

Two Singaporean Students from SMU Ace India's Most Challenging Business Quiz

Tata Crucible, a live action blockbuster quiz that had Singaporeans on the edge of their seats



SINGAPORE 25th October, 2007 – Singaporeans were on the edge of their seats last night at the NUS University Cultural Centre in the final thrilling moments of the Singapore debut of the Tata Crucible, 'India's most challenging business quiz'. Two young student warriors from the Singapore Management University (SMU), Bhavya Khanna, 20, and Anirban Datta, 19, emerged triumphant, to a thunderous applause, at the inaugural Tata Crucible quiz in Singapore.

From a total of 318 participants who signed up, Bhavya and Anirban beat eight other teams to take home the grand prize of S\$7,000. A total of S\$12,000 in cash prizes was given away last night, with the first runner ups from Singapore Institute of Management (SIM) awarded S\$3,000 and the jointly tied second runner ups from SMU taking home S\$2,000.

The winning team Bhavya and Anirban said, "The opportunity to participate in such a challenging and popular quiz like the Tata Crucible in Singapore is simply marvelous! Sitting on stage made us feel right at home. The questions were very challenging and we were very entertained by Pick Brain's style of quizzing. Having won \$7,000 we intend to travel to Europe or South America and perhaps go an exchange study overseas. Thank you Tata for bringing this exhilarating experience to Singapore".

Singapore's Minister for Community Development, Youth and Sports and Second Minister for Communications, Information & the Arts, Dr Vivian Balakrishnan was the Guest of Honour for the evening. He congratulated the winners last night and added "I think all the participants have done really, really well. You are young, bright and quick people with wide interests, and capable of lateral thinking. Your future will be good. So, congratulations to all of you and especially to the winners".

A total of 159 teams from Singapore participated in the Tata Crucible last night, as eight teams reached the final rounds hosted by celebrity quizmaster, Mr. Giri Balasubramaniam fondly nicknamed "Pick Brain". He challenged teams on areas pertaining to international business and economy, including corporates, personalities, brands, markets. "Pick Brain", famous for his quick-witted questions cheered participants through the finals with his wit and show stopping expressions.

Mr. Oo Soon Hee, President and Chief Operating Officer of NatSteel Asia Pte. Ltd, a Tata Steel Group Company highlighted the importance of Singapore being a launch-pad for the Tata Crucible International when he added "In keeping with the Tata Group's focus on globalization, Singapore was identified as the first international market outside of India to be the launch pad for the Tata Crucible. With several Tata Group companies regionally headquartered here, this is closely aligned with the Group's emphasis on education, recruitment and internationalization. Apart from being a significant Asian economic centre, Singapore is also the focus of international education. There are a number of high quality educational institutions which prepare students for international business in a highly conducive learning and development environment. Given the overwhelming response from Singapore, we are strongly encouraged to host the Tata Crucible in other markets as well."

Thousands of tertiary students interested in pursuing business as a career as well as corporates have participated in one of India's biggest and reputedly most challenging - business quiz since it was first launched in India in 2004. Besides huge participation, the quiz in India has become famous for its sheer quality. This is the first time it is being held in Singapore.

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About Tata Crucible International – Business Quiz: the Singapore Edition

The Tata Crucible was started as a key initiative in India in the year 2004 starting with young corporates. It sought to bring together the sharpest young minds in India and was extended to cover both students and corporates. Two back-to-back tracks – one for Tata Corporates and another for non-Tata Corporates are held, followed by a third track for Campus students. Close to 1700 teams participated in the 2006/2007 quizzes. Tata Crucible is now acknowledged as India's most challenging business quiz, with the latest corporate quiz spanning 12 cities across India. For more information on the Tata Crucible, visit: www.tatacrucible.com/intl/

About the Tata Group

Tata Crucible International is brought to you by the Tata Group, one of India's largest and most respected business conglomerates. Tata Group comprises 96 operating companies in seven business sectors: information systems and communications; engineering; materials; services; energy; consumer products; and chemicals.

The Group had revenues of US\$29 billion for 2006-07 (US\$ 49 billion including Corus, UK acquired by Tata Steel), the equivalent of about 2.8 per cent of India's GDP, and with a market capitalisation of about US\$70 billion employs approximately

2,90,000 people worldwide. The Tata Group has operations in 85 countries across six continents, and its companies export products and services to 80 countries.

Singapore is an extremely important market and hub for the Tata Group's activities. The Group has significant business interests in Singapore, including the Asia-Pacific headquarters of Tata Consultancy Services (TCS), regional headquarters of VSNL, NatSteel Asia, Tata Technologies, Voltas Limited, Tata Chemicals, and Tata International.