



**Press Release
For Immediate Publication**

TEAM SMU CRACKS TATA CRUCIBLE SECOND YEAR IN SUCCESSION

Key highlights include:

- Over S\$17,000 worth of cash prize money won by winning teams
- This year's Champion for the Singapore Tata Crucible quiz are Anirban D. Gupta and Bhavya Khanna, defending their title second year in a row, a first for Crucible history
- Event to debut in London, November 2008.

25th October 2008 – Tata Crucible – The Campus Quiz was an action-packed event, with a record-number of 300 participants from National University of Singapore (NUS), Nanyang Technological University (NTU) and Singapore Management University (SMU) filling up the Rock Auditorium. The students were competing against each other in answering the most challenging business questions, covering a range of business topics including brands, markets, corporates and international business and economy at The Rock Auditorium in a bid to win more than S\$17,000 in cash prizes.

After three grueling and exciting hours, Anirban D. Gupta and Bhavya Khanna from SMU finally emerged as champions, beating 150 teams and walking away with the grand prize of S\$10,000. The first runners-up Darnish Singh Kaha and Rachit Singh from NUS and Bai Zhiyong and Tay Shijia from SIM were awarded cash prizes of S\$5,000 and S\$2,500 respectively.

The winning team was in for a pleasant surprise when Romit Chaterji, Senior VP, Tata Group announced the team will be invited to India to face off with the finalists of the Tata Campus Crucible in India next year.

The winners Anirban D. Gupta and Bhavya Khanna speaking on winning the Tata Crucible for the second consecutive year said, "For us it's the trophy that gives us twice the joy of cracking this competition. The quiz was tough but we are just glad to have won again this year. Also, it is great to see the culture of quizzing growing in Singapore as compared to last year. I would like to thank the Tatas for encouraging the quizzing culture and we look forward to this event next year."

Mr. Inderjit Singh, Member of Parliament, Member of GPC on Trade and Industry and the Deputy Government Whip in Parliament who was the Guest of Honor for the evening, congratulated the well-deserved winners. "It is very heartening to see our youth being engaged in such a stimulating event. In today's context, students need to look beyond academic work and start applying their knowledge in the real world. The outcome of this quiz has convinced me that the participating teams are full of positive energy and potential."

Mr. Oo Soon Hee, Director, South East Asia, Tata Steel speaking at the event said, "The Tata Crucible Quiz is an excellent platform for creating nimble minds. It inculcates a culture of lateral thinking which is essential in a globally competitive environment. We look forward to seeing teams from Singapore competing with winners from other global locations like Mumbai and London, as the quiz becomes a truly international event."

ABOUT THE TATA GROUP

Tata Crucible – The Campus Quiz is brought to you by the Tata Group, a global business conglomerate comprising 96 operating companies in seven business sectors: information systems and communications; engineering; materials; services; energy; consumer products and chemicals.

Tata is a rapidly growing business group based in India with significant international operations and estimated revenues of US\$ 62.5 billion in 2007-08. The Group employs around 350,000 people worldwide. The Tata name has been respected in India for over 140 years for its adherence to strong values and business ethics.

The Group's major companies are counted globally. Tata Steel became the sixth largest steel maker in the world after it acquired Corus. Tata Motors is among the top five commercial vehicle manufacturers in the world and has recently acquired Jaguar and Land Rover. TCS is a leading global software company, with delivery centres in the US, UK, Hungary, Brazil, Uruguay and China, besides India. Tata Tea is the second largest branded tea company in the world, through its UK-based subsidiary Tetley. Tata Chemicals is the world's second largest manufacturer of soda ash. Tata Communications is one of the world's largest wholesale voice carriers.

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