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COOL CAMPUS

The students of Bhagwan Mahaveer Jain college played Net Junky

Niranjan H G

ALL THOSE RIGHT CLICKS



THE cyber road led this time to Bhagwan Mahaveer Jain college, the 25th college in the city, where Yahoo! India took its latest offering — an interesting game concept that the company has named Net Junky. On the morning of January 13,

the college campus was abuzz with fun, and games. A large number of students had gathered to play the game, which has various levels based on the difficulties and as the player crosses a level he gets a prize. The game attracted those students with its new format. They had to match the icons present in the tool bar given below with the bubble which blinks for a certain time limit. There were different prizes for

the winners.

Speaking on the initiative, Nitin Mathur, director marketing, Yahoo! India said, "This is a unique consumer engagement initiative where we are taking the personalisation experience as a fun game across 100 colleges in India out of which 25 are in Bangalore itself. So far many colleges across Delhi, Mumbai, Pune and Bangalore have participated in the game and over 750-1000 students

are participating from every college."

The company will take this game which aligns to its philosophy of extending personalisation to about 100 colleges across India.

The contest will culminate with one winner from India winning an Apple Mac Book Pro.

Hajira Khanum & Amanpreet Kaur
bngexpresso@expressbuzz.com