

# Indian Express

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## **Tough 'Tata Crucible' tests City's brilliant minds**

BANGALORE: Billed India's toughest business quiz, the 'Tata Crucible 2007' stood up to its reputation by testing the intelligence of Bangalore corporate talent.

Questions were tough, all the more so because the number of teams participating broke all the records of other cities. Over 250 teams participated in the Tata track and the non-Tata track, competing to reach the national finals on September 20 in Mumbai.

Quizmaster Giri Balasubramaniam, better known among quizzing aficionados as 'Pick- Brain' and among the audience for his sense of humour talked about making even the prelims tough this time, owing to the large turnout.

From the seemingly simple question of which was the world's most expensive spice by weight to the much tougher name of the US Presidential Limousine, the prelims saw three teams from Titan Industries, two from TCS and one from Tata Elxsi qualifying for the Tata track round.

Tata Crucibles, being held for the fourth time in the country, is organized in 12 cities across India. The quiz will make its international debut in Singapore soon. Two teams qualify for the finals from each region, one from a Tata company and another from an external company.

The pyramid-quizzing pattern is followed, with each round tougher to crack than the previous one. While the questions kept the participants working their minds, the quizmaster's quirky and sharp sense of humour kept the audience in a light mood. Negative marking that led a member of the audience to express a loud 'Ayyo!' so amused PickBrain that he mulled the possibility of patenting such very Indian expressions, inviting another loud cheer and applause.

The fast paced Tata track round saw Shivram and Sunil Raj from Titan Industries making an entry into the finals. The non-Tata track saw teams from i2 Technologies, E&Y, WYSE, Yahoo!, Kotak Life Insurance and Ray+Kesavan entered the finals. The Yahoo! team, comprising of Tejaswi Udupa and Siddharth Vijay Krishnan, made it to the final round.