

Maruti Suzuki DesignXathon 2026

Let your idea drive the change. The Future of mobility begins with you.

INTRODUCTION

Maruti Suzuki, driven by its unwavering vision to lead the Indian automotive industry through customer delight, innovation, sustainability, and national pride, is pleased to announce the Maruti Suzuki DesignXathon 2026.

Building on the success of previous editions, this national-level competition invites talented design students from across India to reimagine the future of mobility. The challenge aims to identify and nurture emerging automotive design talent, encouraging strong design thinking, creativity, and fresh perspectives.

Participants will work on a real-world design brief and gain exposure to professional automotive design processes. Selected participants will also receive valuable guidance and insights from Maruti Suzuki's design professionals, offering a close look into the automotive design industry.

Why participate?

- Get recognized by Maruti Suzuki's Design Team
- Receive mentorship from experienced automotive design professionals
- Win exciting prizes and internship opportunities
- Strengthen your portfolio with a real-world industry design challenge
- Gain valuable insights into automotive design thinking and processes

This is your chance to collaborate, create, and compete — to showcase your design thinking, creativity, and Innovation. Whether you're passionate about automotive design, user experience, sustainability, or smart mobility solutions, this competition offers a platform to turn your ideas into impactful realities.

Join hands with Maruti Suzuki to solve real-world challenges and gain exposure to industry practices, expert mentorship, and an opportunity to shine on a national stage.

Let your ideas create impact.

The future of mobility begins with you.

DESIGN BRIEF

Objective

"Reimagine the ride: Envision an iconic vehicle, Gen Z & Alpha aspire to own in 2036."

Following design Parameters are to be considered:

1. **Target Year:** Create a future ready mobility concept for **2035–2040 India**, reflecting lifestyle, culture, and technology shifts.

2. **Customer Connect:** Research and propose Design **philosophy** tailored for Gen Z & Alpha, showing clear identity and purpose.
3. **Vehicle Category:** Choose **any compact/lifestyle mobility format** that can enhance the lifestyle of Gen Z & Alpha,
4. **Design Scope:** Deliver a complete **Exterior/Interior + CMF** concept with strong iconic character, sustainability, and future relevant tech integration.

Submission Form Format
❖ Maruti Suzuki DesignXathon
Team Registration Form

Team Details

1. Team Name

2. Number of Team Members

1

2

Team Member Details

Member One

- Full Name-
- College-
- Current Year/ Semester-
- Year of Passing-
- Email ID & Mobile Number-

Member Two

- Full Name-
- College -
- Current Year/ Semester-
- Year of Passing-
- Email ID & Mobile Number-

Do you accept the Terms and Conditions of the Maruti Suzuki DesignXathon, 2026.

Yes

No

Signature

Member-1

Member-2

MARUTI SUZUKI DESIGNXATHON, 2026 Terms and Conditions

1. INTRODUCTION

- a) These Terms and Conditions (“**Terms**”) govern participation in the **Maruti Suzuki DesignXathon**(“**Contest**”) organized by Maruti Suzuki India Limited (“**Organizer**” or “**MSIL**”).
- b) By entering the Contest, the participants (“**Entrants**”) agree to be bound by these Terms.

2. ELIGIBILITY

- a) The Contest is open to individuals who are at least **18 years** of age or older at the time of entry.
- b) Indian students currently enrolled in a design course at domestic or international design institutes are eligible to participate in the Contest.
- c) Students can participate individually or in groups of up to two members.
- d) The Organizer reserves the right to verify the eligibility of all Entrants.

3. CONTEST ENTRY START/END DATES

The Contest begins on May 11, 2026, and closes on October 1st, 2026. (*Submissions past July 13, 2026, are not eligible for entry*) (the “**Contest Period**”).

Submission Start: May’26

Result announcement: October’26

4. CONTEST FORMAT

Phase I: Ideation Phase

- Initial submissions start: May 11, 2026
- Initial submissions close: 23:59 IST on July 13, 2026

Phase II: Digital Modelling

- Short-list announcement Top 25 Teams: July 27, 2026
- Mentor sessions: July 28, 2026 - August 11, 2026
- Short-list submissions close: 23:59 IST on August 24, 2026

Phase III: Final Design Concept

- Finalists’ announcement Top 10 Teams: September 4, 2026
- Mentor sessions: September 7, 2026 - September 11, 2026
- Finalists’ submissions close: 23:59 IST on September 21, 2026

Phase IV: Concept Pitch

- Design Presentation Top 10 Teams at MSIL: October 1, 2026 (Time for the presentation will be shared separately)
- Winners’ announcement Top 3: October 1, 2026

5. ENTRY SUBMISSION

- a) All information submitted by the Entrant with respect to his/her participation in the Contest shall be referred as “**Submission/Entries**”. Each Entrant agrees that entrant’s Submission conforms to *the Submission Guidelines and Content Restrictions as defined below (hereinafter collectively, the*

“Guidelines and Restrictions”) and that Organiser, in its sole discretion, may remove any Submission and disqualify an Entrant or Submission from the Contest if it believes, that the Entrant’s Submission fails to conform to the Guidelines and Restrictions.

