



IIT GANDHINAGAR

eBAJA

eBAJA 2027



Our Partners





About Us

Moksha Motorsports is a 30-member student-led engineering team developing electric all-terrain vehicles for SAE eBAJA, a collegiate national competition requiring undergraduate B. Tech students to design, build, and race off-road buggies that can withstand extreme dynamic loads.



Strategic Vision

Horizon 1: Core Optimization

Optimizing our SAE eBAJA operations through lean resource management. By recycling viable components and documenting technical knowledge, we ensure seamless batch transfers, forcing new students to innovate on an established technical baseline rather than starting from scratch.

Horizon 2: Capability Building

Developing advanced expertise to handle escalating engineering complexity. We are establishing foundational research to master advanced tarmac vehicle dynamics, high-velocity cornering stability, and intensive thermal management for sustained high-discharge electrical systems.

Horizon 3: Future Scale

Transitioning to the Formula Bharat competition. We are actively seeking strategic industrial partnerships to raise an estimated ₹80 Lakhs transition budget, ensuring we remain competitive at the highest tier of student motorsports.



Performance Progress

eBAJA '25

2nd

in Gujarat in Virtual
Round eBAJA '25

7th

out of 21 NEW teams

28th

out of 88 teams overall

eBAJA '26

1st

in Gujarat in Virtual
Round eBAJA '26

3rd

overall in MathWorks
Simulation Challenge

18th

out of 93 teams overall
in virtual round





Partnership Benefits

Brand Visibility & Market Reach

Achieve targeted national exposure through on-vehicle branding, event merchandise integration, and digital platform presence across major technical competitions.



Sustainability Alignment

Support direct hands-on research in sustainable engineering practices, EV powertrain optimization, and advanced battery management systems.

Engineering Collaboration & Innovation

Partner with a multidisciplinary team on real-world automotive challenges, product testing, technical validation and problem-solving.



Long-Term Strategic Partnership

Build a sustained alliance centered on knowledge exchange, establishing early brand loyalty within the rapidly growing electric motorsports sector.

Talent Access & Recruitment

Gain direct access to a highly skilled, enthusiastic engineering talent pool from IIT Gandhinagar, reducing onboarding time for future technical hires.





Sponsorship Slabs

Title Tier (INR 6 L)

- Premium visibility across vehicle, merchandise, and branding assets
- Priority presence across media, banners, and event displays
- Workshop / technical engagement with IITGN students
- Featured promotion across website and social platforms

Platinum Tier (INR 4 L)

- High-visibility logo placement on major vehicle panels
- Presence across website, workspace, and team assets
- Visibility through event branding and publicity material
- Strong association with Moksha Motorsports and IITGN

Gold Tier (INR 2 L)

- Logo placement on key vehicle panels and team assets
- Website and social media promotion
- Recognition through selected branding and event material

Silver Tier (INR 1 L)

- Logo placement on side and rear vehicle panels
- Website acknowledgement and sponsor listing
- Social media mention and selected team publicity

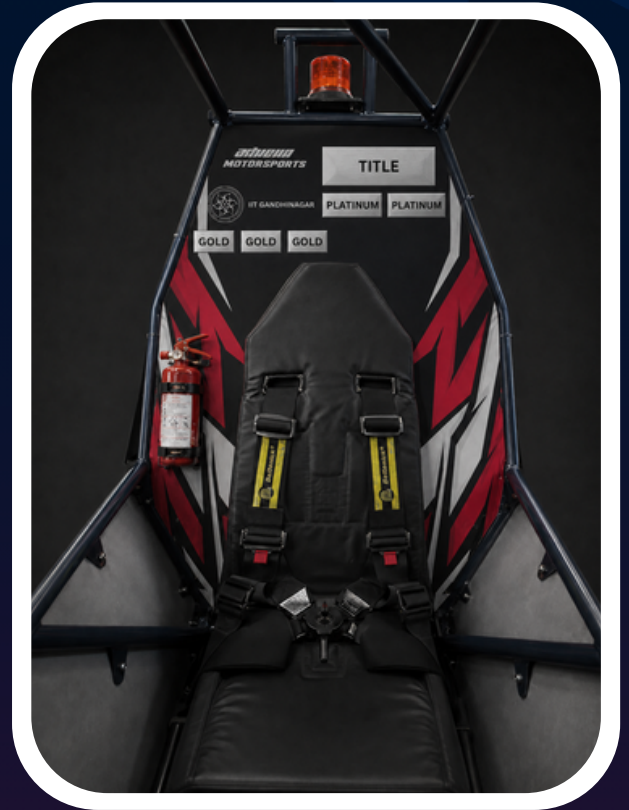


Associate Tier (< INR 1 L)

