



IIT Madras  
Alumni Association

**SANGAM**

2024

SANKALP FOR VIKSIT BHARAT



**5<sup>th</sup> edition of  
IIT Madras Alumni Association's  
prestigious annual event**

**Proudly presents the theme  
'Sankalp for Viksit Bharat'**

**Alumni Community's dedication  
to contributing to society & supporting  
IIT Madras in its mission**

**13<sup>th</sup> & 14<sup>th</sup> September 2024  
LOCATION: HYDERABAD**

# BRIEF AGENDA

13<sup>th</sup> September 2024  
**PRE SANGAM EXCLUSIVE DINNER**  
FOR SPEAKERS, SPONSORS  
& CXO ALUMNI  
6.00 PM - 9.00 PM

14<sup>th</sup> September 2024  
**SANGAM '24**  
Entertainment & Dinner  
9.30 AM - 8.30 PM

1

## Innovations in Education, Finance & Startups

- IITs: Nurturing Global Leaders for New India.
- From Labs to Boardrooms: Unleashing the Power of IIT-M Alumni.
- Startups - What does it take to succeed and the IIT-M Magic Masala.

2

## Technology - from SpaceTech, MedTech, AI & lots more

- Medical Technology - Bringing Engineering to Life
- AI and the new world order
- Technology Wild West - New Frontiers? Sheriff? Bandits?
- Aam Technology - technology enabled governance

3

## Sustainable development Vikas with Guardrails

- Technology, innovation and collaboration for sustainable development
- Infrastructure ,carbon accounting and more

4

## Wellness & Outreach Holistic growth and how the institute and alumni can help

- Happiness, Habits & Success
- Student Wellbeing at IITs - Challenges, Initiatives and Results

**MASTER CLASSES**

**WORKSHOPS & SEMINARS**

**WELLBEING SESSIONS**

**KEYNOTES WITH POLICY MAKERS**

**ENTERTAINMENT EVENINGS**

**BREAKFAST WITH KEYNOTE SPEAKERS**

**FOOTFALL 2000+**

**NETWORKING OPPORTUNITIES**

**PANEL DISCUSSIONS**

**MEET IIT DIRECTORS**

**SHOWCASE OF ALUMNI ACHIEVEMENTS**

# **SANGAM 2024 KEY FEATURES**

# SANGAM 2024: A DIVERSE & INFLUENTIAL AUDIENCE

## ALUMNI

- CXO Level
- Entrepreneurs
- Innovators
- Founders

## POLICY MAKERS

- Politicians
- Civil Servants
- Lobbyists
- Domain Experts
- Industry or Sector  
Representatives

## INDUSTRY

- Corporate Leaders
- CSR Heads
- Entrepreneurs
- Collaborators

## INVESTORS

- VCS,
- Capital Funders,
- Fund Raisers
- Business Owners
- Promoters
- Angel Investors

