

# SPONSORSHIP PROPOSAL 2022-23

**JUGGERNAUT RACING**



KALINGA INSTITUTE OF INDUSTRIAL  
TECHNOLOGY, BHUBNESHWAR



# ABOUT THE TEAM

## WHO WE ARE

As we've heard in a famous Hindi Film, "Don't study to be successful, study to be able. Success will have to follow." This is exactly what happened in 2011, when an ambitious bunch of engineering students from our college, set out on this ambitious journey, to defy all odds, break the shackles of this monotonous education system, and make themselves able to compete at the national level. With the right tools in their hands, fire in their hearts, and a battered rickshaw engine in a cramped workshop, they began their search for success. And the rest is history.

Since then, there has been no stopping Juggernaut Racing. This year the team members have put in all their efforts and hard work on the project to develop our first 4X4 prototype.

Consistently adjudged one of the best Indian Teams at BAJA SAE INDIA, Juggernaut Racing has brought college laurels and accolades for its performance at the national level. Since 2011, Juggernaut Racing has come a long way from a hobby idea to a semi-professional project par excellence.



# ONE TEAM. ONE DREAM. ONE CAR.



**TEAM MEMBERS**

**50**



**CARS DESIGNED**

**13**



**AWARDS WON**

**6**

I am happy and proud to inform you that Juggernaut Racing is the official BAJA SAE team of KIIT University. The team comprises a group of able and resolute students of our institution from all academic divisions aiming for excellence

- Prof. Achyuta Samanta  
Founder KIIT and KISS

# OUR MISSION AND VISION

## WHAT WE AIM TO BE

"To create one of the most competitive BAJA SAE cars and take India to the podium of international student motorsports."



# WHAT SETS US APART?

## INNOVATION AND QUALITY

Each year we work on our vehicle to make it a better and more herculean vehicle from the last year. We at Juggernaut Racing works with discipline and sheer dedication. We are not just a student OFF-ROAD team, we are more than that which we call a team of 50 BAJA PEOPLE.

