

IIM-Lucknow bags top honors at the grand international finale of the Tata Crucible Campus Quiz 2010

- *Top 2 teams from the India, Singapore and UK editions of the Tata Crucible Campus Quiz competed on a common platform for the title of **TATA CRUCIBLE INTERNATIONAL CHAMPION 2010***
- *Participation from nearly 3500 teams across 3 countries; the only multi-nation business quiz for campuses*

Delhi, April 26, 2010: From confident pressing of buzzers to intelligent guessing on impulse, the grand **International Finale of Tata Crucible Campus Quiz 2010** held on **Saturday, April 24, 2010 at Taj Mansingh, Delhi** saw fierce competition among the top two teams each from the India, Singapore and UK editions of Tata Crucible Campus Quiz. Teams from the **National University of Singapore, Singapore Management University, University of Oxford, University of Strathclyde (UK), IMT Ghaziabad and IIM-Lucknow** engaged in a drawn-out battle for the coveted title of the **TATA CRUCIBLE INTERNATIONAL CHAMPION 2010**.

After going through an hour of intense grilling by ace **Quizmaster, Mr. Giri Balasubramanian a.k.a Pickbrain**, the **team from IIM-Lucknow (Runners-up of the Indian edition)** emerged as winners, edging out the University of Oxford (Winners of the UK edition) on the very last question. Chief Guest for the evening, Mr. B. Muthuraman, Vice-Chairman, Tata Steel and Director, Tata Industries, awarded the winning team with the coveted **International Champions Trophy**. The winners were also presented with an international holiday package and a laptop, each.

Thrilled with their victory, the **Tata Crucible International Champions**, Vipin Nair and Nirad Inamdar, from IIM-Lucknow exclaimed, *"It feels great to have won against the likes of Oxford and more importantly to have won the title that we had lost in the National Finals, on a much bigger platform this time."*

The five rounds of the fast paced contest were all about application of knowledge, fast reflexes and speed of thought. The participants were asked a plethora of tricky questions from under the broad umbrella of 'business'. The rounds namely **Globe Trotting, Lens View, Quick Thinking, Think Lateral, and Final Countdown** consisted of different genres of questions like, *"What in the world of investment is 'Greater Fools Theory'?" and "To commemorate what event did Wimbledon organise an invitational tournament called the 'BBC cup' in August 1967?"*

The uniqueness and the caliber of questions kept the challenge growing stronger with each passing round, ensuring that only the best team reaches the top. In the **last round** it was a neck to neck fight between **IMT Ghaziabad, the University of Oxford and IIM-Lucknow**. On the first clue of the final question, IMT Ghaziabad pressed the buzzer in a tearing hurry and answered incorrectly, thereby, receiving negative points and allowing University of Oxford and IIM Lucknow to take a narrow lead. However, on the last clue of the same question, IIM Lucknow decided to take the risk, pressed the buzzer to answer correctly and emerge as the International Champions.

Commenting on the level of participation, **the Quizmaster, Mr. Giri Balasubramanian a.k.a Pickbrain**, said, *"The international finale was the pinnacle of the Tata Crucible Campus Quiz 2010. When you have teams from India, Singapore and UK competing against each other in a business quiz on a level playing field, victory and defeat does not really matter."*

With the Diwan-E-Aam hall filled with an enthusiastic audience, there was strong support and cheering for the participating teams. The quizmaster challenged the audience as well, with questions that kept them on their toes throughout the proceedings. Audience questions included questions of the likes of, "What in this world that we live in, are size-zero homes?"

For the second year running, the grand **International Finale** has brought together the sharpest young minds from India, Singapore & UK on a common platform, elevating quizzing to a whole new level. Spread across three countries - the UK, Singapore and India, the Tata Crucible Campus Quiz is the **only multi-nation business quiz for campuses**. It has proven to be extremely popular amongst students in the 3 geographies it is held in. The quiz has constantly produced new formats that have challenged contestants to think out of the box.

The 2010 **Indian edition** of the business quiz received a record participation of nearly 3200 teams from across 20 cities of India with Nagpur, Manipal, Ranchi and Guwahati being the new cities in this year's edition. The 20 regional winners then faced-off in 2 semi-finals of 10 teams each. The top 4 teams from each semi-final progressed to the National Final held on 10th April 2010 in Mumbai. IMT Ghaziabad emerged as the National Champions with IIM Lucknow finishing a close second. The winning team won a cash prize of Rupees 4 Lakh along with a host of other prizes. Satyanarayana and Sri Harsha from **IMT, Ghaziabad exclaimed**, *"We are very happy to win the title of the Tata Crucible National Champion 2010. This was one-of-a-kind experience that we cannot express in words."*

The 3rd and 2nd editions of the quiz **in Singapore and UK respectively**, held in late 2009, also witnessed high standards of quizzing with National University of Singapore & Singapore Management University emerging as the top 2 teams from Singapore and the University of Oxford and University of Strathclyde emerging as the top 2 teams from UK.

The **Singapore edition** of Tata Crucible Campus Quiz 2010 attracted a total of 137 teams with representation from leading Singaporean universities like National University of Singapore, Nanyang Technological University and Singapore Management University, besides Singapore Institute of Management, ESSEC Business School, SP Jain Centre and others. The top 3 teams won prize money totaling to S\$ 12,000 and the winners additionally won a coveted internship position with a Tata company in India

The **UK edition** of Tata Crucible Campus Quiz 2010 attracted 87 teams from over 20 leading UK universities including London Business School (LBS), London School of Economics (LSE), Oxford, Cambridge, Warwick, Cardiff, Aston, Imperial, Sheffield, Nottingham, Bath, Manchester and others. Participants battled for £7,500 in prize money and the winners additionally won a coveted internship position with a Tata company in the UK.

This year, additional prizes have been given courtesy Tata Motors, Tata Indicom, Tata Swach, Tata Tea, Ginger, Croma, Gateway Hotels, Titan and Ascot.

For more details, refer to www.tatacrucible.com