# **SANGAM 2024**

# **SANKALP**

# **VIKSIT**

# **BHARAT**

**Speakers confirmed so far..**







**Prof. V. Kamakoti**  
**Director, IIT Madras**



**Prof. Rajat Moona**  
**Director,**  
**IIT Gandhinagar**



**Prof. Shreepad Karlmakar**  
**Director,**  
**IIT Bhubaneswar**



**Prof. Ashok Jhunjunwala**  
**Founder Member of IITMRP**



**Dr. S. Somanath**  
**Chairman of ISRO**



**Ben Mathias**  
**Vertex Ventures**



**Nidhi Ghuman**  
**360 One Asset Management**



**Mili Majumdar**  
**Managing Director, GBCI India &**  
**Senior Vice President ,Research**  
**& Innovation , USGBC**



**Prof. Preeti Aghalayam**  
**Director, IIT-M Zanzibar**



**B.S. Murthy**  
**Director IIT Hyderabad**



**Dr. Balaji Sampath**  
**Founder and CEO,**  
**AID INDIA, Chennai**



**Rajaraman Krishnan**  
**Asha Chennai**



**Tushar Garimalla**  
**Co founder, Aspire Fintech**



**Tarun Mehta**  
**Co-founder, Ather Energy**



**K.R. Jyothilal**  
**Addl. Chief Secretary,**  
**Govt. of Kerala**



**N. Bharat Daka**  
**Founder Skyroot Aerospace**



**Prof. R. Vinu**  
**Chemical Engineering**





Srinath Ravichandran  
**Co-founder Agnikul Cosmos**



Giridhar Aramane  
**Defence Secretary, Govt. of India**



Dr. M. Srinivas  
**Director, AIIMS, New Delhi**



Ravishankar. A  
**Founder and CEO at Chudar,  
Education | Non-profit**

# WHY PARTNER WITH IITMAA SANGAM 2024 ?

**2000+ attendees**  
**35,000 + annual visibility**

**Brand Awareness**

**Brand Amplification**

**Opportunity for Collaboration**

**Networking and Penetration**

# **PARTNERSHIP** **OPPORTUNITIES**



# PARTNERSHIP OPPORTUNITIES

|                              |                                                                                                                     | PLATINUM<br>(25 LAKHS ) | GOLD<br>(15 LAKHS) | SILVER<br>(10 LAKHS) | OTHERS<br>(5 LAKHS) |
|------------------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------|--------------------|----------------------|---------------------|
| <b>EXCLUSIVE PARTNERSHIP</b> | Logo added in the title of SANGAM branding everywhere                                                               | ✓                       |                    |                      |                     |
|                              | Opportunities for year long partnership                                                                             | ✓                       | ✓                  |                      |                     |
|                              | Exclusive mailers for company hybrid events to the alumni audience - 4 per year (55,000 reach)                      | ✓                       |                    |                      |                     |
|                              | Naming rights for specific event segments (e.g., “XYZ Networking Lounge”)                                           | ✓                       |                    |                      |                     |
|                              | Joint promotional campaigns leading up to the event                                                                 | ✓                       |                    |                      |                     |
|                              | Opportunities for additional branded experiences, such as sponsored coffee breaks, meals, or entertainment segments | ✓                       | ✓                  |                      |                     |
|                              | Opportunities to participate in media interviews and press releases                                                 | ✓                       |                    |                      |                     |
|                              | Feature in official event publications and video content                                                            | ✓                       | ✓                  | ✓                    |                     |
|                              | Inclusion in pre, post-event highlights and summary reports                                                         | ✓                       | ✓                  |                      |                     |
|                              | Pre-event and post-event marketing opportunities to the attendee database                                           | ✓                       |                    |                      |                     |
|                              | IITMAA AGM Report                                                                                                   | FULL PAGE               | HALF PAGE          | ONLY LOGO            | ONLY LOGO           |

# PARTNERSHIP OPPORTUNITIES

|                                      |                                                                                                                                                 | <b>PLATINUM<br/>(25 LAKHS )</b> | <b>GOLD<br/>(15 LAKHS)</b> | <b>SILVER<br/>(10 LAKHS)</b> | <b>OTHERS<br/>(5 LAKHS)</b> |
|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|----------------------------|------------------------------|-----------------------------|
| <b>EXCLUSIVE SESSIONS</b>            | Hosting exclusive workshops, roundtables, or breakout sessions                                                                                  | ✓                               | ✓                          |                              |                             |
|                                      | Customized sessions that align with the sponsor's objectives                                                                                    | ✓                               |                            |                              |                             |
|                                      | Exclusive access to network with other key notes and celebrities                                                                                | ✓                               |                            |                              |                             |
| <b>KEYNOTE ADDRESS</b>               | High-level visibility and positioning for company executives.<br>Speaking opportunities and panel discussions featuring sponsor representatives | ✓                               | ✓                          |                              |                             |
|                                      | Introduction and closing remarks at the event                                                                                                   | ✓                               |                            |                              |                             |
| <b>CONFERENCE MERCHANDISE</b>        | Co-branded merchandise and materials with the event and sponsor logos                                                                           | ✓                               | ONLY LOGO                  | ONLY LOGO                    | ONLY LOGO                   |
|                                      | Lanyards                                                                                                                                        | ✓                               |                            |                              |                             |
| <b>WEBSITE &amp; EMAIL CAMPAIGNS</b> | Featured prominently on the event's and IITMAA website homepage                                                                                 | ✓                               | ✓                          |                              |                             |
|                                      | Inclusion in all email campaigns, with dedicated sponsor highlights                                                                             | ✓                               | ✓                          |                              |                             |
|                                      | Logo on SANGAM website                                                                                                                          | ✓                               | ✓                          | ✓                            | ✓                           |
|                                      | Logo in all SANGAM mailers - pre and post (55,000 reach)                                                                                        | ✓                               | ✓                          | ✓                            | ✓                           |



