



for immediate use

PRESS RELEASE

Tata Crucible Campus Quiz at Singapore celebrates a decade of divergent thinking among young minds

Singapore, 06 February, 2017: The Tata group announced the launch of the **tenth edition** of the **Tata Crucible Campus Quiz** in **Singapore**. Marking the tenth anniversary, the Quiz competition will expand beyond Singapore, with universities from the Asia-Pacific (APAC) region being invited to participate. This year, for the first time, **National University of Singapore (NUS)** will be the host partners. **Dr. Janil Puthuchery, Minister of State, Ministry of Communications and Information & Ministry of Education**, will be the Guest of Honour for the Quiz. **Tata Crucible Campus Quiz** will be held on **Thursday, February 9th, 2017** at **Shaw Foundation Alumni House, NUS**.

Key Highlights

- Singapore's biggest **Business Quiz** challenge is back
- Inviting students to participate from **Asia Pacific Region**
- Winners take back home cash prizes worth **\$12,000**
- **Attractive prizes** for the audience
- Entry is **free**

The Tata Crucible Campus Quiz will comprise of multiple audio-visual questions from the world of business and economy, including business houses, personalities, brands and markets, among other exciting topics. The Quiz will be conducted by the eminent Quiz Master, Mr. Giri Balasubramaniam who will engage the contestants with an array of interesting questions.

Over the last nine years the Tata Crucible Campus Quiz has grown from strength to strength in Singapore. It is a unique platform that offers Singapore's student community an opportunity to display their swiftness in quick thinking, decision making skills and encourages creative thinking in challenging scenarios. The competition has served as a platform to discover smart quizzers like Rohan Naidu and Shivam Bhardwaj who were the winners of the Tata Crucible Campus Quiz 2015-16 in Singapore and later were also crowned as International champions.

Mr. K.V. Rao, Resident Director, ASEAN, Tata Sons said, "Tata Crucible Campus Quiz provides an opportunity to take the Tata legacy and values to a new generation, many of whom themselves will be the

TATA SONS LIMITED

Bombay House Homi Mody Street Fort Mumbai 400 001 India
Tel 91 6665 8282 e-mail media@tata.com www.tata.com



for immediate use

PRESS RELEASE

business leaders of tomorrow. Over the years, the competition has received an overwhelming response and has grown to be one of the leading quiz competitions in Singapore. Another feather in our cap this year is to go beyond Singapore and inviting students of APAC countries. We are also grateful to the National University of Singapore for being our host partners this year to facilitate this quiz competition.”

The quiz is open to all college student teams above the age of 18. Students can register for participation in the quiz by logging on to the website www.tatacrucible.com/sq. The top eight teams will be chosen from a preliminary written round and a quick wild card round (teams will comprise of two participants each from the same college/university). The eight teams will then battle it out for the championship. There is **no entry fee** for the competition.

The winning teams will together take home cash prizes of Singapore \$ 12,000. *

The distribution of the cash prizes is as follows:

- Winning team: A cash prize of S\$ 7,000
- First runner-up team: A cash prize of S\$ 3,000
- Second runner-up team: A cash prize of S\$ 2,000

(*Terms and conditions apply, please refer to the website www.tatacrucible.com/sq).

Besides the cash prizes, there are exciting goodies like tablets, e-readers and Tata Crucible merchandise for the finalists and attractive prizes for the audience.

Tata Crucible Campus Quiz Singapore

Given the Tata group's strong association with Singapore both as business centre and educational hub, the Tata Crucible Campus Quiz was launched in Singapore as its first international extension. Over the years, prominent Singapore universities and tertiary institutions have participated in large numbers and across the nine editions of the Tata Crucible Campus Quiz, more than 1900 students from Singapore campuses have taken part

TATA SONS LIMITED

Bombay House Homi Mody Street Fort Mumbai 400 001 India
Tel 91 6665 8282 e-mail media@tata.com www.tata.com



for immediate use

PRESS RELEASE

in the quiz. In the 2015 edition, Rohan Naidu and Shivam Bhardwaj from National University of Singapore were crowned winners at the grand finale of the 9th edition of Tata Crucible Campus Quiz. Closely following the lead pair were Tejasvin Samarth and Mudit Kedia. The second runners-up position was sealed by Jishnu Mohan and Abhishek Gupta from National University of Singapore.

Tata group's presence in South East Asia

The Tata group's presence in the region is from the early 1970s. Today, Singapore serves as a nodal centre for the region with 18 operating companies employing over 3,300 people. There are several other Tata group joint ventures and subsidiaries in the Asia Pacific region, employing over 7,000 people. More group companies are exploring Singapore as a base to grow their international / ASEAN business to leverage the strategic advantages.

Video encapsulating the journey of Tata Crucible Campus Quiz Singapore

<https://www.youtube.com/watch?v=HnPFKj3pDFk&feature=youtu.be>

About Tata group

Founded by Jamsetji Tata in 1868, the Tata group is a global enterprise, headquartered in India, comprising over 100 independent operating companies. The group operates in more than 100 countries across six continents, with a mission 'To improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust'. Tata Sons is the principal investment holding company and promoter of Tata companies. Sixty-six percent of the equity share capital of Tata Sons is held by philanthropic trusts, which support education, health, livelihood generation and art and culture. In 2015-16, the revenue of Tata companies, taken together, was \$103 billion. These companies collectively employ over 660,000 people. Each Tata company or enterprise operates independently under the guidance and supervision of its own board of directors and shareholders. There are 29 publicly-listed Tata enterprises with a combined market capitalisation of about \$116 billion (as on March 31, 2016). Tata companies with significant scale include Tata Steel, Tata Motors, Tata Consultancy Services, Tata Power, Tata Chemicals, Tata Global Beverages, Tata Teleservices, Titan, Tata Communications and Indian Hotels.

For Further Information, please contact:

Sarika Kapoor Chokshi / Priyanka Shetty / Garima Surana

Tata Sons

No: 022-6665 7891 / 7443 / 7476

Email: skchokshi@tata.com; pshetty@tata.com; t_gsurana@tata.com

TATA SONS LIMITED

Bombay House Homi Mody Street Fort Mumbai 400 001 India

Tel 91 6665 8282 e-mail media@tata.com www.tata.com