- b) Entries must be submitted by July 13 , 2026.
- c) Entries must be the original work of the Entrant and unpublished and must not infringe any third-party intellectual property rights.

Submission Guidelines

Phase I: Ideation Phase

(Deadline: July 13, 2026)

- Entrants must submit their digital entries with their full name, institute name, and mobile number clearly mentioned along with the Submission Form.
- Submission should be in PDF format (less than 10 MB) and include a brief explanation with 3 compulsory views (Front quarter, Rear quarter and side view) of the submission and the thought process in one paragraph.
- Avoid including any videos in your digital submission.
- If AI-generated images are utilized, they must be clearly mentioned in the submission.
- Submitted entries must not be copied from any other source.
- Students must submit their digital entries to MarutiSuzuki_Design@maruti.co.in by July 13, 2026.

Phase II: 3D Modeling

(Deadline: August 24, 2026)

- For Phase 2 contestants will be required to submit the digital/3D Model.
- Shortlisted contestant will be required to submit their entries to MarutiSuzuki_Design@maruti.co.in

Phase III: Final Design Concept

(Deadline: September 21, 2026)

- Shortlisted contestant will be required to submit the digital model & Concept presentation. MarutiSuzuki_Design@maruti.co.in

Final round: Concept Pitch

(October 1, 2026)

- Design presentation will be done by Top 10 entries at MSIL premises and result will be announced same day followed by an award ceremony.
- All contestants are required to submit a physical scale model for the final round (One time model cost will be sponsored by MSIL)
- Shortlisted contestant will have to travel for the the final round (travel tickets and accommodation for domestic travel within India only for final round will be sponsored by MSIL. The mode, timing, and class of travel will be at the sole discretion of MSIL))
- Entries received after midnight on the submission deadline date will not be considered.

Content Restrictions

- a) The Submission must be the original work of Entrants.
- b) The Submission must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement.
- c) The Submission must not disparage any other person or party affiliated with the Contest.

- d) The Submission must not feature any brand names or trademarks other than those owned by Organiser, which entrant has a limited license to use to incorporate in his/her Submission in this Contest.
- e) The Submission must not contain any personally identifying information.
- f) The Submission must not contain material that is inappropriate, indecent, obscene, hateful, tortious, defamatory, or libelous.
- g) The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age.
- h) The Submission must not promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promote any activities that may appear unsafe or dangerous; or promote any political agenda or message.
- i) The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where the Submission is created; and
- j) The Submission must not describe or depict Organiser's products or any automobile being used in an inappropriate, unsafe, irresponsible or unlawful manner, or encourage others to use Organiser's products or any automobile in an inappropriate, unsafe, irresponsible or unlawful manner.

6. JUDGING AND SELECTION

- a) All Entries will be reviewed by a panel of judges selected by the Organizer.
- b) Judging criteria may include (but are not limited to): creativity, innovation, feasibility, aesthetics, and relevance to the Contest theme.
- c) The top 10 Entries will be selected by the judges ("**Winning Entries**").
- d) Organiser's decisions are final and binding in all matters relating to this Contest, including, but not limited to, interpretation and application of these Official Rules. By entering the Contest, entrants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Contest.

7. INTELLECTUAL PROPERTY

6.1 Ownership of IP in Non-Winning Entries

Entrants shall retain ownership of all intellectual property rights in their Submissions, except for the Winning Entries as defined below.

