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'Quiz competitions have undergone major change'



HT PHOTO

Participants during the preliminary round of the "Tata Crucible-The Business Quiz 2007" in Chandigarh on Sunday

HT Live Correspondent Chandigarh, August 19

THE SUCCESS of 'Kaun Banega Crorepati' (KBC) has changed the manner in which the corporate houses used to associate with quiz, said Giri Balasubramaniam while interacting with medi-apersons at Tata Crucible-The Business Quiz 2007.

Balasubramaniam, who was in the city to host the business quiz, said before KBC, corporate houses had never thought that quiz programmes could also become a strong way of connecting with the audiences. Balasubramaniam, known for his Pyramid quizzing, said the concept lays stress on integration of corporate life with the quiz. He stated that quizzing has undergone a tremendous change. A quizmaster should act as a facilitator.

Finals of Tata Crucible quiz would be held in September at Mumbai. The quiz commenced its first regional round at Chennai on August 11, 2007, followed with Hyderabad and Delhi regional rounds. The quiz will now travel to eight other major Indian cities.

Results

Representatives of Abhishek Industries, Ludhiana, won the Chandigarh finals of the quiz and would be competing with 11 other teams in the national final.

Rahul Gupta and Ayan Chakraborty represented Abhishek Industries, Ludhiana, and won a cash prize of Rs.60,000. Maruti Udyog team was adjudged runners up and received a cash prize of Rs.30,000.