

**Victorious University of Strathclyde repeats history at 4th UK edition of Tata Crucible
Campus Quiz**

*UK champions win a second opportunity to travel to India for the international finals, along
with newcomers ESCP Europe*

London, 20th November 2011: The team of Anup Nair and Michael Doroszenko from The University of Strathclyde emerged as champions for the second year in a row at the 4th annual UK Tata Crucible, a major business quiz designed to encourage lateral thinking and test commercial awareness for the country's future business leaders.

The pair from Strathclyde impressed the audience and Quiz Master 'Pickbrain' with a confident win, fighting off a spirited challenge from the second place team of ESCP Europe and third place team of London Business School (LBS), with the championship title being decided only on the last question of the evening.

Amongst this year's special guests were Dr Ralph Speth, CEO of Jaguar Land Rover, who expressed fascination with the power of the questions and the excitement of the evening, while emphasizing the crucial role that young talent plays in the future success of companies.

This year's chief guest was Jo Johnson, MP for Orpington and former India Bureau Chief for the Financial Times. Awarding the winners with their prizes, Mr Johnson said "It is a very inspiring evening. I am just awe-struck, by not just the knowledge, the factual knowledge that our contestants had, but the ingenuity and the creativity that they displayed in all of their answers". He urged the students to strive for excellence to achieve success and added "Keep on displaying the sheer enthusiasm for the subject matter and the creativity and ingenuity I just referred to and the world will be yours".

The 2011 UK Tata Crucible Campus quiz saw participation from over 20 top UK universities. Taking the challenge were over 150 students in teams of two, representing a wide range of universities across the UK, including London Business School, London School of Economics, Oxford, Warwick, Imperial College, University College London, Aston, Bath, Cambridge, Loughborough, Sheffield and many others.

The Quiz Master, Mr. Giri Balasubramaniam, a.k.a. Pickbrain, tested the students' business brains to the maximum, with challenging questions covering everything from the American Express logo, Bono's business ventures, the "Paris Hilton problem" to the history of Godiva Chocolates' name.

The event, which was held at the Institute of Engineering and Technology at Savoy Place, London on 20th November, united some of the UK's sharpest young minds in a business quiz designed to test their speed of thought and lateral thinking while battling for £7,500 in prize money and other prizes. Tata, one of the UK's largest industrial employers, hosts the Quiz as part of its youth engagement programme in the UK.

Results:

- 1st place: Anup Karath Nair / Michael Doroszenko, University of Strathclyde, Glasgow
- 2nd place: Pietro Lo Casto / Aditya Sriram Sankaran, ESCP Europe
- 3rd place: Shane Clancy / Owen James, London Business School
- The other 5 finalist teams on stage included 2 teams from London School of Economics, and one team each from Oxford, London Business School and Manchester.

The Tata Crucible Campus Quiz is already an established event in University calendars in India and Singapore, and is now in its fourth year in the UK. The top prize awarded was £4,000, with 2nd and 3rd place teams taking home £2,000 and £1,500 respectively, besides a host of other prizes for finalists and the audience. The top two teams from the UK edition will travel to India early next year for an international final with the top two teams each from Singapore and India editions of the Quiz.

Anwar Hasan, Head of Tata Ltd, UK said:

"I congratulate the teams for putting up an impressive fight and we are delighted to crown the team from The University of Strathclyde as this year's winners yet again. I wish them and the first runner-up ESCP Europe the best of luck for the International Finals next year.

"In today's competitive business environment it is vital for students to take an active interest in the business world and their future career. The Tata Crucible offers a fun, interactive way for students to test their lateral thinking and business knowledge, whilst learning and connecting with one of the most diverse businesses in the world."

For more details about Tata Crucible, please visit www.tatacrucible.com/uk

- Ends -

About Tata Crucible

Tata Crucible Quiz is a part of the Tata group's engagement with the youth as a knowledge initiative to encourage lateral associations, speed of thought and out-of-the-box thinking. The quiz seeks to bring together the sharpest young minds to take on the heat of a tough business quiz. It made its debut in India in 2004-05 and generated a huge response in the very first year itself. It has now become an annual event, held separately for corporates and campuses each year. Tata Crucible Campus Quiz made its international debut with the Singapore edition in 2007 and has been running successfully for the last 4 years, with the 5th edition completed in October 2011. The UK edition was launched successfully in 2008 and has been running annually since then.

Tata – in the UK and internationally

The Tata group comprises over 90 operating companies in seven business sectors: communications and information technology, engineering, materials, services, energy, consumer products and chemicals. The group has operations in more than 80 countries across six continents, and its companies export products and services to 85 countries. The total revenue of Tata companies, taken together, was US \$83.3 billion in 2010-11, with 58 per cent of this coming from business outside India. Tata companies employ over 400,000 people worldwide. The Tata name has been respected in India for 140 years for its adherence to strong values and business ethics. Every Tata company or enterprise operates independently. Each of these companies has its own board of directors and shareholders, to whom it is answerable. There are 31 publicly listed Tata enterprises in India and they have a combined market capitalization of about US\$77.44 billion (as on November 17, 2011), and a shareholder base of 4.3 million. The major Tata companies are Tata Steel, Tata Motors, Tata Consultancy Services (TCS), Tata Power, Tata Chemicals, Tata Global Beverages, Indian Hotels and Tata Communications.

Tata has more than a century of experience and significant business interests in the UK, its leading international market. Having established Tata Limited in 1907 to represent it in Europe, Tata has grown to become the largest Indian employer in the UK, comprising 19 companies and a 42,000-strong workforce spread across the region. Today, Tata is also the largest foreign investor in UK industry. Tata companies include some well-known brands in the UK, among them: Tetley Tea, Tata Steel Europe, Jaguar, Land Rover, Tata Consultancy Services, Quilon, and The Bombay Brasserie. In addition, Tata Communications, Tata Chemicals Europe (formerly Brunner Monde), Tata Motors, and Taj Hotels are all significant players in their respective fields.

The Tata name is a unique asset, representing 'Leadership with Trust'. It stands for consistent business excellence and profitable growth, with a commitment to the communities it serves, fair and ethical business conduct, and adherence to high standards of corporate governance.

For further information, please contact:

Lizzie Linton
020 7269 7165
Lizzie.linton@fticonsulting.com