6.2 Ownership of IP in Winning Entries

- a) By submitting an Entry and upon selection as one of the top 10 Entries Winning Entries, the Entrant agrees to irrevocably transfer and assigns all rights, title, and interest, including all intellectual property rights, in and to the Submission to the Organizer.
- b) The Entrant agrees to execute any documents and perform any acts reasonably required by the Organizer necessary for assignment and to perfect its rights to the Winning Entries. Further, upon such assignment, the Organizer shall become the sole and exclusive owner of all intellectual property rights in and to such Submission(s).
- c) The Organizer shall have the exclusive, irrevocable, worldwide and royalty-free right to use, reproduce, modify, display, distribute, and commercialize the Winning Entries without further compensation to the entrant.
- d) ENTRANTS UNDERSTAND AND ACKNOWLEDGE THAT ORGANISER MAY ELECT (BUT IS NOT OBLIGATED) TO USE WINNING ENTRIES TO DEVELOP AND MARKET NEW PRODUCTS, AND ENTRANTS OF THE WINNING ENTRIES WAIVE ANY AND ALL RIGHTS TO COMPENSATION OR ROYALTIES, INTELLECTUAL PROPERTY CLAIMS, OR OTHER LEGAL CLAIMS AGAINST ORGANISER. ENTRANTS OF WINNING ENTRIES AGREE TO SIGN AN INTELLECTUAL PROPERTY RIGHTS ASSIGNMENT AGREEMENT UPON SPONSOR'S REQUEST.

6.3 Moral Rights Waiver

Entrants of the Winning Entries hereby waive any moral rights or similar rights in jurisdictions where such waiver is legally permissible.

6.4 The Entrant shall not use the intellectual property rights of the Organizer without written consent of the Organizer. Further, the Entrant acknowledges and agrees that it shall not, without Organizer's written consent, use the MSIL name, the 'MARUTI SUZUKI' and 'S' logos or any of MSIL marks or intellectual property right(s) in connection with its business or in any advertising or promotional materials or activities, or in any other communications, or materials or products provided to third parties. Further, the Entrant shall not take any actions which will in any manner compromise the MSIL name, logo or marks.

8. WARRANTIES AND REPRESENTATIONS

- a) By entering the Contest, each Entrant warrants and represents the following:
 - (i) Entrant has the full power and authority to enter into the Contest.
 - (ii) The Submission is an original work of the Entrant and Entrant is the sole and exclusive owner of the Submission.
 - (iii) The Submission will not include the names or likeness of third parties and will not infringe on any rights of any third parties.
 - (iv) Entrant has the full right and authority to assign the rights in accordance with these Terms.
 - (v) The Entry does not infringe any intellectual property, confidentiality, privacy, or other rights of any third party; and
 - (vi) Entrant shall indemnify and hold harmless the Organizer from any third-party claims arising out of a breach of these warranties and representations.
- b) Each Entrant acknowledges that other Entrants may have used ideas and/or concepts in their Submission that may be similar in idea or concept to what is included in Entrant's Submission. Each Entrant understands and agrees that he/she shall not have any claim against any other Entrant or Organizer arising out any such similarity or be entitled to any compensation because of any such similarity.
- c) Entrants agree that entering the Contest may affect his/her legal rights, including, but not limited to, each Entrant's ability to obtain patent rights, copyright registration, trade secret protection, or other intellectual property or proprietary rights with respect to the information disclosed in the Submission. Entrants agree that Organizer has not induced any Entrant to enter the Contest and is not responsible or liable to any Entrant for any loss of right suffered by any Entrant for entering the Contest.
- d) The Organizer makes no warranty, express or implied, with respect to the selection of any Entrant as a winner of the Contest, or the achievement of any specific outcome because of participation in the Contest. Participation in the Contest does not guarantee any endorsement, investment or other benefits from the Organizer beyond those explicitly stated in these Terms.

9. PRIZES

- a) The Organizer may, at its sole discretion, award prizes to some or all of the creators of the Winning Entries.
- b) Prizes are non-transferable and subject to availability. Details of prizes is as below:

Monitory Rewards to be given to Winning Entries as per the details below.

 - (i) **1st Prize:** INR 2,00,000 and MSIL Design Internship for 6-Months.

- (ii) **2nd Prize:** INR 1,50,000 and MSIL Design Internship for 6-Months.
- (iii) **3rd Prize:** INR 1,00,000 and MSIL Design Internship for 6-Months.
- (iv) Entries at 4th to 10th position will be considered for the second round for 6-months internship along with consolation gift coupons worth INR 20,000 each and INR 15,000 for scale model development.

10. PUBLICITY AND PROMOTION

By participating in the Contest, Entrants consent to the use of their name, likeness, and submitted design for promotional purposes related to the Contest without additional compensation, unless prohibited by law.