# PARTNERSHIP OPPORTUNITIES

|                           |                                                                                               | PLATINUM<br>(25 LAKHS ) | GOLD<br>(15 LAKHS) | SILVER<br>(10 LAKHS) | OTHERS<br>(5 LAKHS) |
|---------------------------|-----------------------------------------------------------------------------------------------|-------------------------|--------------------|----------------------|---------------------|
| <b>MEDIA PARTNERSHIPS</b> | Opportunities to participate in media interviews and press releases                           | ✓                       |                    |                      |                     |
|                           | Feature in official event publications and video content                                      | ✓                       | ✓                  |                      |                     |
| <b>EXHIBITION SPACE</b>   | Booth or table space in the exhibition area (Premium booth location for higher-tier sponsors) | ✓                       | ✓                  | ✓                    | ✓                   |
| <b>TICKETS AND MEALS</b>  |                                                                                               | 10 NUMBERS              | 10 NUMBERS         | 5 NUMBERS            | 2 NUMBERS           |
| <b>ADVERTISEMENTS</b>     | Full-page or half-page ads in the conference program                                          | ✓                       | ✓                  | ONLY LOGO            | ONLY LOGO           |
|                           | Inclusion in digital ads promoting the event (duration will vary)                             | ✓                       | ✓                  | ✓                    | ✓                   |
| <b>LOGO PLACEMENT</b>     | On the conference website, with a link to the sponsor's website                               | ✓                       | ✓                  | ✓                    | ✓                   |
|                           | In the conference program or agenda                                                           | ✓                       | ✓                  | ✓                    | ✓                   |
|                           | On signage and banners at the event                                                           | ✓                       | ✓                  | ✓                    | ✓                   |
|                           | On promotional materials (flyers, brochures, emails)                                          | ✓                       | ✓                  | ✓                    | ✓                   |
|                           |                                                                                               |                         |                    |                      |                     |

