



SPONSORSHIP PROPOSAL

TEAM GS RACERS

2026-2027



SHRI G.S. INSTITUTE OF TECH. & SCIENCE



ABOUT S.G.S.I.T.S.

SHRI GOVINDRAM SEKSARIA INSTITUTE OF TECHNOLOGY AND SCIENCE, INDORE, ESTABLISHED IN 1952, IS RECOGNIZED AS ONE OF THE LEADING INSTITUTES IN THE STATE OF MADHYA PRADESH AND THE WESTERN REGION CONSISTENTLY THROUGHOUT ITS GLORIOUS JOURNEY OF 74 YEARS. IT HAS BEEN RANKED AMONG THE TOP INSTITUTES AT THE NATIONAL LEVEL (INCLUDING IITS AND NITS) BY INDEPENDENT BODIES. FURTHER, IN VIEW OF ITS CREDENTIALS, THE ALL INDIA COUNCIL FOR TECHNICAL EDUCATION (AICTE) AND THE UNIVERSITY GRANTS COMMISSION (UGC), NEW DELHI, DECLARED IT AN AUTONOMOUS INSTITUTE IN 1989. UNDER ITS AUTONOMOUS STATUS, THE INSTITUTE IS AFFILIATED TO RAJIV GANDHI PROUDYOGIKI VISHWAVIDYALAYA, BHOPAL (UNIVERSITY OF TECHNOLOGY OF M.P.).



Faculty Advisors

Shri G.S. Institute of Tech & Science is proud to announce the 2027 collegiate automotive projects under the unified banner of Team G.S. Racers. As a premier global engineering competition, SAE challenges students to apply classroom theory to the hands-on design, sourcing, and fabrication of prototype race cars. Over the last two decades, our students have consistently added new dimensions to their technical expertise by participating into multiple racing formats—beginning with our foundational BAJA off-road lineage in 2007, expanding into eco-mobility (Yan) in 2011, and conquering high-performance formula track racing (Formula SAE) in 2013.

The merit of our unified team stands proven across the SAE India series (2007–2026), Sasol BAJA South Africa. Your participation as a sponsor—providing vital technical or monetary support for this multi-disciplinary project—is highly appreciated, and our mutual partnership benefits are detailed within this brochure.

Dr. Shailendra Sharma
(Faculty Advisor)

Dr. Sachin Balsara
(Faculty Advisor)



— TEAM — **G.S. RACERS**

Founded in 2007 by a group of passionate engineering students at S.G.S.I.T.S. Indore, Team G.S. Racers began its journey as an ATV-focused initiative driven by hands-on learning and a strong interest in off-road vehicle dynamics. What started with All-Terrain Vehicle (ATV) development gradually evolved into a broader engineering ecosystem.

With time, the team expanded its technical horizon—from rugged ATV platforms into advanced Formula-style concept car design and aeromodelling systems, integrating principles of aerodynamics, lightweight structures, and performance engineering across both air and ground mobility domains.

Today, G.S. Racers stands as a unified multidisciplinary society where ATV heritage, F1-inspired vehicle engineering, and aeromodelling innovation coexist under one framework. This evolution reflects a continuous journey from ground-based off-road exploration to precision-driven formula racing concepts and aerodynamic flight systems, powered by innovation, design thinking, and competitive excellence.

Segments of GS Racers



BAJA
SAE INDIA



**Formula
Student**



TEAM YAN
SAE INDIA



EVENT STRUCTURES

AEROTHON

Aerathon is a national aerospace innovation challenge that brings together students to design and develop next-generation UAV and aviation solutions, fostering innovation, engineering excellence, and practical problem-solving through real-world challenges.