11. LIMITATION OF LIABILITY

- a) The Organizer accepts no responsibility for lost, late, misdirected, or incomplete Submissions.
- b) The Organizer shall not be liable for any damages, claims, or losses arising from an Entrant's participation in the Contest or from the guidance/mentorship provided by the Organizer in furtherance of an Entrant's participation in the Contest, or acceptance/use of any prize.
- c) PARTICIPATING IN THE CONTEST, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE CONTEST. WITHOUT LIMITING THE FOREGOING, THIS CONTEST AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

12. CONFIDENTIALITY AND DATA PROTECTION

Organiser will be collecting personal data about Entrants, in accordance with its privacy policy. Please review the Organiser's privacy notice at <https://www.marutisuzuki.com/privacy-policy>. By registering for the Contest, Entrants hereby agrees to Organiser's collection, usage and retention of their personal information and acknowledge that they have read and understood Organiser's privacy policy.

Confidential Information: For the purposes of this Contest, "Confidential Information" shall include, but is not limited to, any personal information of employees, proprietary data, technical information, business strategies, and any other information of the organizer that is not publicly available and is disclosed to Entrants during their visit or access to the Organizer's facility and/or information systems.

Obligations of Entrants: Participants agree to:

- Maintain the confidentiality of all Confidential Information disclosed or accessed during or after the Contest.
- Not disclose, share, or use any Confidential Information for any purpose other than participating in the Contest.
- Take all reasonable measures to protect the confidentiality of the Confidential Information

Breach of Confidentiality: Any breach of this confidentiality clause may result in immediate disqualification from the Contest and may subject the Entrants to legal action.

13. DISQUALIFICATION

The Organizer reserves the right to disqualify any Submission that violates these Terms, or that is deemed inappropriate, offensive, or contrary to the spirit of the Contest.

14. GOVERNING LAW AND JURISDICTION

These Terms shall be governed and construed in accordance with the laws of India. Any disputes arising out of or in connection with the Contest shall be subject to the exclusive jurisdiction of the courts at New Delhi.

15. CONDITIONS

Participation in the Contest and acceptance of prize constitutes each winner's permission for Organizer to use his/her name, address (city and state), likeness, photograph and/or any statements made by each winner regarding the Contest or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law.

16. GENERAL RELEASE

BY PARTICIPATING, ENTRANTS AND WINNER(S) AGREE TO RELEASE AND HOLD HARMLESS ORGANISER, ITS AFFILIATES, PARTNERS AND PROMOTION AND ADVERTISING AGENCIES AND EACH OF THEIR RESPECTIVE PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, PARTNERS, REPRESENTATIVES, AGENTS, SUCCESSORS, ASSIGNS, EMPLOYEES, OFFICERS AND DIRECTORS (COLLECTIVELY, THE "RELEASED ENTITIES"), FROM ANY AND ALL LIABILITY, FOR LOSS, HARM, DAMAGE, INJURY, COST OR EXPENSE WHATSOEVER INCLUDING WITHOUT LIMITATION, PROPERTY DAMAGE, PERSONAL INJURY AND/OR DEATH WHICH MAY OCCUR IN CONNECTION WITH, PREPARATION FOR, TRAVEL TO, OR PARTICIPATION IN CONTEST, OR POSSESSION, ACCEPTANCE AND/OR USE OR MISUSE OF PRIZE OR PARTICIPATION IN ANY CONTEST-RELATED ACTIVITY (INCLUDING, WITHOUT LIMITATION, MAILING SUBMISSIONS AND FOR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, INVASION OF PRIVACY, COPYRIGHT INFRINGEMENT, TRADEMARK INFRINGEMENT OR ANY OTHER INTELLECTUAL PROPERTY-RELATED CAUSE OF ACTION.

17. MISCELLANEOUS

- a) To the extent permitted under applicable law, Entrant agrees that Organizer may cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest.
- b) Nothing in these Terms is an offer or contract of employment of any kind with any individual. Entrant acknowledges that Entrant's Submission have been submitted voluntarily and not in confidence or in trust. Entrant acknowledges that no confidential, fiduciary, agency or other relationship or implied-in-fact contract now exists between Entrant and Organizer or any of the Released Parties and that no such relationship is established by submission of any Content pursuant to these Terms.
- d) Organizer is not responsible if Contest cannot take place or if the prize cannot be awarded due to winners' inability to attend the function as organised by Organizer for any reason, travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, epidemics/pandemics, weather or acts of terrorism. Following the announcement of results, all participant's personal data will be deleted from our systems, the personal data of winning entries will be retained for future reference until the fulfilment of the purpose.