

Mr Avinash Mudaliar was the founder of RV Quiz Corp - India's biggest Quiz Club. Currently he is heading Content and Creative at Indiatimes, Times Internet Limited. Before joining Indiatimes, he was the Editor in Chief - New Initiatives for Web 18 Software Services Ltd(A NETWORK 18 Group Venture).

He also served as Cluster Programming Head, Radio Mirchi-South India region. Incidentally, Mr Avinash Mudaliar will also be authoring the next Penguin India Quiz book.

You can also read about Microsoft Bhasha Bizkrieg 2005 and appreciative comments in this regard by fellow Quizmasters and quizzers from across the country at the following URL

<http://www.bhashaindia.com/Events/BizKrieg/FifthLegReport.aspx>



## In the business of quizzing

Bizkrieg is a series of five business quizzes from January to May this year that would determine the winning corporate teams.

Be it quiz or conversation, Avinash Mudaliar despises clichés. "Necessity isn't the mother of all invention," the quizzing wizard of Bangalore declares with cheerful exuberance. "It's indeed the mother of all innovations. That's what you would realise in our business quiz - Bizkrieg 2005, made on the realisation that business is all about innovation and marketing."

Sponsored by Microsoft Bhasha, Bizkrieg is a series of five business quizzes conducted by Avinash and Irem Motia. There's a quiz each month from January to May this year that would determine the winning corporate teams in each quiz and the overall winner at the end.

### Fun & quiz

Avinash says the event is designed to create fun and excitement around the process of selecting the best team.

"It's a great challenge for the participants and audience as we've discarded database questions and have brought in fresh ones. We've also expanded the scope of business to include finance, movies, advertisement, accountancy, economics, branding etc," he adds.

Business questions have been culled from different sources and deal with things from corporate board placement in movies like 'The Matrix' and 'Rain Coat' to the history behind the Cholayil family and the Medinix soap. They dwell deep into how business



Corporate teams figure out the answer to Avinash Mudaliar's (right) quizzing.

concepts came into practice and how brands - from world famous McDonnalds to the darshini fast-food stalls were created. Avinash says Bizkrieg is perhaps the only quizzing event where you get to hear many things for the first time.

Kipling and Laloo linked through A H Wheeler; disaster tourism; Benetton and Cadburys and their French Connection etc. thrilled the audience and participants alike.

### New innovations

Innovations haven't stopped with the substance; there are a few surprises for the participants in the format as well. Apart from determining the

best team in each of the quizzes, Bizkrieg would also decide the best overall performer and reward them with Rs 50,000 in cash and book tokens.

### Point advantage

Cumulative Knowledge Index (CKI), the method used to find the overall winner offers points for things that impact team performance - the Participation Knowledge Index (PKI), which provides points for the team that takes part in the quiz and the Performance Knowledge Index (PKI), which rewards teams that perform consistently in all quizzes.

Teams would get more points if they reach the finals either

with the three members retaining the team as in the previous quiz or one different member from their own company.

With two quizzes in the series already over, there's still room for fresh participants, who can take part from quiz No 3. The team, 'Anything You Want' won the second quiz on February 27, while IBM led the CKI.

The quiz moves to Chennai on March 27 for its third edition.

For details about Bizkrieg 2005, log on to [www.bizkrieg.com](http://www.bizkrieg.com)