BANGLORE



E-BAJA SAE INDIA

E-BAJA SAE IS A PRESTIGIOUS NATIONAL LEVEL COLLEGIATE COMPETITION BY SAE INTERNATIONAL WHERE ENGINEERING STUDENTS DESIGN, BUILD, AND RACE A SINGLE-SEATER, ELECTRIC OFF-ROAD ALL-TERRAIN VEHICLE (ATV). SIMULATING A REAL-WORLD PROJECT, IT TESTS TEAMS ON BOTH STATIC CRITERIA LIKE DESIGN, COST AND BUSINESS LOGIC AND GRUELING DYNAMIC RACES. ULTIMATELY, IT BRIDGES THE GAP BETWEEN CLASSROOM THEORY AND HANDS-ON MANUFACTURING, BUDGETING, AND PROJECT MANAGEMENT TRAINING FUTURE ENGINEERS TO MASTER ADVANCED MECHANICAL SYSTEMS ALONGSIDE BUDGETING, SOURCING, AND PROJECT MANAGEMENT.



NATRAX IN PITHAMPUR,
MADHYA PRADESH.

FORMULA BHARAT

Formula Bharat is India's premier Formula Student competition, challenging university teams to design & manufacture formula-style race car. Teams are rigorously evaluated by international experts on both technical engineering design & business logic.



KARI MOTOR
SPEEDWAY, COIMBATORE

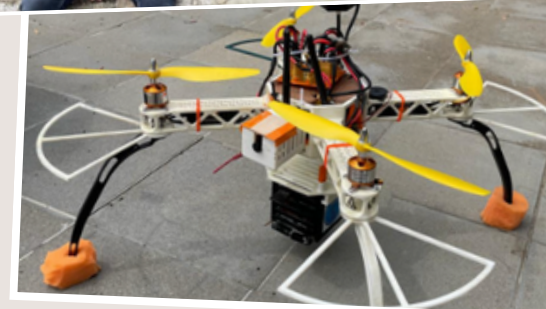


ADDC

ADDC (Aerial Drone Design Challenge) is a UAV-based engineering competition where teams design, develop, and demonstrate drone systems for real-world applications. The event focuses on aerodynamics, flight control, embedded systems, and autonomous operations, promoting innovation, technical skills, and hands-on experience in drone technology.



BANGLORE



SUPRA SAE INDIA

SUPRA SAEINDIA is a premier student design competition organized by the Society of Automotive Engineers India (SAEINDIA). Established in 2011, it has grown to become one of the most renowned formula student engineering competitions in India.



BUDDH INTERNATIONAL
CIRCUIT, NOIDA





VISION IN MOTION

- Podium Ambitions: Secure top ranks in Static and Dynamic events at competitions.
- Real-World Reliability: Improve system efficiency, safety, and deployability under varied environmental conditions.
- Mass Optimization: Achieve significant component-level weight reduction to lower center of gravity and maximize speed.
- System Innovation: Implement advanced vehicle steering layouts, eco-friendly systems, and modular UAV flight architectures.
- Advanced Navigation: Research morphing wing aerodynamics and develop robust frameworks for GPS-denied drone navigation.
- Data-Driven Upgrades: Turn previous vehicle test logs into direct upgrades to eliminate technical weaknesses.
- Endurance Validation: Execute extensive real-world testing to guarantee all platforms successfully complete grueling events.

EVOLUTION



DRUWAK 2007

- Only team in Central India.
- Ranked 15 among the 27 teams.



CENTAUR 2008

- Minimum Cost Award
- Maximum Acceleration Award
- Pride of Indore Award



EQUINOX 2009

- Green Vehicle Award
- Best Faculty Advisor Award
- Pride of Indore



ABHYUDAYA 2010

- First International Vehicle
- Second runner up in engineering at Sasol in South Africa



AUM 2011

- All Terrain Vehicle of SGSITS
- Successfully completed all events



HELIOS 2012

- Pride of Indore.
- Second award in Computer Aided Engineering.

EVOLUTION



2013



YAGO 2013

- Best Faculty Advisor.
- Runner up in Acceleration Test.
- Secured 7th rank among 270 Pride of Indore.

REWANTA



FORMULA STUDENT GERMANY - 2013

- First team from Madhya Pradesh.
- Among the 6 teams from India to qualify for FSG.

2014



AUDVIK 2014

- Overall AIR 1 in BAJA SAEINDIA 2014.
- Second prize in Minimum Cost Award.
- Runner Up in Durability Test.
- Pride of Indore.

