



## **The HDFC Standard Life Spell Bee India Spells 2010**

**Mumbai, 8th March 2010** – The HDFC Standard Life Spell Bee India Spells 2010 competition has come to an end with the On-Ground Event, 1 winner from each of the top 4 cities - Mumbai, Pune, Lucknow & Chennai has emerged to be the 'National Winner' of the HDFC Standard Life Spell Bee, India Spells 2010..

HDFC Standard Life Spell Bee India Spells 2010 commenced in November 2009 and was launched by Actress Tisca Chopra and Actor Darsheel Safary in the presence of Mr. Rajeev Banerjee from Alternate Brand Solutions India Ltd and Mr. Sanjay Tripathy, EVP & Head Marketing, HDFC Standard Life.

Began on Sunday 07th February and been carrying on every consecutive Sunday till 7th March 2010 on National Geographic channel, the competition emerged right from 1200 schools, where 216000 approx students from across 12 cities in India – Chennai, Bangalore, Delhi, Hyderabad, Cochi, Indore, Mumbai, Pune, Kolkata, Lucknow, Ahmedabad & Chandigarh. The competition this time received wide acceptance and participation from not only students but also parents and teachers who encouraged them to spell their best. The enthusiasm and talent witnessed at the competition through out was very great that Times Group (Alternate Brand Solutions India Ltd) made exceptions to showcase these prodigies as in the case of Neeraj. N from Chennai, a 5 year old child who is extra talented & exceptionally well at spellings. His Mother, Dr. Vishalaxi says, "I'm extremely grateful to the Times Group (Alternate Brand Solutions India Ltd) to have given us an oppurtunity to showcase my son Neeraj's talent, Spell Bee is an excellent competitive platform where children can not only learn but also compete on a national level. "

Thousand's of students battled in their respective city to represent their own city to be competed in the semifinals that was held in Mumbai. The final 12 students from 12 cities that landed in Mumbai to be a part of the prestigious event were S. Vignesh (8th std) from Sri Sankaran Sr. Secondary School, Chennai; Akhila.K.Jayaram (9th std) from Shri Kumaran Public School, Bangalore; Ojasvi Goel (7th std) from Vasant Valley High School, Delhi; Vaidehi U. Menon (8th std) from Chinmaya Vidyalaya, Vaduthala, Kochi; Showan Panigrahi (9th std) from Apeejay School, Salt Lake, Kolkata; Varsha V. Iyer (8th std) from Udgaur School for Children, Ahmedabad; Aditya Agrawal (9th std) from Jaipuria School, Gomti Nagar, Lucknow; Neel Kelkar from Millennium National School, Pune; Anand Sundaram (9th std) Thakur Public

School, Mumbai; Saksham Gakhar (9th std) from Bhavan Vidyalaya, Chandigarh; Shreyas Saran (9th std) from St. Paul Higher Secondary School, Indore and Durga Pranavi Cheemakruti (7th std) from Pragnashilpi International School, Hyderabad. Every week for 4 weeks, 3 city contestants from among 12 cities battled it out, from amongst which only 1 team qualifies to the finals resulting to 4 finalists in the grand finale namely S. Vignesh (Chennai), Aditya Agrawal (Lucknow), Neel Kelkar (Pune) & Anand Sundaram (Mumbai). These were the final 4 contestants that clashed against each other to pick up the Title of 'National Winner of the HDFC Standard Life Spell Bee 2010'. Among these 4 finalist, Anand Sundaram fumbled quite a few times but emerged to be the Winner of the title 'HDFC Standard Life Spell Bee' with 235 points by spelling complex and tricky words like – Rhizome, Sombrero, Requiem, Vicarage, Oligarchy, etc. leaving behind S. Vignesh (Chennai) with 191 points, Aditya Agrawal (Lucknow) with 134 points & Neel Kelkar (Pune) with 82 points.

The recent grand finale saw prominent Actress cum Anchor Mini Mathur making an appearance and conducting the 'Word Play' round for the final participants. Ms. Satarupa Chaudhuri from Oxford Dictionary Press acted as a fairy Godmother lending a helping hand to the contestants and enhancing their vocabulary with new words and their origins.

The 4 winners who had made it to the Grand Finale pocketed a cash prize of Rs. 25, 000 while the National Winner Anand Sundaram (Mumbai) received a cash prize of Rs. 1, 00, 000 from HDFC Standard Life and will also be sent by the Times Group (Alternate Brand Solutions India Ltd), along with one parent to Washington DC, U.S.A to witness the Scripps National Spelling Bee in June 2010. Along with this, these winners have received Gift hampers from Horlicks and Cello Pens who are Associate Partners to this event.

---

**Catch the repeat telecast on Thursday, 11th March at 09.00am and Saturday 13th Feb at 4pm HDFC Standard Life Spell Bee India Spells 2010 in association with Horlicks and Cello Pens only on National Geographic Channel**