#DEFYTHEODDS



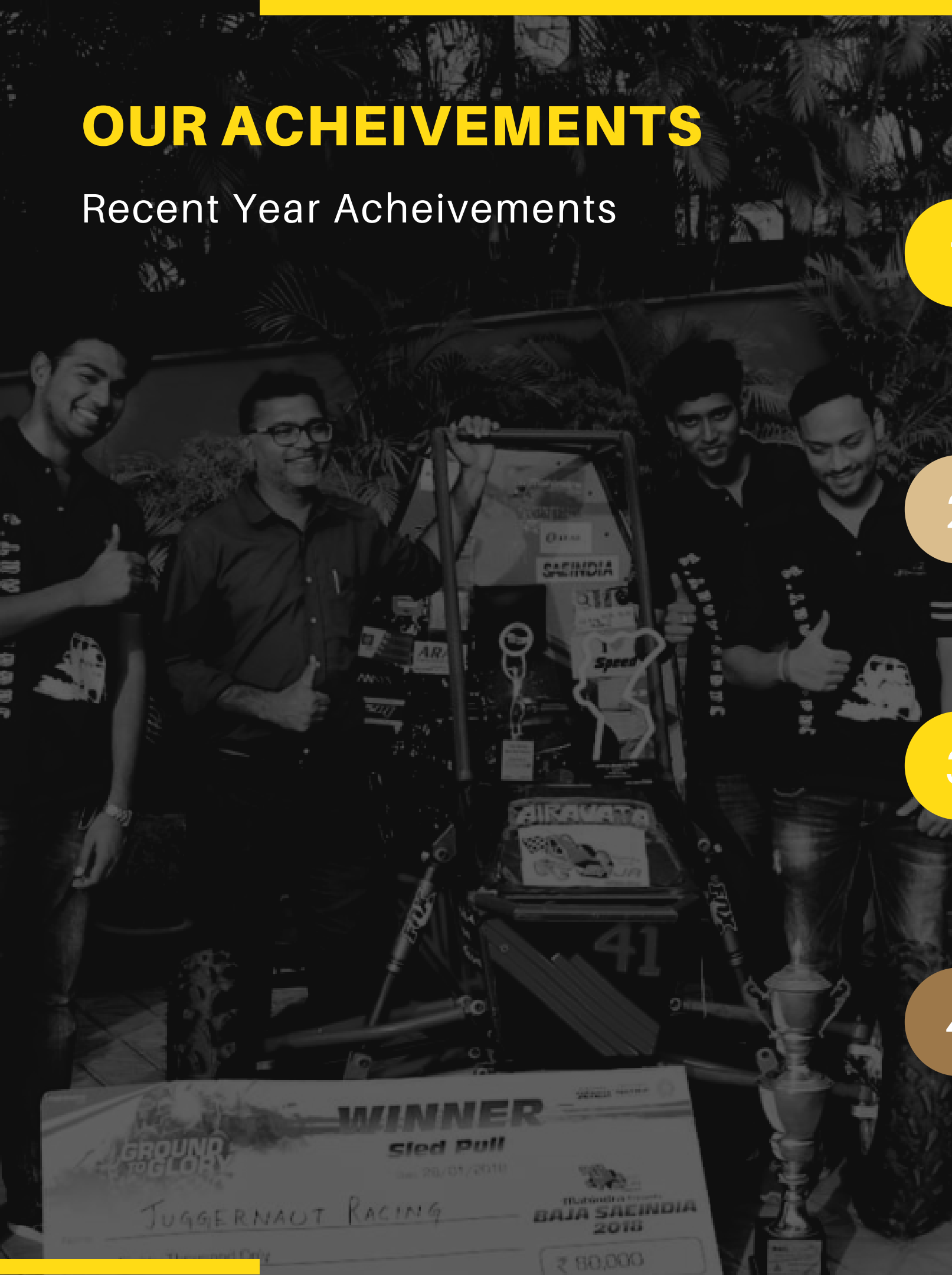
# COMPETITIONS WE PARTICIPATE



- **BAJA SAE MEXICO**
- **BAJA SAE INDIA**
- **ENDURO STUDENT  
INDIA**
- **AUTOSPORTS MEGA  
ATV CHAMPIONSHIP**
- **FMAE BAJA**

# OUR ACHEIVEMENTS

## Recent Year Acheivements



1

1st in Sled Pull Event  
SAE BAJA INDIA  
2018

2

3rd in Endurance  
ESI  
2018

3

1st in Cost Report  
BAJA SAE MEXICO  
2021

4

12th In Design  
BAJA SAE MEXICO  
2022

5

Overall Runner-Up  
FMAE NVDC BAJA  
2021

6

Overall Rank – 44th  
SAE BAJA INDIA  
2019

7

Overall Rank – 36th  
ESI  
2019

8

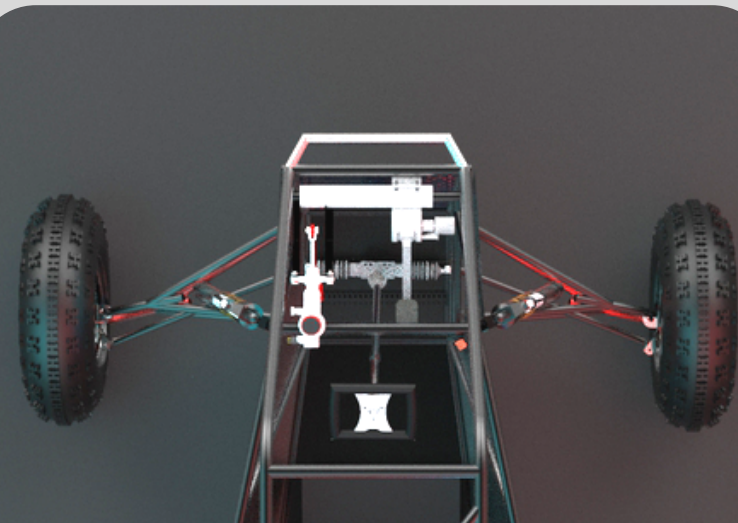
Secound Runner-Up  
ATVC  
2021

9

10th In Design  
SAE INDIA BAJA  
2020

# THE LEGACY WE LEFT BEHIND

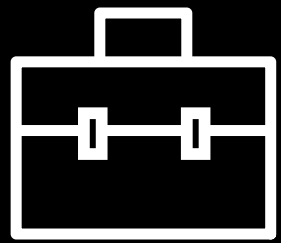
Building our legacy piece by piece since '09





