

**University of Strathclyde crowned champions for fourth time in a row at the 6th edition of
Tata Crucible Campus Quiz UK**

- *Anup Karath Nair and Igor Pyrko are crowned champions, with the University of Bath as 1st runner-up and London School of Economics as 2nd runner-up*
- *160 students representing 25 universities participated in the ultimate test of business intelligence*

London, 25th November 2013: Anup Karath Nair and Igor Pyrko from the University of Strathclyde emerged as champions for the fourth year running at the 6th annual Tata Crucible Campus Quiz UK, a knowledge initiative from the Tata group in the form of a business quiz, designed to encourage lateral thinking and test business awareness for the country's future business leaders.

University of Strathclyde won their title on 24th November 2013, winning £4000 after fighting off a close competition from seven other university teams being London business School, Imperial College, London School of Economics, University of Warwick, University of Bath and a team from ESCP Europe. The winning pair impressed the audience and the Quiz Master Giri 'Pickbrain' Balasubramaniam who described the winning team as the "Roger Federer of the Tata Crucible", with their consistent win over the past four years. The 1st runner-up team was the University of Bath, who won £2000, and the 2nd runner-up team was the London School of Economics, who won £1500.

Showing the diversity of the competition, 160 students (80 teams) representing 25 universities took part in this year's Tata Crucible Campus Quiz including Imperial College, London Business School, London School of Economics, Warwick, Coventry, Bath, Aston, Swansea, Oxford, Cambridge and many others, with several doing so for the first time.

A packed audience turned out at Imperial College's South Kensington Campus to witness this exciting battle of brains. Dr. David Landsman OBE, Executive Director of Tata Limited, and Chief Guest, Lord Mawson OBE, a noted social entrepreneur, handed over prizes to the winning teams.

Congratulating the winners, Lord Mawson said - *"Business requires a generation of people who are quick on the buzzers. We now live in a global economy, and the future lies with entrepreneurs and innovators who can apply ideas and innovation to practical solutions, as you have done this evening."*

David Landsman, Executive Director of Tata Limited, said: *"Tata has a long and cherished association with UK academia, and we are really proud to present the Tata Crucible Campus Quiz. Thinking out of the box is the key to success to being a business brain. 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."*

Results:

Winning team - University of Strathclyde - Anup Karath Nair and Igor Pyrko

Runner up team - University of Bath - Oliver Gillespie and George Leeson

Second runner up team - London School of Economics - Udit Gadkary and Mustafaen Kamal

The top two winning teams from UK edition will be invited to India to participate in the 3-nation international finals along with top two teams of the Singapore edition and India edition sometime in April 2014.

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

- Ends -

Notes to Editors:

About Tata Crucible

The Tata Crucible Quiz is a part of Tata group's engagement with the youth as a knowledge initiative to encourage lateral associations, speed of thought and out-of-the-box thinking. It made its debut in India in 2004-05 and has become an annual event. The UK edition was launched successfully in 2008.

Tata – in the UK and internationally

The Tata Group comprises over 100 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 100 countries across six continents, and its companies export products and services to 150 countries. The total revenue of Tata companies, taken together, was \$96.79 billion in 2012-13, with 62.7 per cent of this coming from business outside India. Tata companies employ over 540,000 people worldwide.

Every Tata company or enterprise operates independently. 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.

Today, the UK is Tata's leading international market, with combined revenues exceeding £20billion. Tata has grown to become one of the largest manufacturers in the UK, comprising 19 companies and a 50,000-strong workforce in more than 40 towns and cities across the country.

For further information, please contact:

George Farquhar

+44 (0)20 7269 7213 direct

+44 (0) 7809 496 454 mobile

george.farquhar@fticonsulting.com