# ALUMNI INDIVIDUAL/START UP

## SPONSORSHIP OPTION

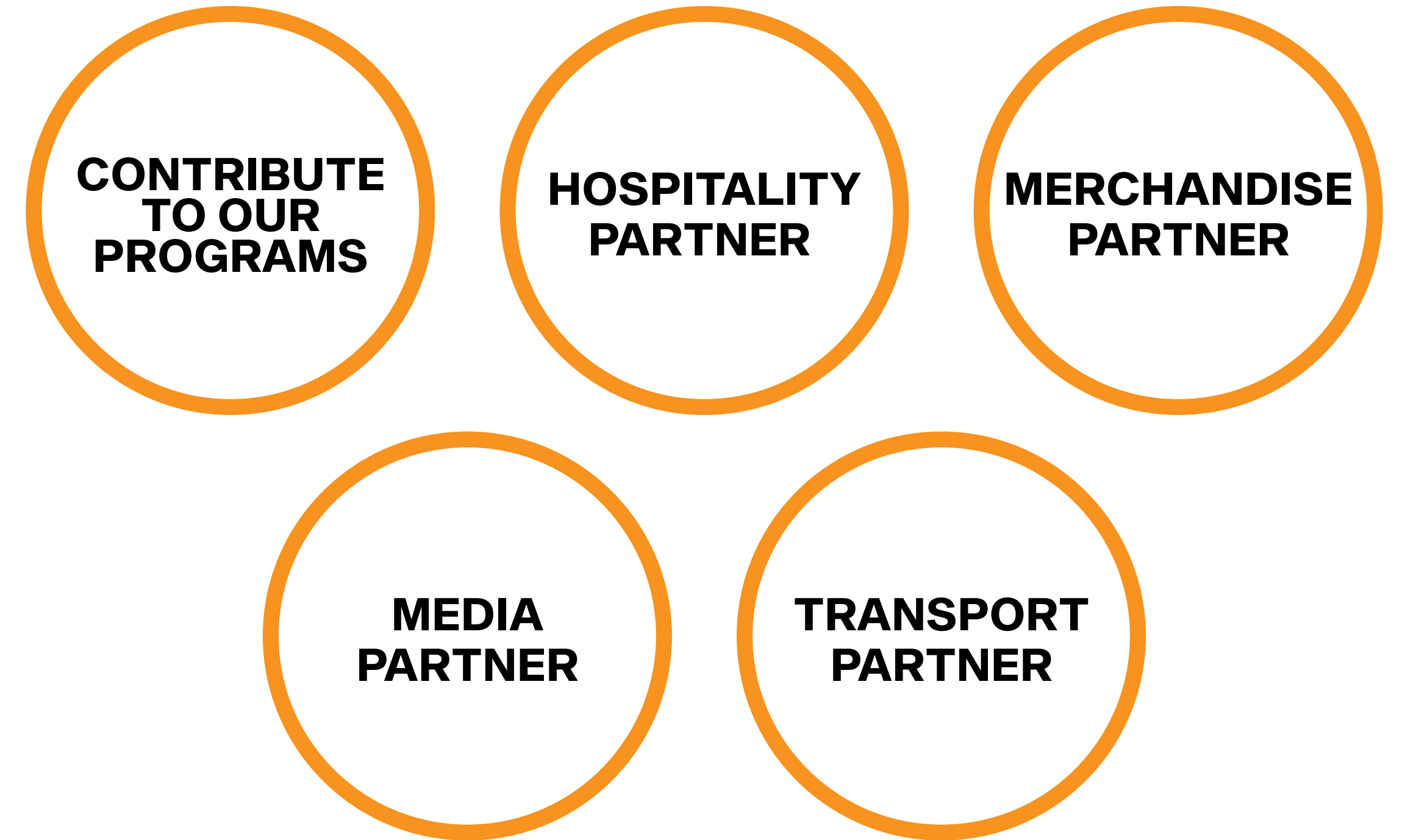
|                   |                                                       | 2 LAKHS | 1 LAKH |  |  |
|-------------------|-------------------------------------------------------|---------|--------|--|--|
| <b>VISIBILITY</b> | Logo of your company on SANGAM website                | ✓       | ✓      |  |  |
|                   | Logo in all SANGAM mailers - pre and post             | ✓       |        |  |  |
|                   | Kiosk in the exhibition area                          | ✓       |        |  |  |
|                   | Presence in LED Wall                                  | ✓       | ✓      |  |  |
|                   | Sponsorship signage and banners at the event          | ✓       | ✓      |  |  |
|                   | Promotional materials (flyers, brochures, emails)     | ✓       |        |  |  |
|                   | Year Long inclusion in IITM Start Up Directory        | ✓       |        |  |  |
|                   | 10 Mins Presentation slot in break-out room at Sangam | ✓       |        |  |  |
|                   | Logo on SANGAM LED wall                               | ✓       |        |  |  |
|                   | One dedicated social media post (Post & Pre Event)    | ✓       |        |  |  |
|                   | Involvement in prize distribution                     | ✓       |        |  |  |

# ALUMNI INDIVIDUAL/START UP

## SPONSORSHIP OPTION

|                          |                                                            | 2 LAKHS            | 1 LAKH             |  |  |
|--------------------------|------------------------------------------------------------|--------------------|--------------------|--|--|
| <b>TICKETS AND MEALS</b> | <b>Entry to SANGAM 2024</b>                                | <b>3 ATTENDEES</b> | <b>2 ATTENDEES</b> |  |  |
|                          | <b>2 tickets per chapter meets and events for 1 year</b>   | ✓                  |                    |  |  |
|                          | <b>Entry to SANGAM 2024</b>                                | ✓                  |                    |  |  |
|                          | <b>TGH - upto 2 nights per year</b>                        | ✓                  |                    |  |  |
|                          | <b>IITM Gift shop Discount coupons</b>                     | ✓                  | ✓                  |  |  |
|                          | <b>Invite to Dinner with Distinguished Alumni Awardees</b> | ✓                  |                    |  |  |
|                          | <b>IITMAA Holiday's - 20% Discount</b>                     | ✓                  | ✓                  |  |  |
|                          | <b>New Alumni Card</b>                                     | ✓                  | ✓                  |  |  |
|                          | <b>Invite to the pre SANGAM dinner with diro</b>           | ✓                  | ✓                  |  |  |
|                          | <b>Speaker slot for YAARI program</b>                      | ✓                  |                    |  |  |
|                          |                                                            |                    |                    |  |  |

# **ALTERNATE WAYS TO PARTNER**



**Other customizations possible on discussions**

# ABOUT IITMAA

Unite alumni, foster community growth,  
and contribute to IIT Madras  
and society's success.

