



THE
BFACTOR
A BUSINESS QUIZ THAT MEANS BUSINESS

Presented by



SCHOOL OF
BUSINESS

In Collaboration with



A statewide business quiz
championship testing knowledge in

Business, Technology, Economy & leadership

About the Event

The B Factor (Season 1) is a statewide intercollegiate business quiz championship designed to test knowledge across business, technology, economy, innovation, and global developments. The competition brings together undergraduate students from diverse disciplines to compete in a structured, multi-stage format culminating in a televised Grand Finale.

The competition is organised by Amrita School of Business, Amrita Vishwa Vidyapeetham in association with International Quizzing Association (IQA – Asia) as our Knowledge Partner and Amrita TV as our Media Partner.

Who can participate

The competition is open to all undergraduate students across disciplines — including engineering, commerce, arts, science, management, and allied fields.

Students with curiosity about business, innovation, global trends, and emerging technologies will find the quiz particularly engaging.

Topics

The quiz explores contemporary developments shaping the modern world — including artificial intelligence, startups, fintech, global markets, sustainability, digital transformation, leadership, and industry shifts and more.

Competition Structure

The B Factor is conducted in multiple stages across Kerala, designed to progressively identify the most skilled and strategic teams.

1. Curtain Raiser Quizzes (Online)
2. Stage 1: Zonal Prelims (Written Round)
3. Stage 2: Zonal Quarter Finals (On-Stage Rounds)
4. Stage 3: Semi-finals (Amrita TV Studio, Kochi)
5. Stage 4: Grand Finale (Amrita TV Studio, Kochi)

Exclusive Opportunities for Semi-finalists

1. Leadership & Strategy Workshop
 - A one-day free intensive session for the 32 semi-finalists and top campus ambassadors
2. Corporate Talk Show
 - Selected participants feature in a televised talk show



Why it is unique

- Focuses on contemporary business and technology trends
- Encourages interdisciplinary awareness
- Features zonal rounds across Kerala
- Culminates in a professionally produced, televised Grand Finale
- Includes a workshop and talk show featuring industry voices

The B Factor is not just about recall – it celebrates awareness, clarity of thought, and engagement with the evolving global landscape.

Zonal Structure, Dates and Venues

	Event	Date	Venue
Zonal prelims and quarter finals	South Kerala (Thiruvananthapuram, Kollam, Pathanamthitta, Kottayam, Alappuzha)	20 April 2026	Amrita School of Engineering Amrita Vishwa Vidyapeetham Amritapuri Campus
	Central Kerala (Ernakulam, Thrissur, Idukki, Palakkad)	22 April 2026	Amrita Vishwa Vidyapeetham, Kochi Campus
	North Kerala (Kozhikode, Wayanad, Malappuram, Kannur, Kasargod)	24 April 2026	Malabar Christian College
	Workshop	2 May 2026	Amrita Vishwa Vidyapeetham, Kochi Campus
	Semi-finals and Grand Finale	3 May 2026	Amrita Television Studio Complex, Thammanam, Ernakulam
	Talk show	3 May 2026	Amrita Television Studio Complex, Thammanam, Ernakulam

Prize Pool Total prize pool of 7 Lakhs

Position	Zonal quarter finals	State Grand Finale
Champions	Rs. 25, 000	Rs. 1,25,000
Runners-up	Rs. 15,000	Rs. 75,000
Finalist 1	Rs. 10,000	Rs. 30,000
Finalist 2	Rs. 10,000	Rs. 30,000
Consolation prize for semi-finalists	Exciting prizes worth Rs 70,000	Rs. 5000/Team (For 12 teams)



Eligibility & Rules

Team size: Each team must consist of two students from the same college.



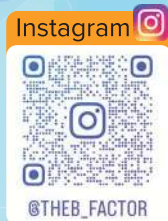
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Important Dates

- Registration opens on 1 March 2026
- Registration closes 15 April 2026

Registration process:

Visit <https://www.amrita.edu/events/b-factor/#registration-form>



Travel & accommodation

Accommodation for the 32 semi-finalists will be arranged by us in Ernakulam. Further details will be communicated later.

Conveyance between the venues will also be arranged by us.

Quiz master

Popularly known as the Quiz Man of Kerala, [Snehaj Srinivas](#) is known as the pioneer in Gamification of Knowledge, and Skills and Strategies for the last 26 years.



Campus Ambassador Program

The B Factor – Season 1



Represent The B Factor, a state-wide business quiz competition for college students, culminating in a televised finale on Amrita TV.

How it works

- ✓ Open to students from any college in Kerala
- ✓ Represent The B Factor in your campus and network

1. Register as a Campus Ambassador
2. Get your unique referral code
3. Share it with students from any college in your zone
4. Share event updates and posters with students
5. Students use your code while registering for the quiz
6. In each zone, the Campus Ambassador with the highest number of registrations wins

What you get



25,000 worth rewards per zone



Campus Ambassador Certificate



Top 8 Campus Ambassadors will receive a FREE Leadership Workshop



Leadership & networking opportunity

Register Now:



Be the Voice of The
B Factor in your
campus



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