L SUBRAMAN

## CORPORATE BRAINSTORM

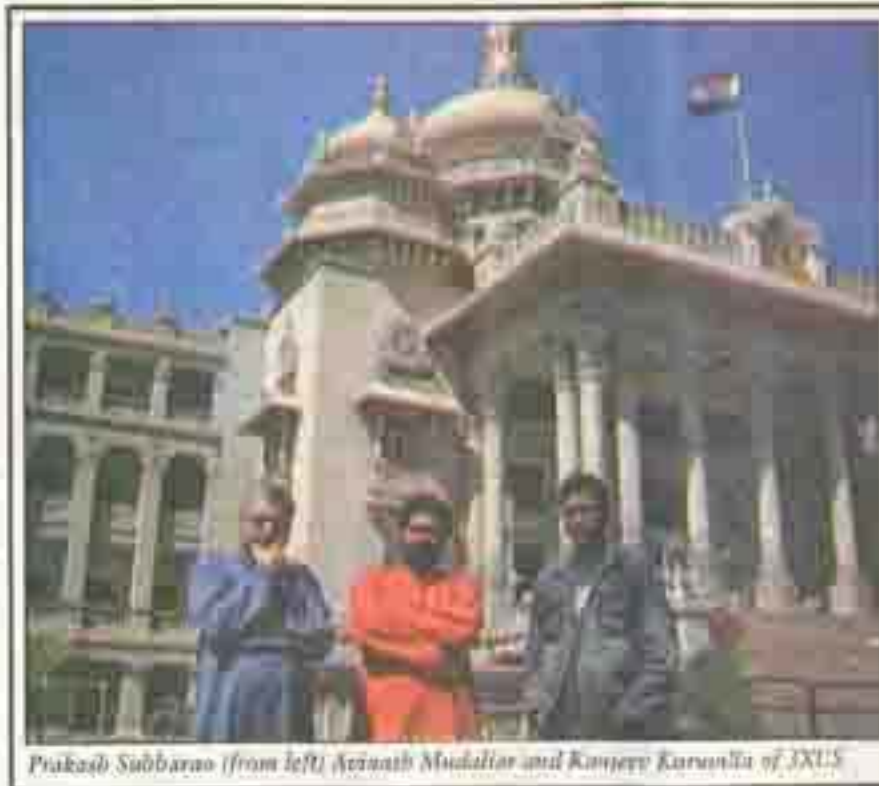
By JAYALAKSHMI MENON

Forget the Power point presentations, flamboyant profit margins and take a break from number crunching. Bangalore's corporate fraternity can flex its business muscles and do some "brainstorming" at Bizkrieg 2005.

Bizkrieg is a five-month long quiz series starting January 15, and by 3XUS Media Solutions (P) Ltd. This quiz is not your run-of-the-mill kind, where cramming in byz of information from the day's newspaper or tuning into news bulletins assures you smooth sailing. This one's designed by those in the know-how of quizzing, complete with grading system and prize money to be won.

Avinash Mudaliar, managing director of 3XUS says, "We were tired of the corporate quizzes making the rounds. Either the quizzes were too simple or just meant to advertise the knowledge about a certain company or an individual's means of self-adulation. And in some cases the participants were cheated of prize money even! Bizkrieg 2005 aims to provoke thought, rather than depend on rote memory."

Ran by quizzing enthusiasts, Rameesh Kuruvilla, Prakash Subbarao and Avinash, the idea of setting



Prakash Subbarao (from left), Avinash Mudaliar and Rameesh Kuruvilla of 3XUS

up 3XUS originated from the felt need, to improve the standard of quizzing, make it more accessible, rather than letting it be the domain of a few.

On the second Saturday of every month for the next five months, Bizkrieg will witness the best brains in the industry battle it out for the title, The Best In The Business. These quizzes will be conducted by quiz masters

Avinash. Another unique feature of this corporate quiz is its grading system, the Cumulative Knowledge Index, which follows the system adopted by business schools. It takes into consideration numerous aspects to determine the best team. The rationale **behind** is to emphasize the importance of the team. "We will grade teams based on their performance in each quiz. They

have to work together to earn the highest number of points. If your team changes with every quiz, you stand to gain less. We also allow mixed teams or participants. For instance, the team could be made of individuals from different companies, but the composition of the team can't change every time," Avinash adds.

There is over Rs 1.2 lakh to be won at Bizkrieg.

Teams which win each quiz get to take home some amount of the booty.