- Logo placement on side panel
- Website and workspace acknowledgement

Brand Visibility



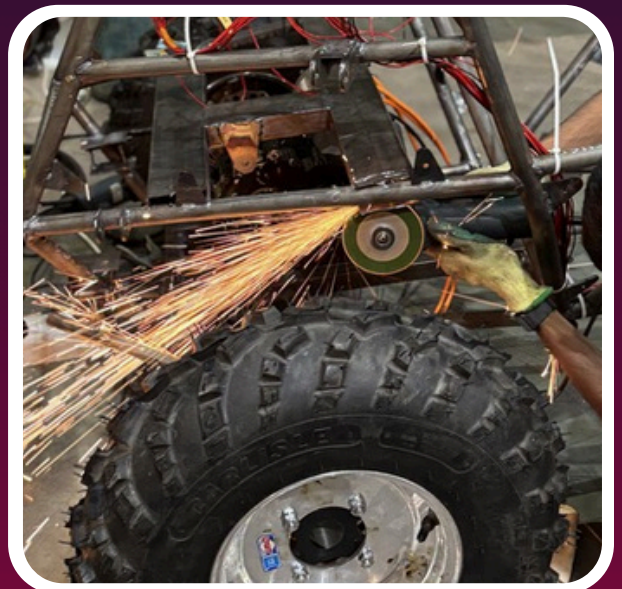
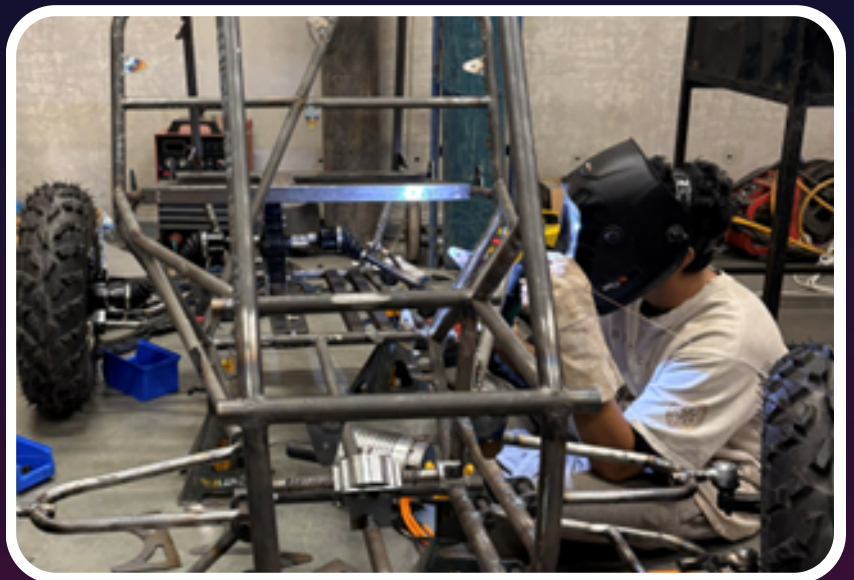




Sr No.	Deliverables	Title (INR 6 Lakhs)	Platinum (INR 4 Lakhs)	Gold (INR 2 Lakhs)	Silver (INR 1 Lakh)	Associate Partner (< INR 1 Lakh)
1	Inclusion of logo on car's nose (front)	Prominent				
2	Workshop / Technical Session / Campus Interaction	✓				
3	Dedicated sponsor post / event recap feature	✓				
4	Inclusion of logo on car's rear quarter panel	Prominent	✓			
5	Talent interaction / recruitment access / campus visit	✓	✓			
6	Inclusion of logo on car's firewall (front)	Prominent	✓	✓		
7	Integration of Company logos in official Merchandise	Prominent	✓	✓		
8	Inclusion of logo on print media	Prominent	✓	✓		
9	Inclusion of logo on car's rear panels (back)	Prominent	✓	✓	✓	
10	Logo on banners / standees / event backdrop	Prominent	✓	✓	✓	
11	Inclusion of logo on car's side panel	Prominent	✓	✓	✓	✓
12	Inclusion of logo in our workspace	✓	✓	✓	✓	✓
13	Inclusion of logo on Moksha website	✓	✓	✓	✓	✓
14	Social media mention / Sponsor shoutout	✓	✓	✓	✓	✓



MOKSHA GALLERY







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