



## 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*
- *Venkat beats tough competition to take home the title of the Vicks Cricket Jockey in Coimbatore.*

**April 2011, Coimbatore:** 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 – Venkat, a BCA student in Coimbatore. Beating a raging battle that moved arm in arm with the coveted Cricket World Cup 2011 Venkat offers his heartfelt thanks to Vicks Cough Drops to arm him with the ammunition of zero throat irritation and lead him to the victory

The contest brought forth an underlying confidence in Venkat filling him with an immense sense of achievement on winning. He sailed through the contest with the staunch support from his family, friends and the listeners in Coimbatore who voted for him wholeheartedly. He cherishes his journey at the Vicks Cricket Jockey Hunt and is also thankful for helping him to realize his latent affinity for writing scripts.

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.

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