The final prize money is awarded to the team that gains the highest number of points at the end of the series.

Corporate teams will comprise three members each. The preliminary rounds will begin on January 15, between 6:30 pm and 7 pm. Finals will be between 7:30 pm and 9 pm.

The first quiz will be held at the Rotary Hall of Friendship on Lavelle Road. Next question anyone?

*'We were tired of the corporate quizzes making the rounds. Either the quizzes were too simple or just meant to advertise the knowledge about a certain company or an individual's means of self-adulation. And in some cases the participants were cheated of prize money even! Bizkrieg 2005 aims to provoke thought rather than depend on rote memory.'*

**ET** madras **PLUS**

et madras plus bureau with inputs from brahmma raju  
and praveena-sivaram

# review

friday

## THE QUIZ BUSINESS...

If in the space of the last three weeks Chennai was witness to three different corporate quizzes, then one must admit that these corporate quizzes have become popular. *JKUS*, which conducted the *Microsoft Bhasha Blitzkrieg 2005* last week realised this too well and organised one of the most enjoyable business quizzes in the recent past. More than 35 teams battled it out for the The Best in the Business prize. Unlike quizzes of recent days which make no relevance to the local audiences, quizmaster Avinash Mudaliar worked

consciously to include many a local question, most of which were eye-openers to most of the participants. With a prize money of Rs1.5 lakhs to the winners, Sunday proved to be a well-spent day for quiz buffs in the city.

# Media

## Bizz quiz

From January 15, it's quiz time for corporates with the first leg of Bizkrieg 2005 beginning. The event will go on for five months, with rounds held on each second Saturday of the month. Teams of three will vie for the title "The Best In The Business". Conducted by quiz-master Avinash Mudaliar, Bizkrieg 2005 will follow a grading system designed by 3XUS Media Solutions. Called the Cumulative Knowledge Index, it takes into consideration numerous aspects to determine the best corporate team.

The first round of Bizkrieg 2005 will be held on January 15 at Rotary House of Friendship, Lavelle Road, from 5 pm. For more details, log on to [www.bizkrieg.com](http://www.bizkrieg.com). You may also email [bizkrieg@3xus.com](mailto:bizkrieg@3xus.com).

To register, visit [www.bhashaindia.com](http://www.bhashaindia.com). 3XUS can be contacted at 26643137, 56976977, or 26341617.

## Like everybody's **BUSINESS**

The vision behind Microsoft Bhasha Bizkrieg 2005 is a business quiz for the people and not a select few

THE business of knowing business becomes fun once again with the second episode of Microsoft Bhasha Bizkrieg 2005. Bizkrieg 2005, a business quiz series for corporate teams will be held at Yavanika Youth Sports and Services Convention Hall on February 27.

"The idea behind creating a business circuit stemmed from a desire to get into the business of harnessing knowledge to enhance people, rather than it remaining in the hands of a select few, who use it for their own enhancement," says Avinash Mudaliar, managing director, 3Xus Media Solutions, the organisers of the event.

The first of the five quizzes was held on January 15 this year. The second leg will continue in the vein of the first one, with interesting rounds like the Bottom of the Pyramid simulating the corporate ladder, which will test teams on all aspects of business and management.

The total cash prize of Bizkrieg 2005 is over Rs. 1.5 lakh and over Rs. 30,000 to be won at the second leg. Teams that come third and fourth will also win prizes. Only three members are allowed per team and mixed teams are not entertained. Teams are required to register online at [www.bhashaindia.com/events/bizkrieg/registration.asp](http://www.bhashaindia.com/events/bizkrieg/registration.asp). For details contact: [bizkrieg@3xus.com](mailto:bizkrieg@3xus.com) or call 26643137/ 56976977/ 26341617.

— EXPRESS FEATURES

## Best in the business

**I**N RECENT times, corporate quizzes have become quite popular. They are well-organised with lots of fun and serious quizzing. 3XUS that has organised Bizkrieg 2005 believes that the business of knowing business should be an interesting experience.