AARJAV



SUPRA SAE INDIA 2014

- Most compact vehicle
- Successfully completed the static events

2015



ATHRAVA 2015

- Top 5 in Acceleration
- Secured 8th rank in BAJA SAE INDIA

SHAURYA



SUPRA SAE INDIA 2015

- 1st Rank in cost event.
- 2nd lightest vehicle.
- Secured overall 11 rank.

2016/17



UDVAIG 2016

- First Electric ATV
- AIR 1 in CAE
- AIR 14 in Design

SHAURYA V2



FORMULA BHARAT 2017

- 1st team from Madhya Pradesh to participate in Formula Bharat.
- Successfully completed the static events.

EVOLUTION



2018



ADAMYA 2018

- Rank 1 Prelims
- AIR 1 in CAE
- AIR 13 in Sledge Pull
- AIR 22 in Acceleration

Karthikeya



SUPRA SAE INDIA 2018

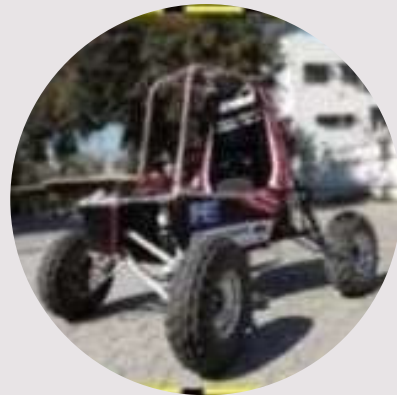
- Equipped with an Electric gear shifter.
- Cleared all static events.



2018

- Aero Design Challenge (ADC) AIR 3

2019



ATIRYA 2019

- AIR 1 in Validation
- AIR 10 in S&T
- AIR 14 in Maneuverability

GSR6



SUPRA SAE INDIA 2019

- TECHNICAL INSPECTION CLEARED
- 11 RANK IN COST PRESENTATION.
- OVERALL 32 RANK.



2019

- Ignus Balsa Glider Competition (IIT Jodhpur) AIR 01
- SIH FINALE NIT TIRUPATI

2020



RAGE 2020

- Top 10 in Preliminary
- Top 5 in Cost Presentation Award



2020

- ADDC
- All India rank 19th among 110 teams.

EVOLUTION



2021



QUADRIGA XT 2021

- First All Wheel Drive
- AIR 12 in Suspension and Traction Event

2022



AGNEYA 2022

- Pride of MP Award
- 4th in CAE
- 4th in Innovation
- 8th in Design
- 10th in Static

2023



TEJAS 2023

- 2nd Runner Up in CAE
- 7th in Design
- 9th in Static
- 9th in Acceleration
- 13th in Virtual Dynamics

AYAN



AYAN 2.0



SUMIT



FORMULA BHARAT 2022

- 7th Overall rank.
- 4th rank in Business plan presentation.
- 5th rank in Cost & Manufacturing event.

SUPRA SAE INDIA 2022

- 2 rank in business plan presentation.
- Overall 4th rank in static events.
- Overall 14th rank

FORMULA BHARAT 2024

- 11TH RANK OVERALL
- 12TH RANK IN BUSINESS PLAN EVENT
- 10TH RANK IN COST & MANUFACTURING EVENT
- 12TH RANK IN ENGINEERING DESIGN EVENT



2022

- All India rank 1 among 76
- Teams in AVATE TATHAVA (NIT Calicut)



2023

- All India rank 3th among 65 teams in Aero DesignChallenge (ADC)



2024

- All India rank 3th in Design report (DDC)

EVOLUTION



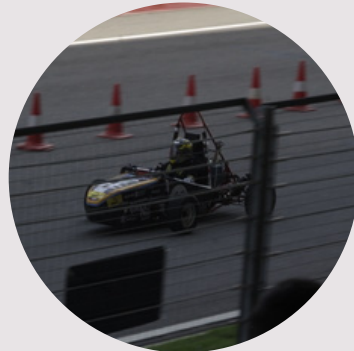
2024



TEJAS 2024

- Overall AIR 7
- Overall Dynamics AIR 3
- Pride of MP
- AIR 4 in Sales

HALDAR



SUPRA SAE INDIA 2024

- 16TH RANK OVERALL
- 5TH RANK IN BUSINESS PLAN EVENT
- 9TH RANK IN COST & MANUFACTURING EVENT
- 24TH RANK IN ENGINEERING DESIGN EVENT



2024

- Autonomous Drone Development Challenge (ADDC)
- Drone Development Challenge (DDC)

2025

- FLUXUS IIT INDORE 3rd place at Aero Artistry
- National Aeromodelling Competition (IIT Bombay 2025) Among 88 Teams selected in top 29 teams.



