



## Vicks Cricket Jockey Hunt concludes announcing winners across the country!

- *Vicks Cough Drops is a trusted brand that provides long lasting relief for the throat that enables people to talk for a long time without any interruptions*
- *The Vicks Cricket Jockey Hunt captured this exceptional ability of people to talk incessantly about country's most passionate sport – cricket*
- *K.Sudarshan beats tough competition to take home the title of the Vicks Cricket Jockey in Chennai.*

**April 2011, Chennai:** Vicks Cough Drops has been our trustworthy companion providing long lasting relief through the sticky situations in life where throat irritation has been a speed breaker! What if we could combine the incessant yet witty conversation with the nation's passion for cricket...with this in mind **Vicks Cough Drops** created the Vicks Cricket Jockey Hunt – a nationwide contest that moved away from traditional cricket commentary to search for cricket enthusiasts who would showcase the World Cup in their very own fun unique way. The participants were guided in their journey by none other than the esteemed Harsha Bhogle playing the role of a mentor, friend and philosopher all rolled into one! After a series of rigorous eliminations, the winner stands tall as Vicks announced the region's first ever Cricket Jockey – K.Sudarshan, a cricket crazy Chartered Accountant in Chennai. Beating a raging battle that moved arm in arm with the coveted Cricket World Cup 2011 Sudarshan offers his heartfelt thanks to Vicks Cough Drops to arm him with the ammunition of zero throat irritation and lead him to the victory

With past experience as an audio commentator for websites at his behest, Sudarshan further polished his cricket jockeying skills through the contest. A man of many interests, he continues to enjoy his work; as he basks in reliving the cherished memories and excitement created throughout the contest.

The contest took place across 15 cities and was met by a tremendous response! Each week the contestant went through a series of eliminations to reach the position of Top 3 which was followed by the grand declaration of the Ultimate Vicks Cricket Jockey. At stake for the winners apart from fulfilling their dreams and passion for cricket was to have their very own cricket show on the popular Radio Mirchi 98.3 FM.

---

***For further media enquiries please contact:***

Shahnaz Hussain / Chaitra Shetty

Corporate Voice|Weber Shandwick

9870217033 / 9860085019