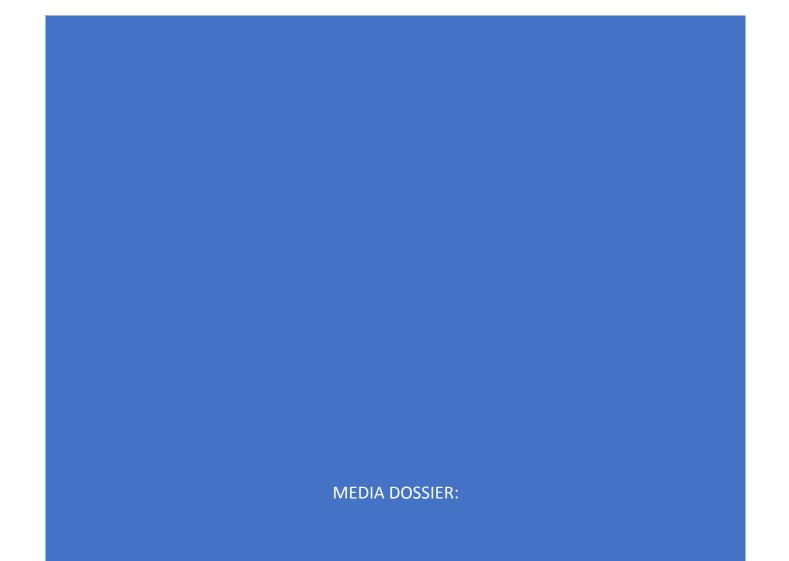


BCC&I Marketing Quiz 2022 25th March 2022



Media Coverage of BCC&I Marketing Quiz, held on 25.03.2022



BCC&I'S WHAT'S YOUR MQ? WITH THE TELEGRAPH, WAS A **KNOWLEDGE-SHARING** PLATFORM

The marketing and brand committee of BCCAI boost the third edition of their marketing guiz titled What's four MQP in association with The Telegraph, or March 32. The quiz overed all aspects of business in an addition and other facets of marketing. The main align thus strategy, advertising, brand management, standed light buildon and other facets of marketing. The strategy and the guiz was to provide an interactive platform to spread an end the guiz was to provide an interactive platform to spread an end the guiz was to provide an interactive platform to spread an end the guiz was to provide an interactive platform to spread an end the guiz was to provide an interactive platform to spread an end the guiz was to provide an interactive platform to spread an end the spread of the spread of the spread of the spread and ream No Brainers — made it to the finals. Charappreet Singh was the guizmaster. Binnees.



Bedbyas Datta (second from right) and Debanjan Bose (right) aka Team SVIMS & Giance won the contest and a cheque of Rs 20,000



Samanway Banerjee (left) and Piyus Kedia of Team M&Ms were the first runners-up.



Charanpreet Singh was the quizmaster for the evening.



Anoop Hoon (left), the chairperson of the marketing and hvand committee of ISCC&I handed over the second runner-up prize to Team Capgemini — Arijit Sen (right) and Rajeeb Bhattacharyya. "The third edition of the BCC&I Marketing Quiz was finally back in physical format. This was a grand success appreciated by all for the quality of questions making it an imperative knowledge harometer for marketers in a widely connected world," said Hoon.

Text: Urvashi Bhattacharya