2025

- Aero Artistry Competition, IIT Indore
- All India Rank 2 in gliding plane competition in IIT Indore, 2026.



SUPRA SAE INDIA 2025

- **16th** Overall rank.
- One of the teams among the **22** that qualified for endurance out of a total of **52 teams**
- **SECOND** endurance run since **2013**
- Run our car on **India's only F1 track**



FORMULA BHARAT 26

- **8th** Rank in Business Plan. Presentation
- **12th** Rank in Cost & Manufacturing Event
- **10th** Rank in Design Event
- **14th** Overall Rank



VYOM 2026

- AIR 1 in Validation
- AIR 10 in S&T
- AIR 14 in Maneuverability



VAJRA 2025

- Rank 1 Prelims
- AIR 1 in CAE
- AIR 13 in Sledge Pull
- AIR 22 in Acceleration



2025

2026

WHY SPONSOR US?



BRAND VISIBILITY



Publicity in seminar team GSRacers will proudly publicise your brand during seminars conducted by esteemed guests.



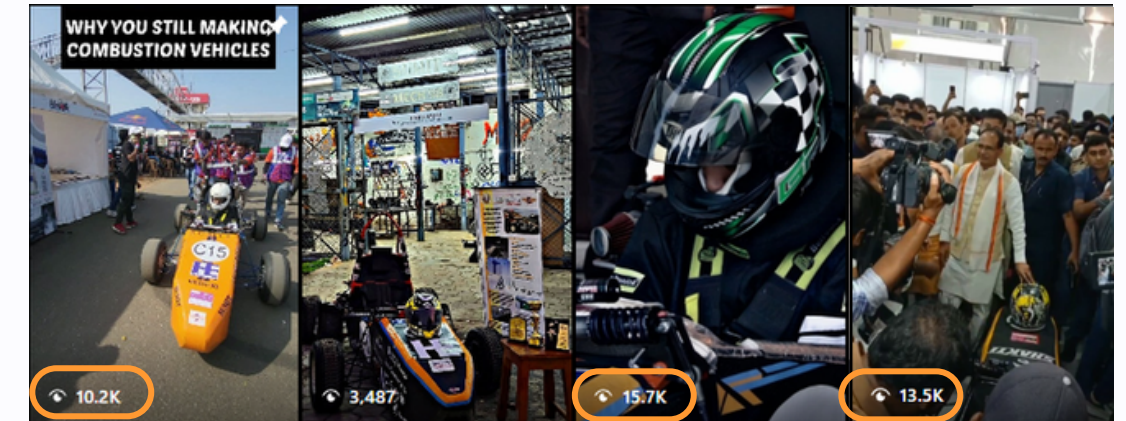
Showcase in the fest the vehicle will be exhibited in different cultural and technical fests by the college along with their sponsors.



Launch night before the competition, a launch night will be arranged with engineers and technicians from various places, proudly advertising our sponsors.



Accept CSR partnership we wholeheartedly accept corporate social responsibility (CSR) partnership to combine our resources, expertise and passion for social impact.