**OUR WEBSITE:** [www.iitmaa.org](http://www.iitmaa.org)

**Established in December 1964,  
with over 58,000 members**

**Give inward, sideways,  
to insti, and society**

**40 active chapters globally**

**Recognized as a top  
organization nationally**



# ANNUAL ENGAGEMENT



# SOCIAL MEDIA REACH



20,000+ impressions per month  
2000+ followers



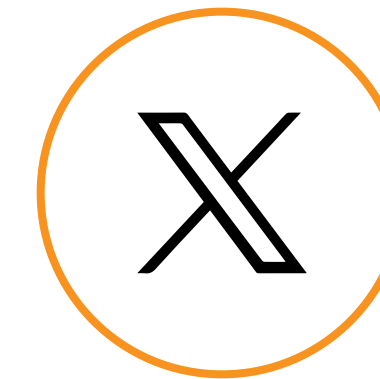
1,00,000+ impressions per month  
30,000+ followers



15,000+ impressions per month  
5000+ followers

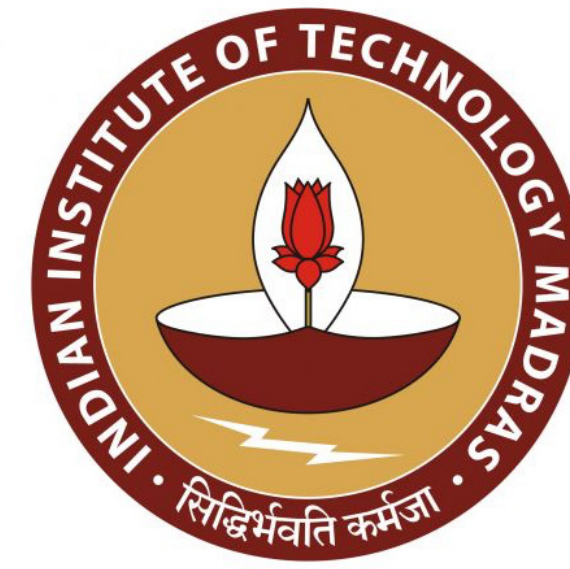


25,000+ impressions per month  
5000+ followers

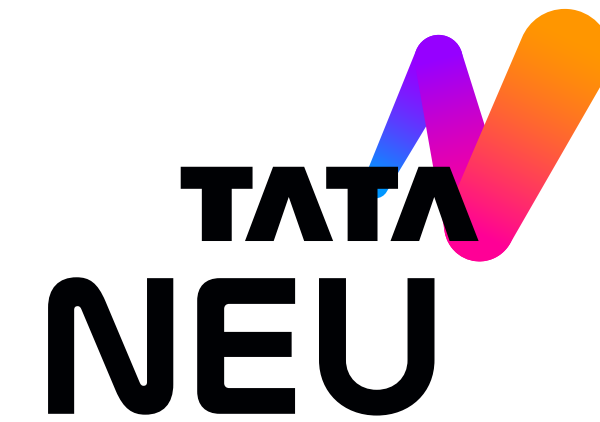


20,000+ impressions per month  
2000+ followers

# SANGAM 2024 OTHER PARTNERS



# SANGAM 2024 SPONSORS



**Alumni and Corporate Relations**  
Indian Institute Of Technology Madras



# CONTACT US FOR MORE DETAILS

**RAKESH SARAVANAN**

*Head of Events,  
IIT Madras Alumni Association*

T: +91 9940475174

E: [rakesh@iitmaa.org](mailto:rakesh@iitmaa.org)

**NISHANI MANOHAR**

*Executive Director,  
IIT Madras Alumni Association*

T: +91-9884422346

E: [executivedirector@iitmaa.org](mailto:executivedirector@iitmaa.org)