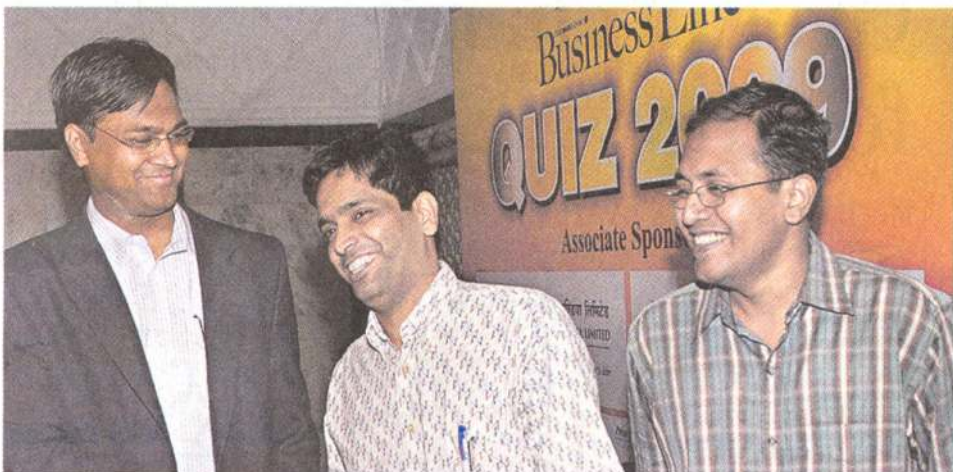


Neck-to-neck race in nerve-racking quiz

'Ad Club-Business Line Quiz 2009' attracted 77 teams



SMART DUO: Quizmaster Mitesh Agarwal congratulates the winning team of Gopal Kidao (centre) and R. Jayakanthan of Ad Club-Business Line Quiz 2009 in Chennai on Saturday. — PHOTO: S.R. RAGHUNATHAN

Staff Reporter

CHENNAI: Guess what Bobby Fischer asked chess world champion Viswanathan Anand to get for him from India? If you think it is one of those ethnic memorabilia that reflects the richness of Indian culture, you are most likely to be wrong. The ace chess player from Iceland wanted a pain-relieving balm of a popular brand from India. There were more such interesting trivia at the eleventh edition of the 'Ad Club-Business Line Quiz 2009,' jointly organised by *The Hindu Business Line* and the Advertising Club, Madras, at Hotel Savera here on Saturday.

It was a tough battle between the minds at the quiz that revolved around business and related aspects such as brands and marketing strategies. But all through the nerve-racking quiz event, one team remained a clear winner. The team comprising R. Jayakanthan and Gopal Ki-

dao was on a roll right from the preliminary round. The event attracted 77 teams of two members each. The participants were from various management institutes and companies across the country.

Quizmaster Mitesh Agarwal took the participants through a host of questions on economics, business and corporate sector. While the questions during the prelims challenged the memory power of the participants, the finals tested their logical reasoning. Six top teams made it to the final.

Of the total five rounds in the final, two were theme-based and the rest packed in a wide range of questions. One of the rounds was exclusively on the cover pages of *The Economist*.

Few topical questions like 'which is the most e-mailed attachment of all times in India that pushed the picture of Shahrukh Khan to the second spot? (Answer: The confession letter of Satyam's Ramalinga Raju)' had good many takers from the participants.

After a neck-and-neck race between two teams, the team from Citibank comprising Rajen Prabhu and G. Swaminathan made it to the first runner-up place. The team of Ramkumar Shankar and Aravindh Raamaiah finished second runner-up. Managing Director of *The Hindu* N. Murali and president of Advertising Club R. Seshadri were present at the event. Joint Editor of *The Hindu* and *The Hindu Business Line* K. Venugopal, Assistant General Manager of the Union Bank of India Rakesh Sarin and General Manager of Samsung Swaminathan gave away the prizes to the winners.

Union Bank of India was the title sponsor. Associate sponsors were Steel Authority of India, Nippon Paint, Academic partner was Pearson Education, Writing instruments partner was Parker and prize sponsors were Samsung, Valore, Tibre, Raintree, Henkel, Modern Computers, Wavetel, Sinclair, Icare Communications and Helvetica.