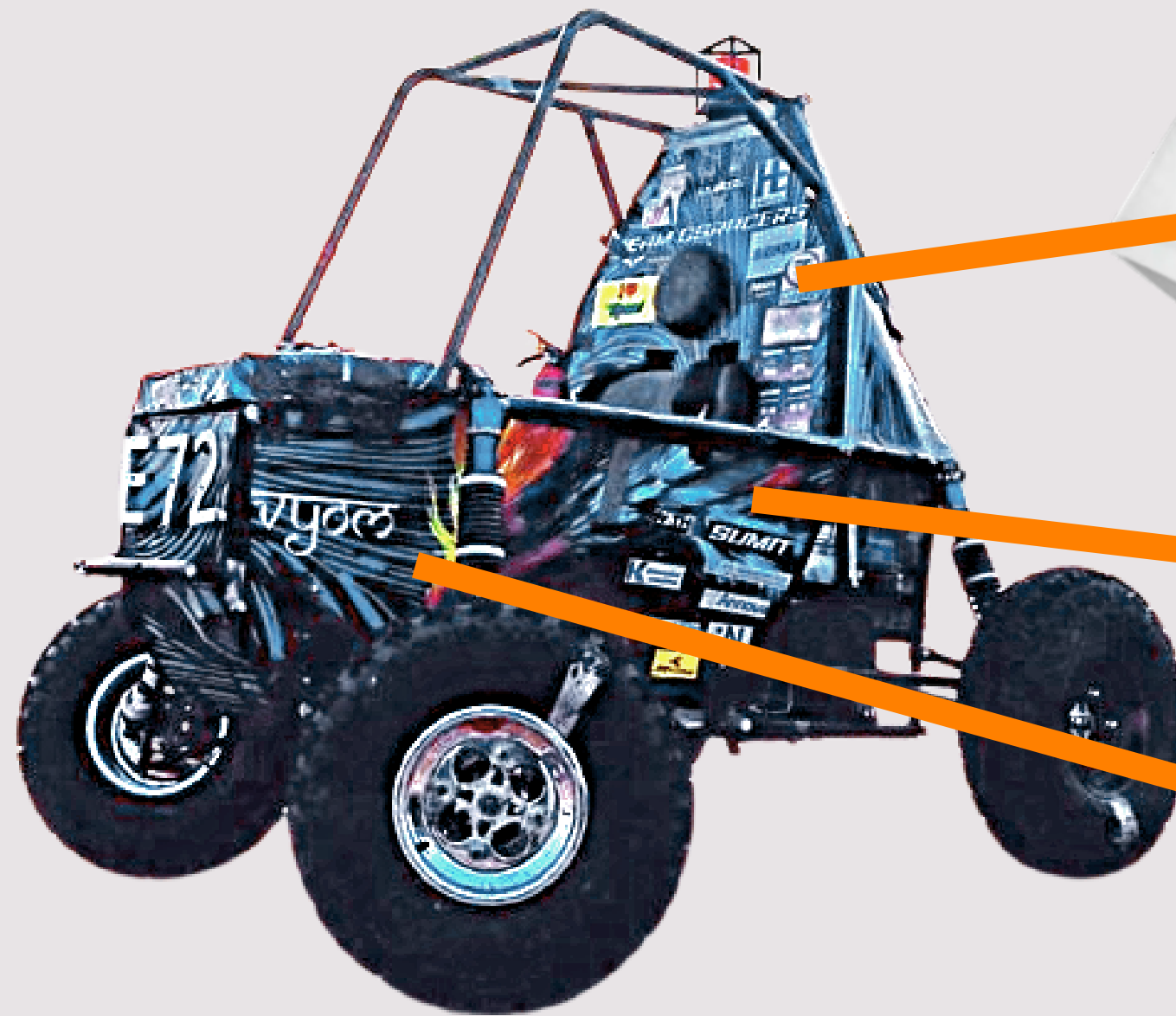


- Logo placement on the car, team merchandise, and promotional materials.
- Display of sponsor logos on social media platforms, websites, and brochures.
- Dedicated posts, reels, and stories featuring sponsors.

BY SUPPORTING THIS EXTRACURRICULAR ENGINEERING PROJECT, YOUR ORGANIZATION SETS ITSELF APART FROM THE COMPETITION. IT'S MORE THAN SPONSORSHIP; IT INVESTS IN INNOVATION AND EDUCATION. AS OUR PARTNER, YOU'LL BE RECOGNIZED NOT ONLY AT THE NATIONAL LEVEL BUT ALSO ON THE GLOBAL STAGE.

JOIN US IN PROPELLING THE FUTURE OF ENGINEERING EXCELLENCE!

