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**University of Strathclyde beats LBS and Oxford in finals of the
3rd UK edition of Tata Crucible Campus Quiz**

*Top 2 teams to go to India to compete with the top teams of the Singapore and India editions
in international finals*

London, 29 November 2010: The team of Anup Nair and Michael Doroszenko from The University of Strathclyde emerged as champions at the 3rd annual UK Tata Crucible, a major business quiz designed to encourage lateral thinking and test commercial awareness for the country's future business leaders. Having been first runners up and beaten by Oxford last year, Strathclyde pipped London Business School (LBS) and Oxford University to this year's title.

With an extensive direct contact programme run by the Tata Steel Europe HR team across UK campuses, this year's Tata Crucible Campus quiz saw participation from over 20 top UK universities. Taking the challenge were over 125 students in teams of 2 each representing a variety of universities including London Business School, London School of Economics (LSE), Oxford, Cambridge, Manchester, Warwick, UCL, Aston, Nottingham, Loughborough and Bath among others.

The event, which was held at the Royal Opera House in London on the 21st 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. Tata, one of the UK's largest industrial employers, hosts the Quiz as part of its youth engagement programme in the UK and offers tailored internship opportunities to the winning team.

Results:

- 1st place: Mr. Anup Karath Nair / Mr. Michael Doroszenko, University of Strathclyde, Glasgow (This is the second year running that University of Strathclyde has reached the finals)
- 2nd place: Lien Chang Luen / Wouter Van Der Gaag, London Business School, London
- 3rd place: Mr. Rousseau Dasgupta / Mr. Timothy Kovoov, Oxford University

The Tata Crucible Campus Quiz is already an established event in University calendars in India and Singapore, and is now in its third year in the UK. The top prize awarded was £4,000 and an internship with a Tata company with 2nd and 3rd places 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.

Peter Unsworth, CEO at Tata Global Beverages said:

“I congratulate our runners up from LBS and Oxford for putting up an impressive fight but we are delighted to crown the team from The University of Strathclyde as this year’s winners and wish them the best of luck for the International Finals next year.”

“The Tata Crucible offers a fun, interactive way for students to embrace a chance to test their lateral thinking and business knowledge with the possibility to win an internship with one of the world’s most diverse businesses.”

Tor Farquhar, Group Human Resources Director, Tata Steel Europe said:

“Tata Steel was delighted to have been involved in this year’s Crucible.”

“We had a fantastic day, the quiz is the perfect platform for students to test their commercial knowledge and challenge themselves among their peer group.”

“Business experience can be hard to come by for today’s graduates and we are delighted to offer the winners from Strathclyde an internship with Tata next summer.”

Mr. Anup Karath Nair, University of Strathclyde, Glasgow said:

“Students are faced with a tough job market and it is reassuring to see that businesses do care. It was a hard race but I’m glad we finally emerged victorious and have the chance for an internship with Tata next summer.”

“Tata Crucible is a great forum to interact and compete with other students from across the UK and beyond. We’re very excited, and a little nervous, to be through to the International Finals against teams from India and Singapore.”

For other details, please visit www.tatacrucible.com/uk

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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 \$67.4 billion in 2009-10, with 57 per cent of this coming from business outside India. Tata companies employ around 395,000 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 28 publicly listed Tata enterprises and they have a combined market capitalisation of about \$95.13 billion (as on November 25, 2010), and a shareholder base of 3.4 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 in the UK, its leading international market. Tata is one of the largest investors and employers in the UK, comprising 19 companies and a 41,000-strong workforce spread right across the region. The Tata group of companies includes some well-known brands in the UK, among them: Tata Steel Europe (formerly Corus), Tata Motors/Jaguar Land Rover, Tata Consultancy Services (TCS), Tetley Tea (part of Tata Global Beverages), Quilon and The Bombay Brasserie. In addition, Tata Communications, Brunner Mond/Tata Chemicals and Taj Hotels are all significant players in their respective fields.

Five core values – integrity, understanding, excellence, unity and responsibility – are woven into the fabric of Tata companies and their brands, and are fundamental to guiding their success around the globe.

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.

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