

Preetham Upadhyia from Shailesh J Mehta School of Management, IIT Bombay, lifts coveted national trophy at Tata Crucible Campus Quiz 2022



India, July 1, 2022: The 18th edition of the Tata Crucible Campus Quiz, *India's largest inter-collegiate business quiz*, held online this year successfully concluded with **Preetham Upadhyia** from **Shailesh J Mehta School of Management (SJMSOM), IIT Bombay**, winning the national finals for the second consecutive year. He took home the coveted Tata Crucible trophy and prize money of ₹ 2,50,000/-*.

The 2022 online iteration of the Tata Crucible Campus Quiz facilitated the participation of students from various parts of the country, providing them with a platform to showcase their acumen and gamut of knowledge. The country was divided into 24 clusters. These clusters were further grouped into four zones - South, East, West, and North. The winners from the clusters battled it out in the Zonal Finals, with four winners entering the National Finals. The runners-up from the Zonal Finals competed in a Wild Card Final, with 2 out of the 4 runners-up also making it to the National Finals.

G Pranav Hari from IIT Madras, Kaivalya Karkare from IIM Indore, Preetham Upadhyia from SJMSOM, IIT Bombay, Pradunma Choudhury from IIT Kanpur, Aditya Chakraborty from LNM Institute of Information Technology, Jaipur and Gaurav Raj from National Law University and Judicial Academy Assam formed the diverse group of quizzers who faced off in the National Finals.

Mr. KRS Jamwal, Executive Director, Tata Industries Ltd. who graced the occasion said, "It was a fantastic array of questions on interesting subjects and it was great to see the quizzers rise to the challenge. What I appreciate in the finalists and other quizzers is their tremendous curiosity, a trait that has always driven me to grow and succeed. Curiosity stimulates young minds to solve challenges and leads to the development of an entrepreneurial mindset. I congratulate the winner, Preetham for a stellar performance and all the quizzers for putting up a good fight."

The enthralling finale that tested the mettle of all the participants saw Preetham Upadhyia emerge as the winner and successfully defend his national title. He said, "Tata Crucible is the biggest event on an Indian college quizzers' calendar and dominates conversations from January due to its sheer scale. While all quizzers had looked forward to it reverting to the offline format, the Omicron wave put an end to those hopes. However, I truly appreciate the organizers' efforts in successfully hosting the

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event virtually despite all challenges. The competition, as always, was stiff and I am lucky to have had the rub of the green this time. I am really glad to have won the national title a second time, thereby ending my college quizzing journey on a high note.”

Giri Balasubramaniam *aka* ‘Pickbrain’ hosted the finale in his signature charismatic style, quizzing the participants on diverse topics, which tested their strategic thinking and intellectual abilities.

The Partners for the 18th edition of the Tata Crucible Campus Quiz edition are Tata Motors, Tata Play, Mia by Tanishq, Tata 1mg and Tata CLiQ.