



DAYANANDA SAGAR
UNIVERSITY



FICCI–Mercedes Benz India **BHARAT INNOVATION** & **BUSINESS IDEAS CHALLENGE PROGRAMME**

A CSR Initiative of Mercedes-Benz India

Roadshow: Bengaluru | 16th December 2025

WHY APPLY? - PROGRAM BENEFITS *

- Innovation Support of up to INR 30 Lacs each
- 12-month incubation support
- Opportunity to co-develop & pilot with Mercedes-Benz
- Mentorship from industry experts
- National-level visibility & recognition through FICCI
- Scope for long-term collaboration & scale-up



FOCUS SECTORS



Manufacturing



Sustainability



Education &
Growth



Decarbonisation &
Road Safety



Automotive / EVs

WHO CAN APPLY? *

- Startups associated with recognised incubation centres
- Startups with developed solutions (minimum: functional prototype) in the above sectors

Venue: Dayananda
Sagar University,
Harohalli

*T&C Apply



SCAN THE QR CODE
TO ACCESS THE APPLICATION FORM



**CONTACT
FOR DETAILS**

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DAYANANDA SAGAR
UNIVERSITY

YOUR PARTNER FOR THE AGE OF
LEARNERS AND INNOVATORS

NAAC
GRADE
Accredited University **A+**

DAYANANDA SAGAR UNIVERSITY

HAROHALLI CAMPUS, BANGALORE

Dayananda Sagar University (DSU) as a multidisciplinary institute working on domains including Medicine, Pure and Applied Sciences, Allied Health Science including Pharmacy, Nursing & Physiotherapy, Engineering, Computer Applications, Management, Commerce, Law, Design, and soon expanding to agriculture and veterinary science. DSU has **over 12000+ students and 900+ faculty** across the domains, working in many advanced labs including in collaboration with industries. Over 40-50% of the faculty have worked in premier institution in India, industries and abroad. DSU also has incubation facilities with **100+ start-ups in the last 10 years.**

The university is in the process of setting up new multidisciplinary centres including in the area of AI/ML (with **20 DGX support with a CUDA platform and Omniverse for Digital twining** across domains), **AR/VR centre, Cyber Range, Makers Space** for AI/Electronics/ Mechanical Manufacturing, Semiconductor & Large Area & Printable Electronics Devices, Sensors and Systems again with global leading companies as partners. These unique combination of facilities with the available expertise will further complement the proposal for finding solutions from **TRL1 to TRL9.**

Further the university is located in a rural environment adjacent to Harohalli Industrial estate, which houses over a dozen pharma and Life Science industries, besides many manufacturing and electronics companies. The university is engaged with many of them demonstrating industry and academia collaborations in the true sense. Above all the **DSU's in-house 750 bedded medical college hospital with about 1500 out-patients per day**, predominantly from rural community, provide an unique added impetus for implementation.

DSU STUDENTS ARE 2025 NATIONAL CHAMPIONS AT THE INSPACE-ISRO ROCKET & SATELLITE LAUNCH & RECOVERY CHALLENGE

**DSU AS YOUR
FACILITATOR OR ENABLER**
Empowering Innovation.
Enabling Impact.

- Concept → Design → Product → User Experience → Life Cycle Growth → Lifecycle Management.
- AI-Integration • Circular Economy Ready • Net Zero Aligned • Data-Driven Strategy • L&D & Workforce Upskilling • End-to-End R&D Support • Optimization • Validation • Evaluation • TIC • Compliance.
- Advanced R&D Labs | CoEs | Maker Spaces | AIC-DSU & DERBI Foundation (incubation).
- Enabling 200+ companies and building India's Deep Tech Future.
- Cross-domain innovation from Incremental to Disruptive, seamlessly integrating AI/ML, AR/VR, Cyber, Electronics, Mechanical, Material's & Manufacturing Large Area Flexible & Printable Electronics with a Multidisciplinary Engineering.

CONTACT US

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