# JUGGERNAUT RACING IN A NUTSHELL

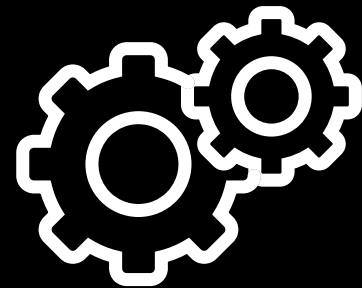
## OUR COMMITMENT



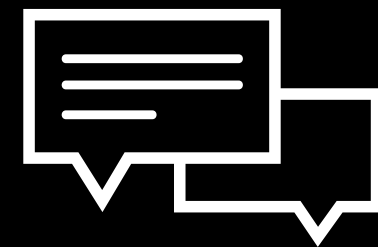
Quality Work



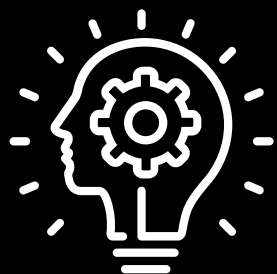
Team Work



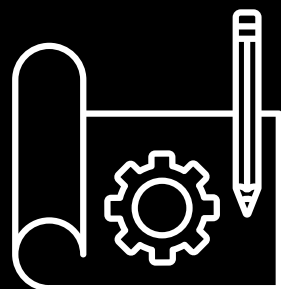
Efficiency



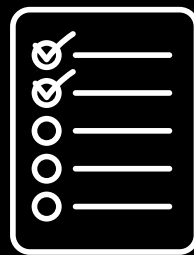
Good Sponsors  
Relations



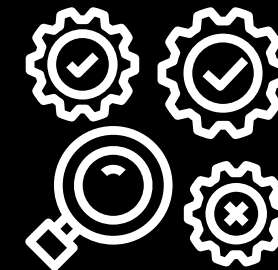
Inspiration  
and  
Innovation



Designing



Planning



Testing



Podium

**GOING DEEPER**

# **TEAM STRATEGY OVERVIEW**

PROPOSED TIMELINE AND MORE



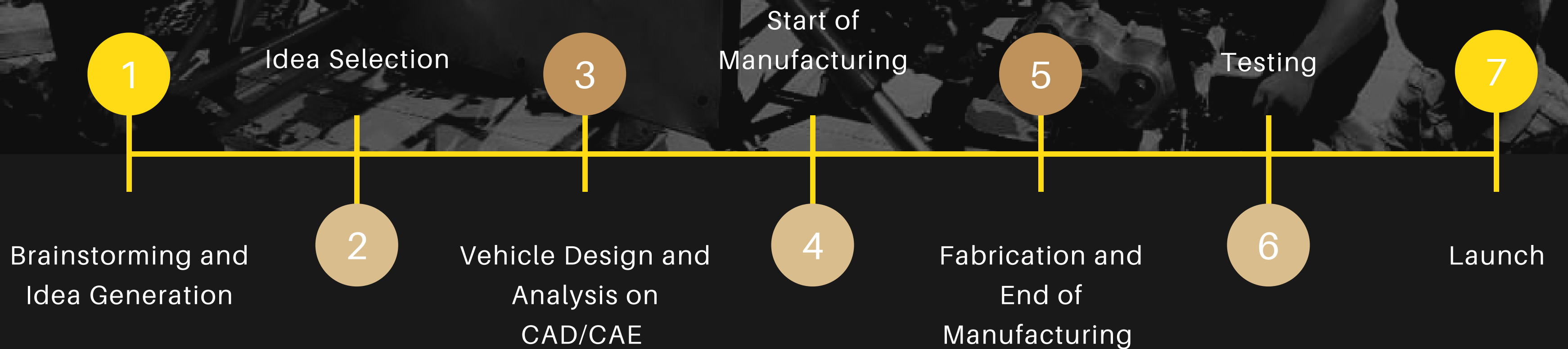
*#WeRaceAsOne*



**KALINGA INSTITUTE  
OF INDUSTRIAL TECHNOLOGY**

# HOW WE WORK

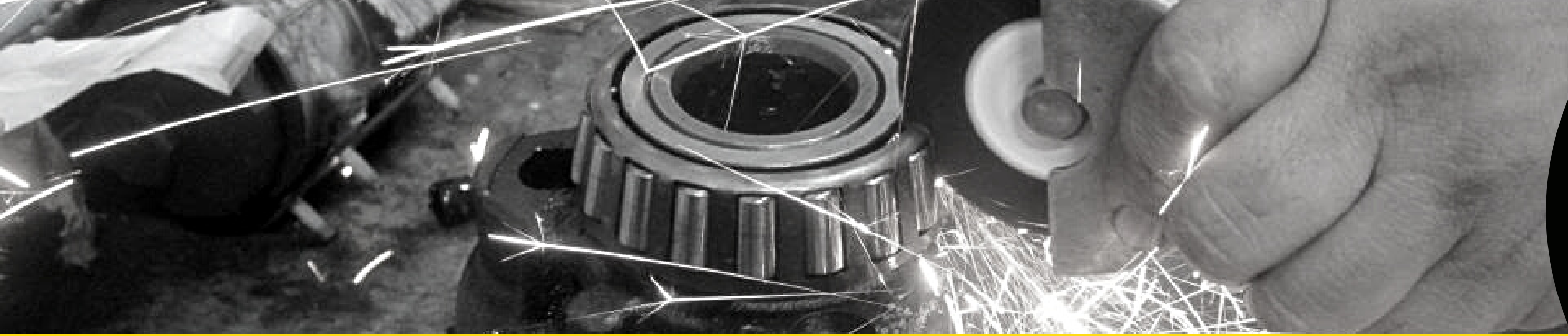