Bizkrieg 2005 is a series of five business quizzes to be conducted over five months. The first two were held in Bangalore, while the third episode, the Microsoft Bhasha Bizkrieg - 2005, will be conducted in Chennai on March 27. Top companies will battle it out for the title of "The Best in the Business".

Three members per team will participate in the quiz that will be held at the Utsav Hall, Breeze Hotel, Poonamallee High Road, at 5 p.m.

Each team has to pay a participation fee of Rs. 300 and can register at [www.Bhashaindia.com/events/bizkrieg](http://www.Bhashaindia.com/events/bizkrieg).

There will be a special BhashaIndia round on Indic Language Computing. This round, apart from recognising the emergence of the Indic computing market, will also include questions on language glyphs and characters, sorting orders, unicode, Indic scripts, linguistic tools and Indic language glossary. Prizes worth over Rs. 30,000 can be won in this round.

Conducted by quizmaster Avinash Mudaliar, at the Bizkrieg 2005 the best corporate team will not necessarily be the team that wins the entire series. A unique grading system, The Cumulative Knowledge Index (C.K.I), has been designed by 3XUS to judge the best team on various aspects. The winner will get prizes worth over Rs.1.5 lakhs.

For details mail [bizkrieg@3xus.com](mailto:bizkrieg@3xus.com)

# Business of quizzing

By Savie Karmel

**Y**OU know your business well, are well acquainted with the nuances in trade circles, your knowledge in biz-affairs is fair. Have you wondered if you could run a race with your counterparts in other corporates on the tracks of knowledge? Then here comes Microsoft Bhasha Bizkrieg - a quiz calendar for all corporates housed in Bangalore. Created in a series of five quizzes over a period of five months, it commenced on January 15.

The second Saturday of every month for the next five months will be a centralised node for the convergence of brains, knowledge, fun and information as the best in the business battle it out for the title: The Best in the Business. According to organisers 3XUS, a media solutions company, the idea behind creating a business circuit stemmed from a desire to harness knowledge to enhance people rather than it remaining in the hands of a select few, who use it for their own enhancement. Bizkrieg 2005 aims to provoke thought rather than plain memory, while acting as a conduit in knowledge dissemination.

Conducted by quiz master Avinash Mudaliar, Bizkrieg 2005 goes by the concept that the Best Corporate Team is not necessarily the team that wins all the

### Rapid FIRE

five quizzes. 3XUS has designed an exclusive grading system - the Cumulative Knowledge Index (C.K.I), which takes into consideration numerous aspects to determine the Best Corporate Team. The rationale behind the grad-

A quiz for corporates saw enthusiastic participation

## Corporates to vie for 'best in business' Bizkrieg quiz title

Our Bureau

Bangalore, Jan. 6

BEGINNING January 15, Bangalore will play host to a Quiz Calendar for corporates over five months for teams of three members.

The second Saturday of every month for the next five months will be a centralised node for the convergence of brains, knowledge, fun and information as the best in the business battle it out for the very title, 'The Best In The Business.'

Conducted by quizmaster Avinash Mudaliar, Bizkrieg 2005 will focus on the concept that the Best Corporate Team is not necessarily the team that wins all the five quizzes, said Mr Avinash, Managing Direc-

signed an exclusive grading system, the Cumulative Knowledge Index (C.K.I.). The rationale behind the grading system is the fact that the concept of the team has been lost somewhere in time. The C.K.I. is a system that seeks to remedy this and bring to the spotlight those forgotten faces: teams that stick together, said Mr Avinash.

"Though kinship usually doesn't have a monetary value attached, 3XUS' concept rewards it with prizes over Rs 1.5 lakh on offer at Bizkrieg 2005," he said.

An avid believer in quiz as a platform for knowledge enrichment and promoting team spirit, Mr Avinash is also involved in the Bangalore Quiz Group (BQG) as its Chief Associate and Content Consultant.

