



PRESS RELEASE

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Elevator Pitch Contest returns with a never-before opportunity for start-ups

- **Formidable new Grand Prize offers access to investors, mentors & sponsorship to Cambridge Ignite, a global entrepreneurship program**
- **A chance to transform your start-up with 3-minute business pitch**
- **The Contest Grand Finale to take place at Start-up Expo 4**

Entry is now open for the second edition of Elevator Pitch Contest, an enviable opportunity for start-up entrepreneurs to transform their business with a 3-minute pitch. Co-hosted by Lufthansa and TiE Delhi-NCR under the ambit of the Start-up Expo event, the unique challenge adds further punch to the extremely popular launch edition, with an unprecedented Grand Prize covering the key building blocks of startup success. With entries open till 30 July 2019, the Contest provides start-ups the chance to win:

- **Direct access to investors:** An opportunity to work from the offices of Indian Angel Network, connecting directly with angel investors for an understanding of the investment process.
- **Cambridge Ignite, an entrepreneurship program:** A sponsorship to Ignite, the coveted global programme for entrepreneurs at Cambridge University, UK.
- **Lufthansa Business Class ticket** to Europe
- **Dedicated mentor:** A mentor dedicated to the winning startup for 6-months
- **TiE expertise & resources:** A complimentary membership of TiE Delhi-NCR providing access to an exclusive network of business experts and resources.

The top 3 challengers in the multi-stage contest, enter the Grand Finale, which will take place at Start-up Expo 4 – the largest ecosystem for start-up success – on 28 September 2019. The finalists get an opportunity to pitch live before an eminent jury and audience comprising business experts, industry leaders and senior government functionaries.

“Start-ups are an important growth engine powering India’s economic leadership. Lufthansa is privileged to be an enabler for these young new-age entrepreneurs by opening doors to a world of new opportunities,” said George Ettiyil, Senior Director Sales South Asia – Lufthansa Group.

“The Elevator Pitch is a dream challenge for start-up founders. It is tailor-made to their needs, providing them access to investors, mentors, business experts and a seat at a global entrepreneurship program – exactly what they need for success”, added Geetika Dayal, Executive Director – TiE Delhi-NCR.

Through focussed initiatives such as the Elevator Pitch Contest among many others, the Start-up Expo has become a key catalyst driving transformation and growth for Indian start-ups. The event will take place at Epicentre, Apparel House, in Gurgaon on September 28, 2019.

The Start-up Expo is a high-visibility transformative platform which brings together all the essential ingredients needed to drive entrepreneurial growth under one roof and makes it accessible to emerging ventures – completely free of cost! The 2018 edition of the Start-up Expo saw 20,000 participants and 500 start-up exhibitors from 175 cities interact with 200+ mentors and experts, 100+ partners, and 75+ investors. Apart from facilitating more than 1,000 investor meetings, the one-day event gave entrepreneurs a chance to showcase their ventures, engage with investors and government stakeholders, attend knowledge-sharing sessions, and explore networking and business opportunities.

The Start-up Expo 4 aims to build on that impressive reception and drive greater growth and scale for more high-potential ventures across the country.

About the Lufthansa Group

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. Brussels Airline is also part of the point-to-point services. 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.

Edelweiss is the leading Swiss holiday airline and sister company of Swiss International Air Lines. With a fleet of 16 aircraft, it serves 70 destinations in 32 countries worldwide and transports almost 2.5 million guests a year.

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Lufthansa Group airlines serve 343 destinations in 103 countries, offering 13,267 weekly frequencies during summer 2019. The current fleet is comprised of 763 aircraft (as of February 2019) and the Group will continue to take delivery of new aircraft until 2025. In 2018, the Lufthansa Group employed around 135,000 personnel, welcomed 142 million passengers aboard its flights and generated sales of around EUR 35.8 billion.

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