



IAMAI Start- up Foundation Announces up to USD 100,000 grant for most Innovative solution in EV sector

New Delhi, 20th January: India is actively exploring the possibilities of cost effective and viable solutions to improve the air quality, reduce noise pollution and secure energy resources. The Government has initiated steps to address the issue of national energy security, vehicular pollution and growth of domestic manufacturing capabilities by introducing “**National Electric Mobility Mission Plan 2020**”.

The electric vehicles (EV) market has witnessed rapid evolution worldwide with the ongoing developments in automotive sector. The global automotive industry is on the verge of paradigm shift owing to the tech evolution and strict government regulations being implemented in that space.

IAMAI Start-up Foundation is doing its bit in supporting the journey of some of these innovative and audacious start-ups by launching a Challengathon and is inviting applications from start-ups in providing the best solution related to EV. The winner will be supported with a grant of up to \$100,000.

#EVChallengathon would be the platform for upcoming start-ups to solve problems for EV sectors through the use of various technologies and products. Selected start-ups would pitch to the jury comprising of Industry experts. The last date of submitting entries is 25 January 2020.

The association recognizes that these start-ups would play an all-important role in driving the innovations required for the success of the EV in India.

About IAMAI (Internet and Mobile Association of India)

Internet and Mobile Association of India [IAMAI] is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers, and in the last 15 years has come to effectively address the challenges facing the digital and online industry including mobile content and services, online publishing, mobile advertising, online advertising, ecommerce and mobile & digital payments among others.

Fifteen years after its establishment, the association is still the only professional industry body representing the online industry in India. The association is registered under the Societies Act and is a recognized charity in Maharashtra. With a membership of nearly 300 Indian and overseas companies, and with offices in Delhi, Mumbai, Bangalore and Kolkata, the association is well placed to work towards charting a growth path for the digital industry in India.

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