

ET Citi Grand Masters' 2nd edition set to kick off

TIMES NEWS NETWORK

Mumbai: History was created last year when two aspiring students from IIM- Calcutta won the first ET Citi Grand Masters 2007-08. The championship, having received an overwhelming response last year, is set to take centre stage in the lives of B-school students once again. With submissions scheduled to close by November 30, 2008, students have about two weeks to be part of the single national championship, covering management institutes across India.

The Grand Masters Championship is conceptualized and co-created by The Economic Times, a financial newspaper that provides analysis on industry and the economy, and Citi, India's pre-eminent financial services company. The objective of the event is to provide management students a unique platform to interact and compete with B-school peers and win the coveted trophy in the management arena.

Sanjay Nayar, CEO, Citi,

South Asia, said: "Grand Masters is an exclusively designed competitive event for business school graduates. The success of the inaugural event last year has spurred us to make this year's Grand Masters experience even more enriching for participants by testing their aptitude and intelligence across a wider array of desired competencies, imperative for successful leadership. This

based on the current market scenario. ICRA will evaluate the entries and six teams per zone will compete in the zonal round to be held in Delhi, Bangalore, Kolkata, Mumbai and Ahmedabad.

The teams here will face each other in a finance game, debate and quiz and the team with the highest aggregate will be chosen to enter the grand finale scheduled to be held in

Mumbai. The teams in the finals will be challenged for their knowledge base in a grand business quiz. These rounds are

designed to evaluate a future manager's analytical, contextual, strategic, problem solving and several others skills which are crucial to survive in an ever-evolving & diverse business scenario.

The ET Citi Grand Masters is sponsored by Citi and has been powered by ICRA.

Other prize sponsors include Pierre Cardin, Samsonite and Travel Port. For more information, please log on to <http://www.etcitigrandmasters.com>



event reaffirms Citi's commitment to groom and nurture management talent by creating unique opportunities for them to address practical, real-time business challenges and facilitating their growth as successful business leaders."

This time around the championship has been altered to pose a greater challenge for students. Analyzing an online case study within the stipulated period is the first brain racking task which is created by ICRA and the cases are