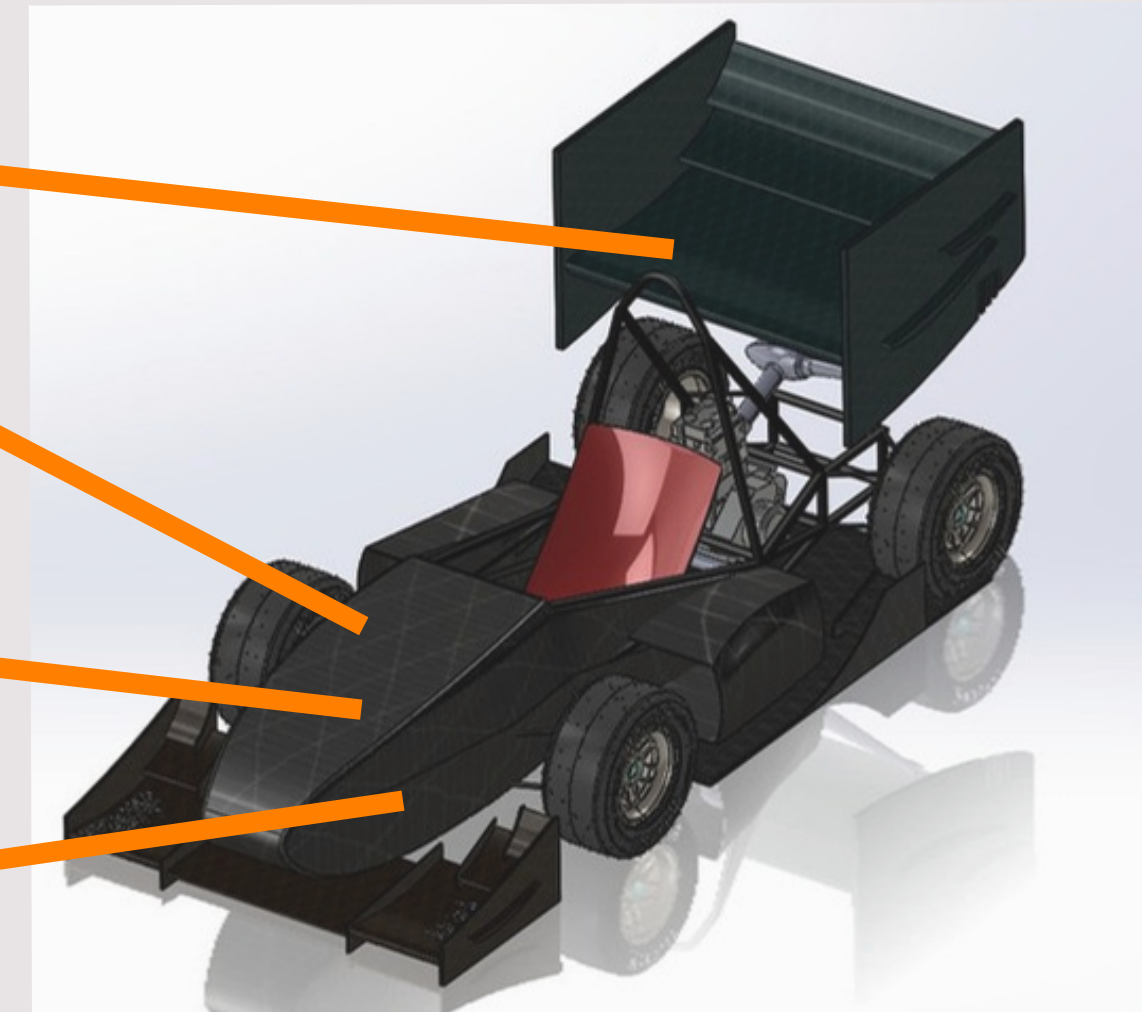
Sponsorship Options



PLATINUM SPONSORS

GOLD SPONSORS

SILVER SPONSORS



SPONSORSHIP PACKAGE DETAILS



	Title sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
	₹ 4 lakhs	₹ 1,00,000	₹50,000	₹20,000
Logo on Team T shirts ,Vehicle and website	✓	✓	✓	✓
Promotion on social media	✓	✓	✓	✓
Name of vehicle	✓	✓	✓	
Promotion at competition site	✓	✓	✓	
Ad Campaigns	✓	✓		
Car availability for company events	✓			

