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**PRESS RELEASE**

## Tata Crucible Campus Quiz to make its debut in Dubai

- India's biggest **Business Quiz** competition for campuses extends to **Dubai**
- Invites students to participate from **Middle East region**
- Winners to take back home cash prizes of **AED 30,000\*** and participate in the **International Championship to be held in India**
- Entry is **free**

**Dubai, 26<sup>th</sup> April 2017:** The Tata group, a global enterprise, headquartered in India, is bringing India's largest and highest rated business quiz for campuses, **Tata Crucible Campus Quiz**, to Dubai on **Sunday, 30th April 2017**. A key knowledge initiative for the youth by the Tata group, the **Tata Crucible Campus Quiz's inaugural edition** in Dubai aims to attract the sharpest minds from the region. **Birla Institute of Technology and Science, Pilani (BITS) – Dubai Campus**, will be host partners for the competition. The invitation to participate has been extended to universities not only from Dubai but also from Abu Dhabi and Sharjah as well. **Mr. Vipul, Consul General of India in Dubai** will be the Guest of Honour for the quiz.

Over the years, **the Tata Crucible Campus Quiz** has seen huge response from prominent Indian and international universities. The quiz made its debut in India in 2004 with the corporate edition, followed by a campus edition and both have since become highly successful annual events. Singapore was the launch pad for Tata Crucible internationally and has seen **10** editions so far. There have been **13** Tata Crucible Corporate and Campus editions in India since its inception.

Given its strategic importance to the group and the strong presence of the student community in the region, Dubai is a natural extension for Tata Crucible. Participants can look forward to a dynamic business quiz that will channelise their curiosity, hasten their speed of thought and encourage divergent thinking.

**The Tata Crucible Campus Quiz** will comprise multiple audio-visual questions from the world of business and economy, including business houses, personalities, brands, and markets, among other exciting topics. The quiz

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will be conducted by the Quiz Master, Mr. Giri Balasubramaniam, popularly known as 'Pickbrain', who will engage the contestants with an array of interesting questions.

Tata Crucible is open to all university students above the age of 18. Students can register for the quiz by logging on to the website [www.tatacrucible.com/uae](http://www.tatacrucible.com/uae). The top eight teams of two will be chosen from a preliminary written round and a quick wild card round. The eight teams will then battle it out for the coveted Tata Crucible Dubai trophy. There is **no entry fee** for the competition.

The winning teams will together take home cash prizes of **AED<sup>1</sup> 30,000.**<sup>2</sup> Besides the cash prizes, there are exciting goodies like e-readers and Tata Crucible merchandise for the finalists and attractive prizes for the audience.

**Mr. Sunil Sinha, Resident Director, Tata Sons, Middle East & North Africa**, said, "We are privileged to host the first edition of the Tata Crucible Campus Quiz in Dubai. It is a fantastic forum to engage with the young and bright minds in Dubai and in and around the region. The Tata Crucible Campus Quiz provides students a platform to test their quick-thinking, team building skills and general knowledge in an intellectually-stimulating setting. We are also grateful to the Birla Institute of Technology and Science, Pilani (BITS) – Dubai Campus for being our host partners this year to facilitate this quiz competition."

### **Tata group's presence in Middle East**

The Middle East and North Africa, especially the Gulf Cooperation Council (GCC) countries, represent a huge and expanding market for the Tata group. The group has a significant footprint in the region with a presence of over four decades, 22 companies, \$3.5 billion in revenue and over 12,000 employees. The major companies in the region are Jaguar Land Rover, Voltas, Tata Communications, Tata Consultancy Services, Taj Group, Tata

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<sup>1</sup> AED - United Arab Emirates Dirham

<sup>2</sup> \*Terms and conditions apply, please refer to the website [www.tatacrucible.com/uae](http://www.tatacrucible.com/uae)

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Consulting Engineers, Tata Global Beverages, Tata Steel, Tata Motors, Titan Company, Tata International, International Shipping & Logistics and Tata Elxsi. The other companies with operations in the region are Tata Technologies, Tata Interactive Systems, Tata Power, Tata Projects, Tata Housing, Tata Capital, mjunction, Tata Business Support Services and York.

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**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 \$130.13 billion (as on March 31, 2017). 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.

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