



**INDIA AUTOMATION
CHALLENGE 2025**

Presented By



Press Coverage Report



The India Automation Challenge 2025 received strong nationwide media visibility, with our PR campaign highlighting every key milestone of the competition – from the launch announcement to the grand finale at Automation Expo 2025.

Through multiple press releases and features, we showcased the scale of participation, breakthrough innovations from students, the role of industry leaders as mentors and judges, and the impact of IAC as a platform for future-ready automation talent. This sustained coverage not only amplified the credibility of the Challenge but also reinforced its positioning as India's largest innovation platform in the automation domain.

The campaign generated continuous momentum and culminated with wide recognition for the winners, alongside the announcement of IAC 2026 going global, aligning the competition with the UN Sustainable Development Goals and inviting international participation.

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