FICCI Mercedes-Benz

"Bharat Innovation & Business Ideas Challenge Programme"

Demo Day & Award Ceremony

Friday, February 13, 2026, Taj Mansingh, New Delhi

Tentative Agenda

The FICCI Mercedes-Benz "Bharat Innovation & Business Ideas Challenge Programme" is a national initiative that nurtures early-stage innovators and strengthens the country's startup ecosystem. It focuses on priority sectors such as manufacturing, sustainability, decarbonisation, electric mobility and education - key pillars for India's development goals. Under the Programme, startups from across the country underwent a rigorous multi-level evaluation process. Based on innovation potential, scalability, and impact, 32 startups have been shortlisted to participate in the Demo Day, where they will present their solutions before an eminent jury comprising senior industry leaders, investors, and ecosystem experts.

	Startup Pitching Session & Exhibition
0930 - 1330 hrs	**Pitching Session:** Pitch presentations by 32 shortlisted startups • Evaluation by a jury panel comprising 7–8 members • Pitch Format (per startup): – *5 minutes: Startup pitch presentation* – *3 minutes: Jury interaction and Q&A* – *Total time per startup: 8 minutes* **Exhibition: Parallel Activity (09:30 AM onwards)** • Dedicated exhibition stalls for all 32 startups • Live demonstration of products and services Interaction with jury members, industry leaders, government officials, investors, and ecosystem stakeholders
1330 - 1430 hrs	***Networking Lunch***
	Award Ceremony
1500 - 1630 hrs	***Visit to the Exhibition*** **Welcome Address:** FICCI **Special Address:** Mr Vyankatesh Kulkarni, Executive Director & Head of Operations, Mercedes-Benz India **Distribution of Awards to Top Selected Startups** **Special Address:** Shri. Sanjiv Singh, Joint Secretary, DPIIT, Government of India **Closing Remarks:** FICCI
1630 hrs Onwards	***Networking High Tea***