IN-KIND SUPPORT REQUIREMENTS



SERVICES

- 3D Printing
- Fabrication

40,00 INR

MATERIALS

- Aluminium Billet
- Steel Billet
- Carbon Fiber
- Aluminium Sheet

70,000 INR

MACHINING

- Steering
- Transmission
- Suspension
- Brakes

1,40,00 INR

OEM PARTS

- Bearings
- CV Shafts
- Brakes
- Damper Pump
- Driver Safety
- Tire & Rim
- Chain
- Tubes

2,50,000 INR

ELECTRICAL

- Li-ion Battery
- MCU
- HV Resistance Tool
- Miscellaneous

2,70,000 INR



COMBINED BUDGET

Months	Activity	Total Amount (₹)
June	Formula Bharat registration; BAJA Rollcage tubes, Welding & tools; YAN Registration, Tools & Testing Equipment Procurement	199,156
July	SUPRA Complete Rollcage, Suspension Components, Steering + Brakes; BAJA Registration, Roll cage fabrication; YAN Airframe, Propulsion & Avionics Procurement	541,098
August	SUPRA Engine Procurement; BAJA Drive shaft, CV shaft, VD (Cages, bearing), Dampers; YAN Power System & Payload Mechanism	322,450
September	SUPRA Wheels & Tires, Electronics; BAJA Motor and MCU, Brakes circuit, Battery, L.V. Circuit; YAN Autonomous Navigation Hardware	674,556
October	BAJA Driver safety, RC panels, VD spares; YAN Fixed-Wing R&D	83,060
November	SUPRA Suit & Seat Belts, SUPRA Registration; BAJA Miscellaneous; YAN Testing Equipment & Spares	271,400
December	SUPRA Miscellaneous; BAJA Event expenses; YAN Spares & Contingency	215,000
TOTAL	All Combined Team Operations	2,306,720



BUDGET BREAKDOWN

Team YAN		
Month	Activity	Amount (₹)
	REGISTRATION	47,200
June	Tools & Testing Equipment Procurement	5,556
July	Airframe, Propulsion & Avionics Procurement	63,198
August	Power System & Payload Mechanism	9,450
September	Autonomous Navigation Hardware	27,556
October	Fixed-Wing R&D	23,060
November	Testing Equipment & Spares	16,400
December	Spares & Contingency	15,000
TOTAL		160,220

Team SUPRA		
Month	Activity	Amount (₹)
June	Formula Bharat Registration	94,400
July	Rollcage Complete	188,000
July	Suspension Components	70,000
July	Steering + Brakes	140,000
August	Engine Procurement & Work	48,000
September	Wheels & Tires	185,000
September	Electronics	87,000
November	Suit & Seat Belts	130,000
November	SUPRA Regisration	85,000
December	Miscellaneous contingency & Spares	100,000
Total		1,127,400

Team BAJA		
Month	Activity	Amount
June	Rollcage tubes	42000
June	Weilding,tools	10000
July	Registration	64900
July	Roll cage	15000
August	drive shaft	40000
August	cv shaft	30000
August	VD(Cages,bearing)	35000
August	dampers	160000
September	Motor and Mcu	200000
September	Brakes circuit	5000
September	Battery	150000
September	L.V. Circuit	20000
October	Driver safety	20000
October	RC panels	10000
October	VD spares	30000
November	Miscellaneous and	40000
December	Event	100000
Total		929900

Our Delighted Platinum Sponsors



Team GS Racers

HINDUSTAN EQUIPMENTS



HE
Hindustan

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Great Engineering

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500+
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Founder & Managing Director

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Linkedin

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company/gsracers/](https://www.linkedin.com/company/gsracers/)



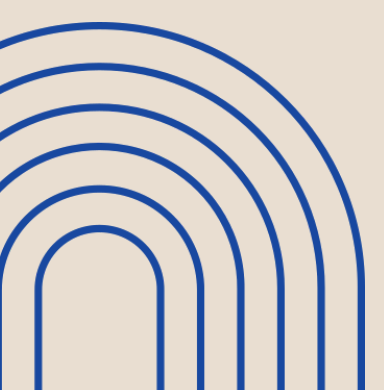
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GS RACERS