Proposed Project Timeline



# CURRENT TEAM R&D

## WORKING ON A CUSTOMISED POWERTRAIN SYSTEM OF OUR ATV

Our R&D department doing research on different types of powertrain systems that can be used in our vehicle. So that we can make a most efficient and rugged Student ATV of India without compromising on the other technical aspects of our vehicle.



## **WELL DESIGNED & GOOD QUALITY OF COMPONENTS**

# **98%**

INCREASE IN OUR VEHICLE PERFORMANCE

Technology plays a vital role to make a well-engineered component.



## **MODERN VEHICLES OF JUGGERNAUT RACING**

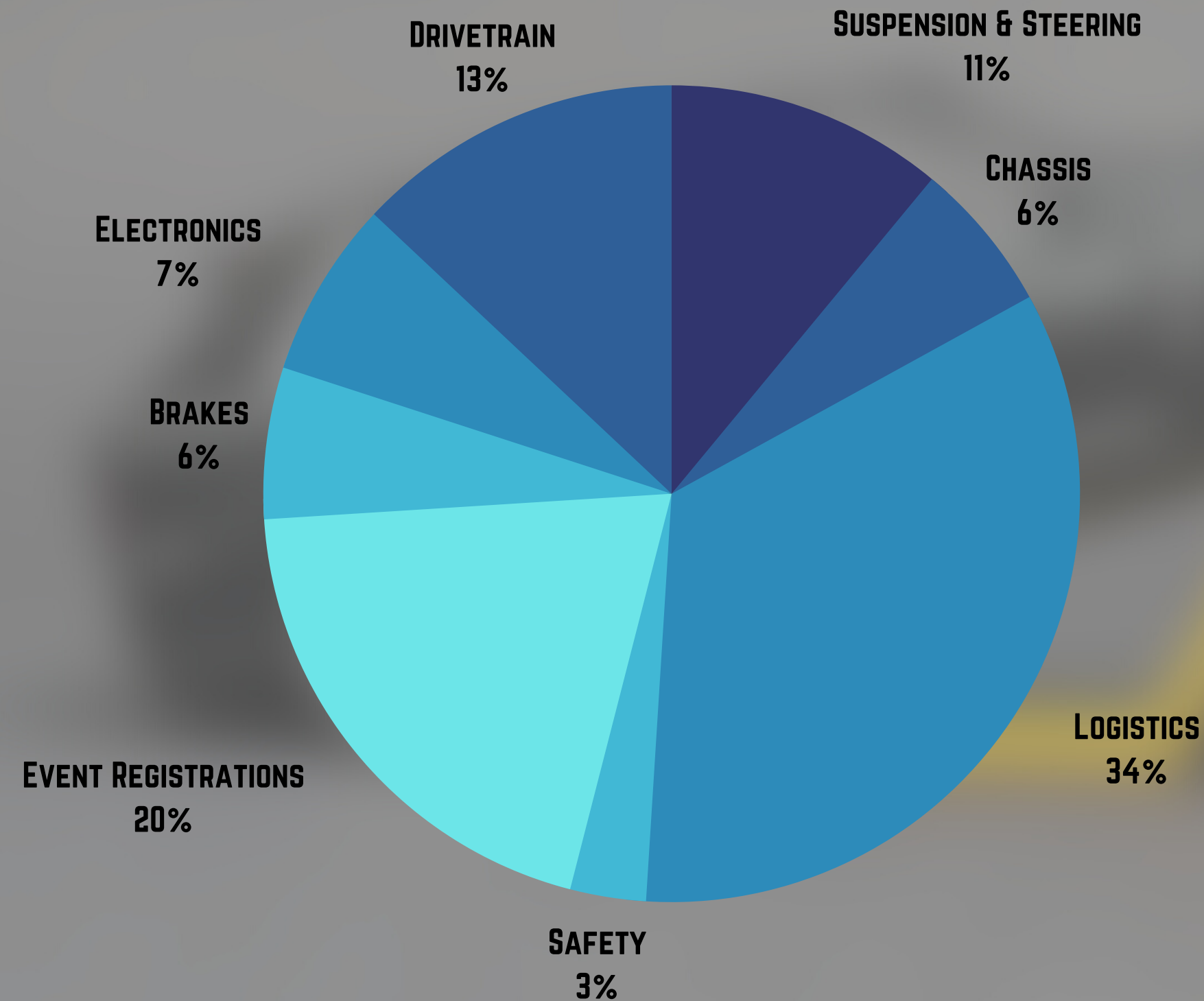
For the past 3 years, we have started the In-house designing and manufacturing of 80% of our vehicle components.

