

Line-up ready for ET Citi Grand Masters final

TIMES NEWS NETWORK

Mumbai: It's been two months since the online case study marked the launch of the ET Citi Grand Masters in November 2007 and it's been a frenzied journey since then. With the Kolkata round wrapping up on January 19, all the winners of the zonals have now geared up for the finals to be held at ITC Grand Central Sheraton and Towers on January 30. The finals will be hosted by ace quiz master, Derek O'Brien.

The championship kicked off by inviting all B-schools to participate in analyzing an online case study and submitting their entries within a stipulated timeframe. There was an overwhelming response with more than 250 entries. On-ground promotions in business

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schools helped create awareness about the championship.

The zonals took place over a span of two months kicking off in Delhi. Every zonal round had a very similar format—it started with an exciting treasury game. It was then followed by case study presentations. These case study presentations were judged by a dynamic but eminent panel of journalists in every city. These were followed

by a quiz competition which was held by Derek O'Brien & Associates. The winners of each zone are: IIFT (Delhi), IIT (Powai), IMT (Ghaziabad), IIM (Bangalore) and IIM (Kolkata).

Winners of the zonals received exciting prizes from Philips, Acer and Police.

The content, methodology & evaluation of the cases are powered by ICRA. The grand prize for the winning team is a Zen Estilo each and Acer Laptops. The institute, which the winning team represents, also receives a trophy. The finals will be broadcasted on NDTV Profit later. NDTV Profit is the TV partner, online partner is Indiatimes.com and the prizes are sponsored by Acer, Philips and Police. For more information, log on to www.etcitigrandmasters.indiatimes.com.