

EVENT FAQs

HDFC SL 'Mission in Genius' for 15,000 staffers culminates August 20



Mission in Genius, a HR initiative of HDFC Standard Life for its 15,000 employees, is a pan-India quiz property first organised in 2006. This year's event, following the zonal rounds, concluded in a grand finale at ITC Grand Maratha, Mumbai, on August 20. The event was managed by Mumbai-based Cupid Advertising.

On the property, Sharad Gangal, GM-HR, HDFC Standard Life, explained, "We believe that knowledgeable employees will give us a competitive advantage. Our people processes are centered around building skills and capabilities that will give us a leading edge in the Industry. We want to promote this culture of knowledge enhancement by going beyond class rooms. Mission In genius is one such initiative that invites involvement through competition, fun and bringing in cross functional synergies together; thereby it becomes an engagement initiative too."

The grand finale was the culmination of the two-month pan-India contest. The initial pan-India round was held online and more than 15,000 employees across 595 offices participated.

"We believe this enthusiasm is a clear indication of the degree of hunger and craving amongst employees to compete for knowledge enhancement. We had zonal competitions from which 12 teams qualified for the semi finals. The semi final round ended with four teams qualifying, of which the two best scoring teams battled it out in the fiercely fought finals," elaborated Gangal.

Mission In Genius' design structure, quiz questions and creatives were developed in-house. Cupid Advertising was appointed to handle set-up and system support during the zonal and national rounds. The finale was conducted by quiz master Barry O' Brain. Certificates, trophies and holiday coupons were awarded to winners.