## **TRADITIONAL VEHICLES OF JUGGERNAUT RACING**

In our initial years, the designing & procurement of our vehicle 50 % components are done by outside manufacturers.



# COST BREAKDOWN FOR UPCOMING VEHICLE



**TOTAL BUDGET**  
**Rs 17,50,000/-**



Finances go a long way in supporting the various endeavors of the team.



Practical know-how in technical issues helps the team in building a safe and reliable car.



Certain parts are not easily available and sponsorship in the form of those parts shall benefit the team.

# HOW YOU CAN HELP US



## MATERIALS

Includes Aluminium 7 series, Mild steel, Titanium, etc.



## TRANSPORT

Transportation of car to event sites, transportation of raw materials/components.



## MONETARY

Better funding will help us procure materials/components of higher grade and help us with R&D

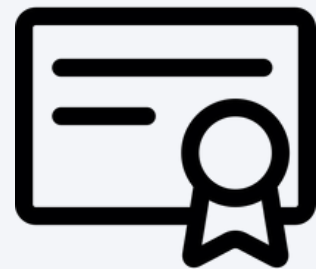


## MANUFACTURING

Includes CNC Milling, CNC Turning, Laser Cutting, Powder Coating, 3D Printing etc

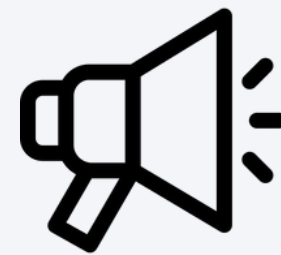


# HOW WE CAN HELP YOU



## **80G CERTIFICATE**

This will help you avail tax benefits and achieve your CSR needs.



## **STUDENT SPREAD-OUT**

We can help your HR team get in touch with our placement department.



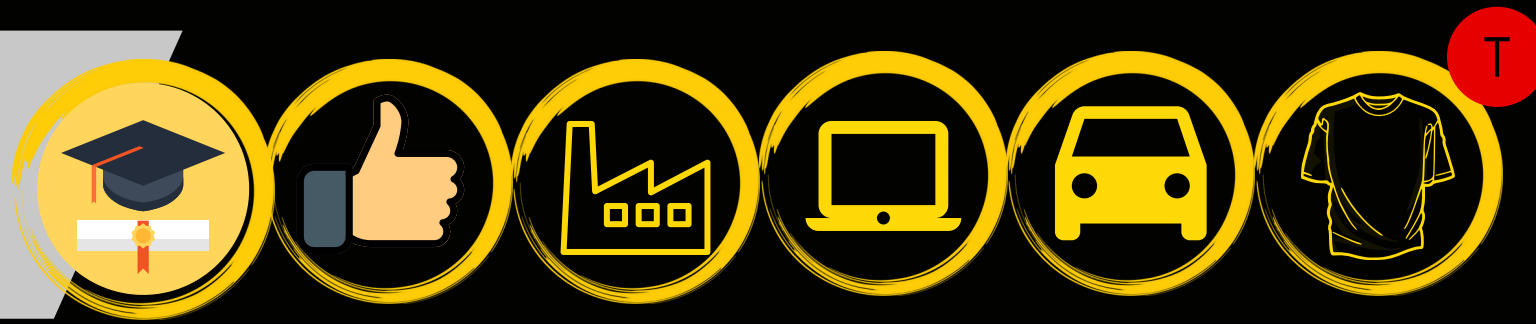
## **DIVERSIFYING MARKETING STRATEGY**

We believe that investing in a team like ours would be beneficial with respect to your corporate and moral needs.

