



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*
- *Anisha Jain beats tough competition to take home the title of the Vicks Cricket Jockey in Indore.*

April 2011, Indore: 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 – Anisha Jain, a young student in Indore. Beating a raging battle that moved arm in arm with the coveted Cricket World Cup 2011, Anisha offers her heartfelt thanks to Vicks Cough Drops to arm her with the ammunition of zero throat irritation and lead her to the victory!

An active member of her school vocation initiatives, the bubbly Anisha participated in the Vicks Cricket Jockey to realize her dreams of talking incessantly and passionately about cricket. As she continues to pursue her education goals, she also nurtures the dreams of becoming an RJ one day!

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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