**T**HE third leg of Microsoft Bhasha Bizkrieg 2005 was held at Breeze Hotel, Chennai, on March 27 with over 50 teams taking part in the preliminaries. Prelims in quizzes usually include what are known as 'starred' questions that help in resolving ties between teams. In keeping with its trend, the Bizkrieg Prelims began with a 'Starred' question on the Vijay starrer, *Thirupachi*. If the prelims began with a starred

Pic/D Sampath Kumar



## The business of quizzing

question, the finals began with a super-starred question on Tata Indiacom and its connection with *Chandramukhi*.

The quiz was converted into a mind match. The questions ranged from all aspects of business as well as other trivia like Swami Vivekanada, the Ice House in Chennai and Thoreau. Each round encouraged participants to 'think' rather than put on a sharp display of memory power.

Quizmaster Avinash Mudaliar quipped, "It's not only about knowing products and who bring them out. It's about being in the business and knowing the facets that made these big businesses successful. The 100% of all these

quizzes is serious Business Quizzing Content, that transcends conventional mores of questioning. This is also India's first ever audio-visual business quiz of this magnitude."

Bizkrieg featured teams from faraway places like Bangalore and even Bhilai. Teams which didn't make it to the finals and regular audience members took home (which included Bangalore and even Bhilai) gift vouchers sponsored by Landmark.

Teams that made it to the finals are Cipher Consulting-Sun Microsystems-VXL Software-Sanmar Group, the HERTZ-Hutch-DBI-Bharti and the third team, Bangalore Organisation team to be

The unique part of this quiz is that the Best Corporate Team may not necessarily be the team that wins all the five quizzes. 3XUS has designed an exclusive grading system- The Cumulative Knowledge Index (CKI), which takes into consideration numerous aspects to determine the Best Team. Every quiz in the series has an individual prize for the best team of that particular quiz. However, at the end of the quiz series, the CKI of all participating teams is collated and used to determine the Best Corporate Team of Bizkrieg 2005.

The next round will be held in April in Chennai.

Express Features

# Techies battle it out

■ The business quiz, Bizkrieg 2005 received an encouraging response from various corporate teams

It was an occasion for young techies from software firms, banks and other professions to battle out their knowledge through a quiz. Sunday morning saw 16 odd teams at Hotel Iffredo, Chennai, which came to participate in Bizkrieg 2005, the fourth of a series of corporate business quizzes.

Quiz master Avinash Mudaliar volleyed similar sets of questions to all the teams. Try these: "Speed, hyper, super, eemy-meemy were all rejected. What was selected?" The

answer is hot (hotmail), but if you don't know, don't fret. The quizzing teams didn't get it either.

"Which place boasts of having the highest mobile users per unit area?" The answer, incidentally, is Manipal because of its large student population. Many other questions related to brands, sports and policies adopted by companies were asked.

To check the participants' GK on the latest television commercials, O Podu song, the latest Coke ad featuring actor Vikram was played. Six teams which qualified in the prelims participated for the Rs 20,000 cash prize. The finals had business questions extracted from diverse areas - brand placement in movies, advertisements that inspired the creation of an Indian ad agency, etc. Rajiv Rai, Gopal Kidoo, Samarth Sathumaniam walked away as the

first prize winners. SP Rajen, GV Vinod and G. Krishnamurthy came second.

Corporates including Nestle, HCL, Cognizant, Sify and many other companies came to check their knowledge in business and witness the fun in participating. Bizkrieg is probably one of the first business quizzing contests. Bizkrieg was organised by 3XUS-Media Solutions, a one-stop media and knowledge managing company based in Bangalore. The series of quizzes is being organised in Chennai and Bangalore and the finals of Bizkrieg will be held in Chennai in May. "The main purpose of holding such a business quiz is to improve team building and see that the participants stand with the same team members," says quizmaster Avinash.

-LT