# SPONSORSHIP LEVELS

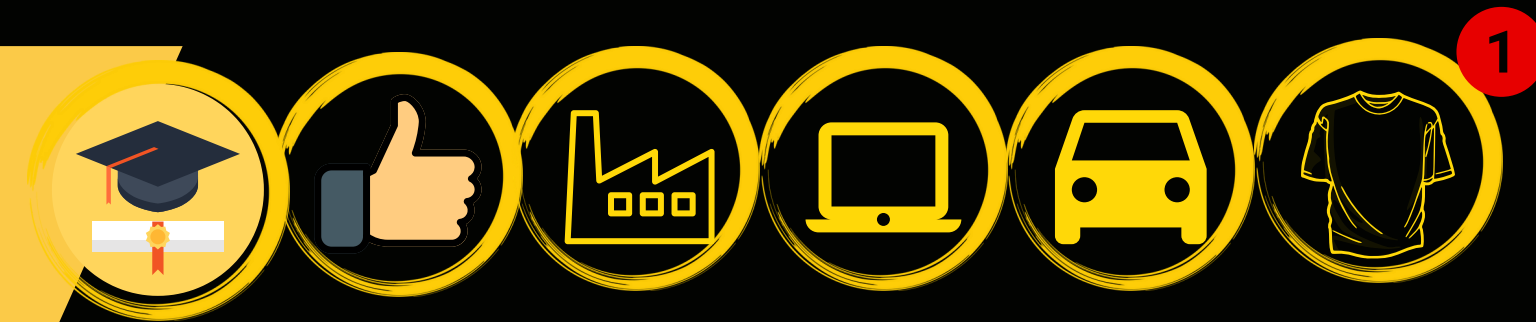
## TITLE

(RS.4 L AND ABOVE)



## PLATINUM

(RS.1 L -4 L)



## GOLD

(RS.50K-1 L)



## SILVER

(RS.25K-60K)



## BRONZE

(RS.10K-25K)



