

November 10, 2008

Tata Crucible Campus Quiz held at London

- Around 150 UK students contest inaugural edition
- £10,000 in prize money awarded to winning teams
- This year's champions are Michal Bohanes and Saumil Shah, LBS

London: Nearly 150 students from Oxford, Cambridge, LBS, LSE, Imperial, Warwick and other UK universities contested the inaugural Tata Crucible Campus Quiz yesterday. The business quiz, organised by the Tata group, the largest Indian employer in the UK, brought together the sharpest young minds to battle it out for £10k in prize money at the Imperial College's South Kensington Campus.

This year's winning team was Michal Bohanes and Saumil Shah of the London Business School. In teams of two, students competed against each other for the £5k first prize. They were tested on a range of business topics, with questions as diverse as 'The Reliance Bank is part of which organisation?' and 'Which famous brand, established in 1892, used to be known as Brad's Drink?' Rousseau D and Timothy Kovoor of the University of Oxford were the first runners-up, claiming a £3k prize, while Nandik Mallik and Gaurav Sharma of the London Business School were second runners-up and awarded £2k in prize money. The winning team was also invited to compete against the finalists of the Tata Crucible — The Campus Quiz, in India in 2009.

All teams took part in a preliminary written round of 25 questions, out of which eight top teams were invited on stage for a gruelling set of five to six live rounds covering the world of global business, corporates and brands.

Already an established event in the Indian and Singapore University calendar, the quiz was conducted by quizmaster Giri 'Pickbrain' Balasubramaniam, head of Greycaps India Private Limited, one of the largest quizzing and knowledge services companies in Asia.

Michal Bohanes of the London Business School commented on his and Saumil's triumph: "Let it be known that this quiz is tough! We were put through our paces on a whole host of business-related themes and are absolutely thrilled to have come away with the first prize. We thank Tata for a wonderful day and look forward to defending our crown in India."

Barry Gardiner, Labour MP for Brent North, chairman of the All-Party Parliamentary Group on UK-India Trade and Investment, and the guest of honour for the evening, added: "It is heartening to see so many of our students from across the country engaged in such a stimulating event. Today's students need to think beyond pure academic work and consider its place within the business world. I have no doubt that some of the sharp minds on display here today will be tomorrow's UK business and thought leaders."

Anwar Hasan, managing director of Tata Limited, said: “I am delighted that the inaugural Tata Crucible event in the UK proved to be such a hit. Congratulations to this year’s winners and better luck next time to those who were not successful on this occasion — they will certainly have the opportunity to try again next year.

"At Tata, we believe that business should play a proactive role in engaging with young people and the Tata Crucible initiative supports this belief. Tata now employs almost 50,000 people in the UK and perhaps one day, some of today’s impressive participants will join that number.”