

Mahindra
Rise.

**BIGGEST EVER
INNOVATION
CHALLENGE**

Rise PRIZE™

For those who dare to disturb the universe.

India is a billion possibilities.

We have the potential to create innovations that truly disrupt the way we lead our lives; breakthroughs that transform our world.

With a billion people, we believe we can achieve more.

We created the Rise Prize to inspire and enable Indians to innovate more, disrupt more, create more, and push boundaries that will make the world sit up and take notice.

Rise PRIZE™

We're propelling a better future for India,
with USD 1 Million
on offer as part of the

Rise *PRIZE*[™]

For those who dare to disturb the universe.

- **BREAKTHROUGH INNOVATIONS**
FROM INDIA.
- **DISRUPTIVE SOLUTIONS**
THAT CHANGE THE WAY WE LIVE,
WORK AND PLAY.
- **WORLD-CLASS IDEAS**
THAT MAKE "MADE IN INDIA"
MEAN BEST IN THE WORLD.

Rise^{PRIZE.}

DRIVERLESS CAR FOR INDIA DISRUPT THE FUTURE OF MOBILITY

Will you Rise to the Challenge?



WHY ARE WE DOING THIS?

We want to revolutionize driving on Indian roads. This innovation carries the promise of transforming our lives and addressing a range of challenges: from decreased road mortality rates and driver fatigue, to increased environmental friendliness that makes transportation more inclusive for people of all abilities –the possibilities are endless.

WHAT'S IN IT FOR YOU?*

\$700,000 to build a driverless car for India, and drive the future of mobility, plus much more. Please visit www.sparktherise.com/rise-prize for more details.

WHAT ARE WE LOOKING FOR?

We want you to develop a driverless car that can:

- Built on the e₂0 or XUV500 platform
- Suitable for Indian roads and driving conditions
- Affordable to build and operate
- Scalable to different platforms
- Clean, green and connected
- Meets functional safety requirements
- Adaptable to special applications – for users with different abilities

Apply at www.sparktherise.com/rise-prize | Contact us at brand@mahindra.com

*Conditions apply. Please visit the site for details.

Rise ^{PRIZE.}

SOLAR CHALLENGE **POWER THE ENERGY REVOLUTION**

Will you Rise to the Challenge?



WHY ARE WE DOING THIS?

Making rooftop solar adoption a reality through a DIY Rooftop Solar Kit carries the promise of making energy available and affordable to all. From providing energy access to rural India and making solar a large-scale reality in urban India, to disrupting the way India powers itself – the sky is the limit when it comes to solar power.

WHAT'S IN IT FOR YOU?*

\$300,000 to develop a solar DIY kit for household energy needs, plus much more.
Please visit www.sparktherise.com/rise-prize for more details.

WHAT ARE WE LOOKING FOR?

Develop and demonstrate a rooftop solar system that is:

- A DIY, cable-dish-antenna like residential solar kit for "Indian roofs/walls"
- Suitable for multistoried buildings/apartments
- Self-installation with simple home tools like screw drivers and hammer
- Suitable for Indian rooftop and apartment wall scenarios [hung out of gallery, terrace edges]
- Power capacity matching a typical 4 person, 2 BHK apartment/house

Average monthly generation of 200 units with Pune 0 mile spot as base location*

Apply at www.sparktherise.com/rise-prize | Contact us at brand@mahindra.com

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  #MillionDollarIdea