
Finish Line	0	0	1	0	0	0	0	0	0
Mid Track	2	2	1	1	1	0	0	0	0
Non-Track Outer	15	50	25	15	10	5	3	2	1
Branding on Student Vehicle (4" x 2")	Y	Y	Y	Y	N	N	N	N	N
Logo on Website	Y	Y	Y	Y	Y	Y	Y	Y	Y
Promotional Activity During the Event	Y	Y	Y	Y	N	N	N	N	N
Prize Distribution	Y	Y	Y	Y	Y	Y	Y	Y	Y
Access to SUPRA Vehicles for Promotions*	Y	Y	Y	Y	N	N	N	N	N
Branding on Award Cheque and Trophy	Y	Y	Y	Y	N	N	Y	Y	Y
Placement during HR Meet	Y	Y	Y	Y	Y	Y	Y	Y	Y

\* Access to Supra vehicle is subject to availability and at the discretion of participating team

### Terms & Conditions

• Artwork to be provided by respective sponsor & expenses to be borne by sponsor as per vetting by Marketing & PR Committee • Value of Award will be announced prior to the SUPRA SAEINDIA 2015 • SAEINDIA will ensure that all the students/officials will adorn the title sponsor Merchandise given by Title sponsor. All other sponsors will be permitted to distribute merchandise to students etc. The written permission for the same would taken from Marketing & PR Committee • Other sponsors are eligible to receive ONLY the benefits as mentioned in this Sheet OR as approved by SUPRA SAEINDIA 2015 Organizing Committee • All printout work must be installed at the site one day prior to the commencement of event • The sponsors and their vendors shall install the print work as per the layout prescribed by SUPRA SAEINDIA • The sponsor shall provide the contact details of the vendors for print work to SUPRA SAEINDIA Organizing Committee • SUPRA SAEINDIA Organizing Committee reserves the right to modify the benefits as per requirement. Changes will be informed to the sponsor • Sponsor must sign and send the "Sponsorship Agreement to SUPRA SAEINDIA Secretariat • All disputes/concern shall be communicated to SUPRA SAEINDIA Marketing & PR Committee one week prior to the commencement of event • To receive the customized benefits, the sponsors must take prior approval from SUPRA SAEINDIA organizing Committee • Any unapproved promotional activities by the sponsor shall be treated as violation of sponsorship agreement.



# On Vehicle Publicity

The following are the mandatory locations for various stickers(Logos):

**A** Number Sticker of 12" Diameter

**B** Team's Name

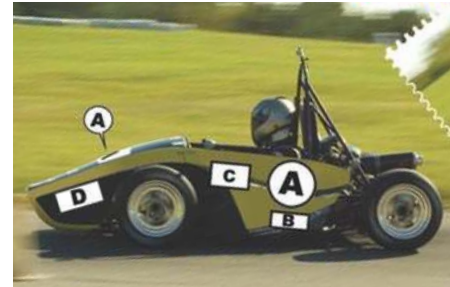
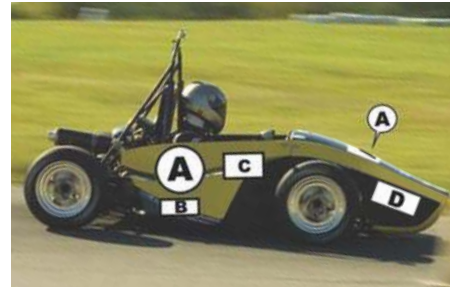
**C** Event Sponsor

**D** Team Sponsor

**E** SAEINDIA Logo

**F** OK Sticker (SUPRASAEINDIA Logo)

At the above locations, only the specified stickers can be stuck. At any point of time, the numbers of sticker has to be prominently visible. After sticking all the above mandatory stickers, if extra space is available, the team can use it as per its choice.



# Organizing Committee 2015

**Convener**

Mr. Prashant K Banerjee  
Head - Homologation & Product Evaluation  
Tata Motors Ltd.

**Joint Convener**

Mr. Deepak Sawkar  
Vice-President  
Maruti Suzuki India Ltd.

**Co- Convener**

Mr. Srikanth Krishnamoorthy  
Director  
Alfa Rubbers & Springs Pvt. Ltd.

**Dr.Kannan Rajendran**

Professor  
PSNA College of Eng & Tech

**Advisor**

Dr. Thirumalini  
Head Of the Dept (MECH)  
Amrita School of Engineering

**PUBLICATION / MEDIA**

**Chair**

Mr. Rajesh Kumar  
General Manager  
Hinduja Tech Ltd.

**Co-Chair**

Ms. Reshma Abbas  
Asst. Manager  
Tata Motors Ltd.

**EVENT MANAGEMENT**

**Chair**

Mr. Vikash Ratan  
Sr. Manager, Tata Motors Ltd.

**Co-Chair**

Mr. Archisman Sen  
Engineer, Renault Nissan Technology & Business Centre

**FINANCE**

Dr. Arun Kumar Sampath  
General Manager, Monocoque Platform  
Mahindra & Mahindra Ltd.

**TECHNICAL**

**Chair**

Mr. Sirish Vissa  
Head, Volkswagen Motorsport

**Co-Chair**

Mr. Abhishek Gowrisankar  
Engineer, LMS Siemens Business

**STATIC EVENT**

**Chair**

Mr. Thalavai Venkatesan  
General Manager,  
Continental Automotive India Pvt. Ltd.

**Co-Chair**

Mr. Sumit Baral  
Manager,  
Visteon Engineering Center India

**INFRASTRUCTURE**

**Chair**

Mr. C.D Vivekanand  
Technical Lead, Ram's Racing

**Co-Chair**

Mr. Anandh Hariharan  
TVS Motor

**WORKSHOPS AND TRAINING**

**Chair**

Mr. J Balamurugan  
Director,  
Spitfire Automotive Performance Pvt. Ltd.

**Co-Chair**

Mr. Sanjeev Bhushan  
Manager,  
Daimler India Commercial Vehicle Pvt. Ltd.

**AWARDS & PRIZES**

Mr. Meenakshi Sundaram  
General Manager, Hinduja Tech Ltd.

**SCORING**

Mr. Sanjeev Bhushan  
Manager, Daimler India Commercial Vehicle Pvt. Ltd.

**MARKETING**

Mr. Kamalakannan  
Head of the Dept, Hindustan University

**BRANDING**

Mr. Balraj  
General Manager, BPCL

**VOLUNTEER MANAGEMENT**

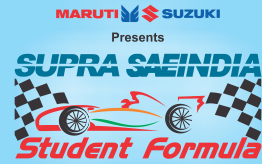
Mr. KP Murthy  
CEO, KPMA

**CO-ORDINATION**

Mr. P. Gowrishankar  
Sr. Asst General Manager, Tata Motors Ltd.







After the roaring success of SUPRA SAEINDIA 2012. SUPRA SAEINDIA 2014 was held at Madras Motor Race Track, Chennai after successfully conducting various workshops and Specialized Drivers Trainings. Around 90 teams from various colleges across the country participated and the final overall winners were:

RANK	TEAM	COLLEGE
1	CAMBER RACING	SRM University, Chennai, Tamil Nadu
2	TEAM OCTANE RACING	College of Engineering, Pune, Maharashtra
3	OJASWAT	Chandubhai S Patel Institute of Technology, Anand, Gujarat

Contact :

**CONVENOR, SUPRA SAEINDIA**

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