STUDENT ENGAGEMENT



ONLINE PROMOTION



LAB PROMOTION



PIT BOARD BRANDING



VEHICLE BRANDING



APPAREL BRANDING

## DECALS -



Minimum 2 largest logos central positions



2 large logos on each side of the vehicle



2 medium logos on each side of the vehicle

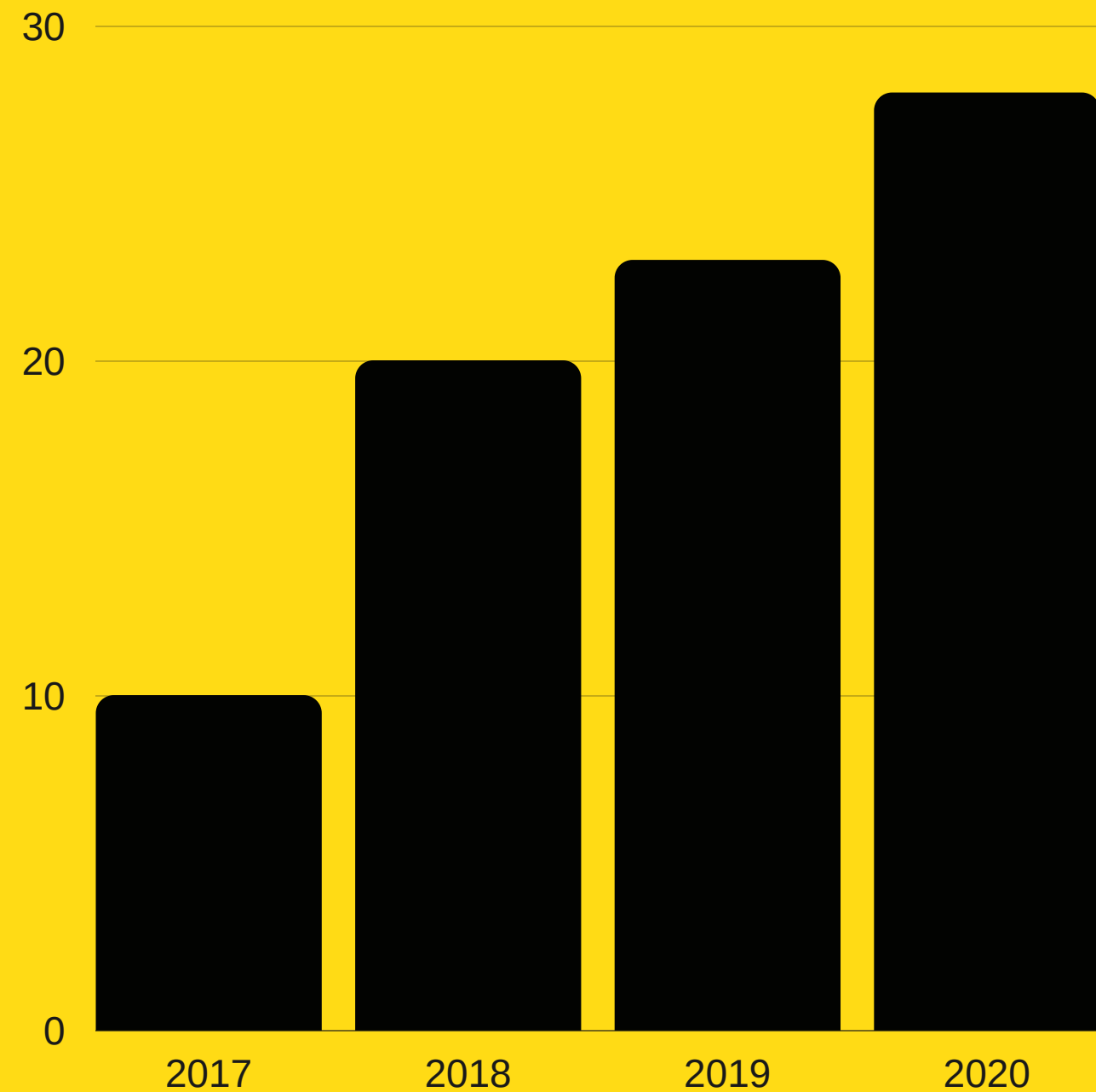


1 small logo one side of vehicle

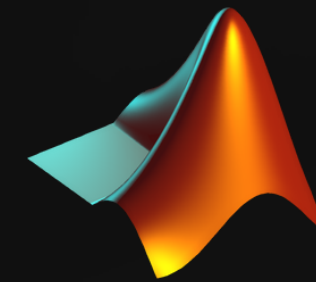
# SPONSORS RELATIONS

## SPONSORING COMAPNIES FROM YEAR 2017

Graph representing the number of technical & non-technical companies that sponsored us till now.



