



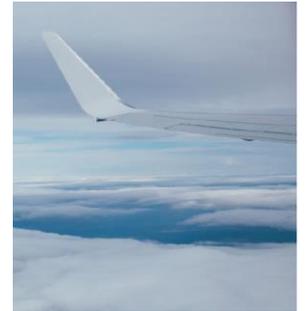
## PRESS RELEASE

India, August 27, 2018

### **Start-up Expo ‘Elevator Pitch’ contest: chance to win seat at Cambridge business program**

- **Exciting new contest for start-up entrepreneurs**
- **Registration open until 15 September**
- **Winner gets sponsorship to Cambridge, Lufthansa Business Class ticket to Europe & TiE Delhi-NCR mentorship**

Lufthansa launches ‘Elevator Pitch’, an extraordinary contest offering start-up entrepreneurs an opportunity to make a 3-minute business pitch at Start-up Expo 2018, powered by Lufthansa India and the Delhi-NCR Chapter of The Indus Entrepreneurs (TiE). The winner will get a sponsored seat in a business program at Cambridge University, a Lufthansa Business Class ticket to Europe as well as coveted TiE Delhi-NCR mentorship.



Registration is now open for the contest. Start-up entrepreneurs are invited to apply online at [www.lufthansastartupexpo.in](http://www.lufthansastartupexpo.in) by September 15, 2018. This will be followed by two rounds of shortlisting by the best business minds. Selected participants will make an elevator pitch to the jury in each round and the finalists will receive mentoring to further sharpen their pitch before the Grand Finale.

The contest will culminate at the Start-Up Expo on October 6, 2018 at Pragati Maidan, New Delhi. The top four contestants will make a live elevator pitch at the Expo, where an eminent jury - comprising business experts, investors and senior government dignitaries - will announce the winner.

“Young entrepreneurs in India are saying yes to dreams as they explore new opportunities. At Lufthansa, we feel privileged to help them say yes to success,” said Wolfgang Will, Senior Director, South Asia, Lufthansa Group Airlines. “The Elevator Pitch contest is an extension of Lufthansa’s new #SayYesToTheWorld campaign, which celebrates the zest to discover the world.”

Lufthansa has joined hands with TiE Delhi-NCR to co-host the Start-Up Expo for the past three years. It is now recognized as India’s largest ecosystem for start-up success. The unique one-day convention offers new entrepreneurs all that they need to succeed - free of cost!

“Start-ups are the fuel in India’s economic engine,” pointed out Geetika Dayal, Executive Director, TiE Delhi-NCR. “Initiatives like the Elevator Pitch and the Start-Up Expo are important catalysts that enable the success of these young entrepreneurs.”



Supported by Department of Industrial Policy & Promotion (DIPP), StartupIndia and Small Industries Development Bank of India (SIDBI), Start-up Expo is a collective endeavour of over 100 partners pan India – including industry associations, government agencies, support organizations, investors, venture capitalists, accelerators, corporates, embassies, business experts and mentors.

With over 20,000 expected participants from 175 cities, the third Expo in a row is a high visibility transformative platform where start-up entrepreneurs can showcase their ventures, meet investors, engage with government organizations, attend knowledge sessions, receive one-on-one mentoring, network with business experts, explore partnership opportunities, find potential customers and interact with all the stakeholders that can help them scale new heights. The Start-Up Expo has grown exponentially each year to become a nationwide movement, attracting a growing stream of partners and start-ups across India.

### **Lufthansa Group in brief**

The Lufthansa Group is the world's largest aviation group in terms of turnover as well as the market leader in Europe's airline sector. The Group strives to be the "First Choice in Aviation" for its customers, employees, shareholders and partners. Safety, quality, reliability and innovation are the prime credentials and priorities of all its business activities.

The Lufthansa Group is divided into the three strategic areas of Hub Airlines, Point-to-Point Business and Service Companies. The Group's network carriers, with their premium brands of Lufthansa, SWISS and Austrian Airlines, serve its home market from their Frankfurt, Munich, Zurich and Vienna hubs. With its Eurowings brand, the Group also offers short- and long-haul point-to-point services in the growing private travel market. And with its service companies, which are all global market leaders in their individual industries, the Lufthansa Group has found success in further areas of the aviation business.

Lufthansa Group airlines serve 343 destinations in 103 countries, offering 15,415 weekly frequencies. The current fleet is comprised of 728 aircraft (as of December 2017) and the Group will continue to take delivery of new aircraft until 2025. In 2017, the Lufthansa Group employed around 130,000 personnel, welcomed 130 million passengers aboard its flights and generated sales of around EUR 35.6 billion.

The Lufthansa Group is headed by the five-member Executive Board. Carsten Spohr is Chairman & CEO; Thorsten Dirks is in charge of Eurowings and Aviation Services; Harry Hohmeister bears responsibility for the Commercial Management of the Group's Hub Airlines and Airports; Ulrik Svensson is the Head of Finance and IT; and Dr. Bettina Volkens is in charge of HR and Legal Affairs.

For further information, guests may log on to [www.lufthansa.com](http://www.lufthansa.com) or contact their nearest travel agent. Terms & conditions apply. Follow us on Twitter: @lufthansaNews

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