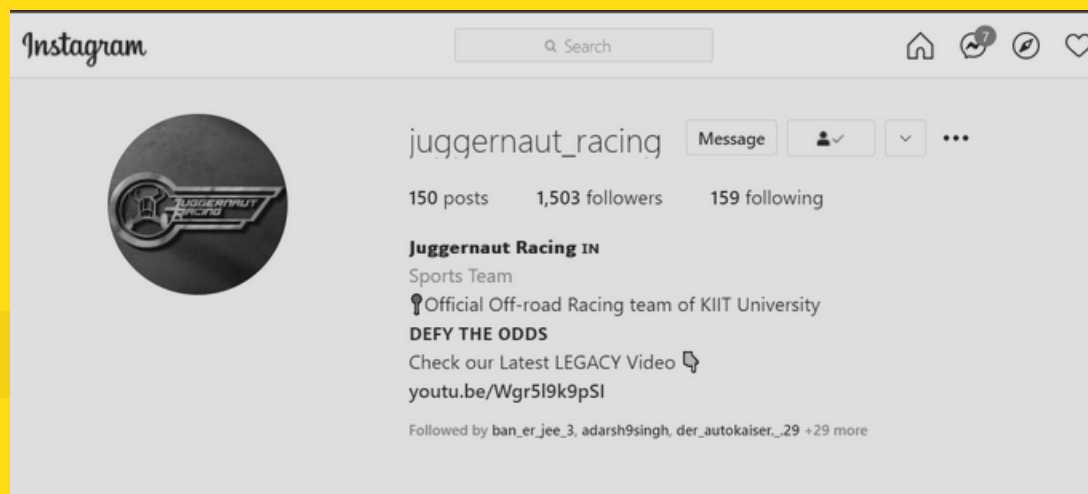
# OUR PREVIOUS SPONSORS



SCOLARIAN RACING



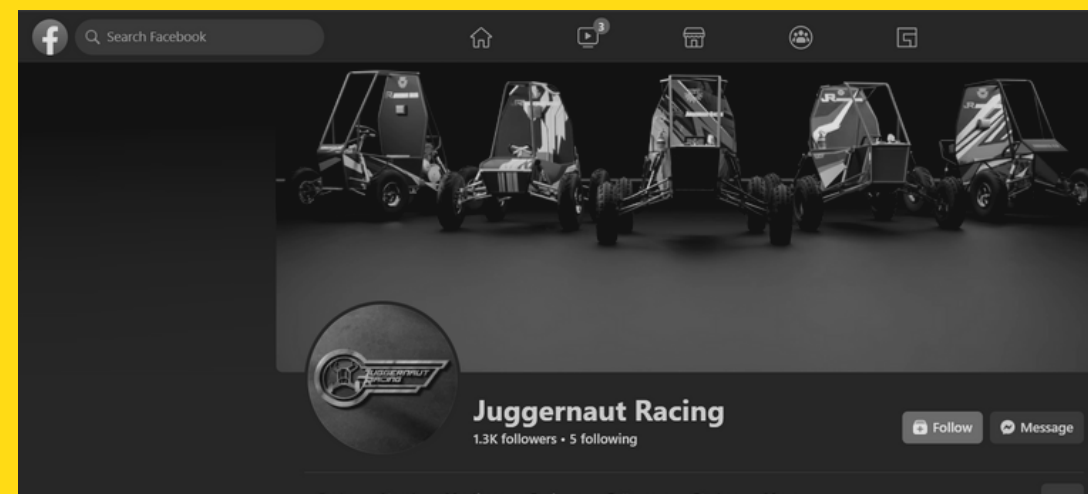
# OUR SOCIAL MEDIA PLATFORMS



With over 1.5k followers, we use Instagram to share the picturesque shots we take during our various International and National Events and also the various updates happening inside the team.



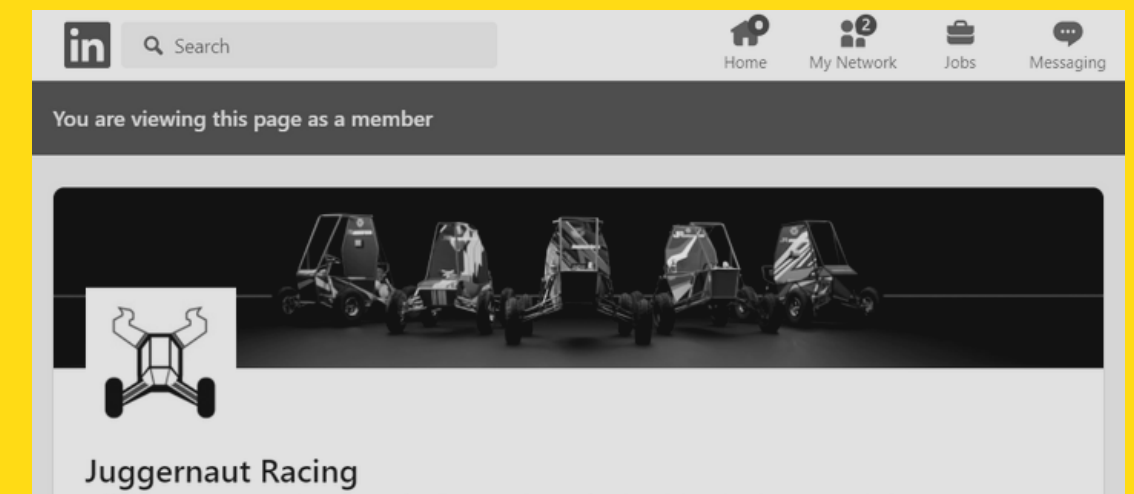
[https://www.instagram.com/juggernaut\\_racing/](https://www.instagram.com/juggernaut_racing/)



With over 1600 followers on social media, we use Facebook to reach out to a wider range of audiences through regular updates about the team, shoutouts, and live video sponsor sessions.



[https://www.facebook.com/juggernaut\\_racing](https://www.facebook.com/juggernaut_racing)



In a recent effort to enter to the professional platform, the team has set up an official LinkedIn page to connect to the various industrialists and post official updates.



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

# CONTACT US

## FOR INQUIRIES

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<https://www.juggernaut-racing.com/index.html>



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