

MiNd WaRs

an initiative by



Khelo Seekho Bano Smart

What is Mind Wars?

Mind Wars is a **multichannel knowledge ecosystem** that aims to reach students across India. This is a unique and open platform for trivia-based quizzes that enhances knowledge across GK, Current Affairs and Curriculum.

Mind Wars is the brainchild of
Zee Entertainment Enterprises Ltd.

Key Achievements

Total Reach in 2023- 330 million
Total Engagement in 2023- 32 million

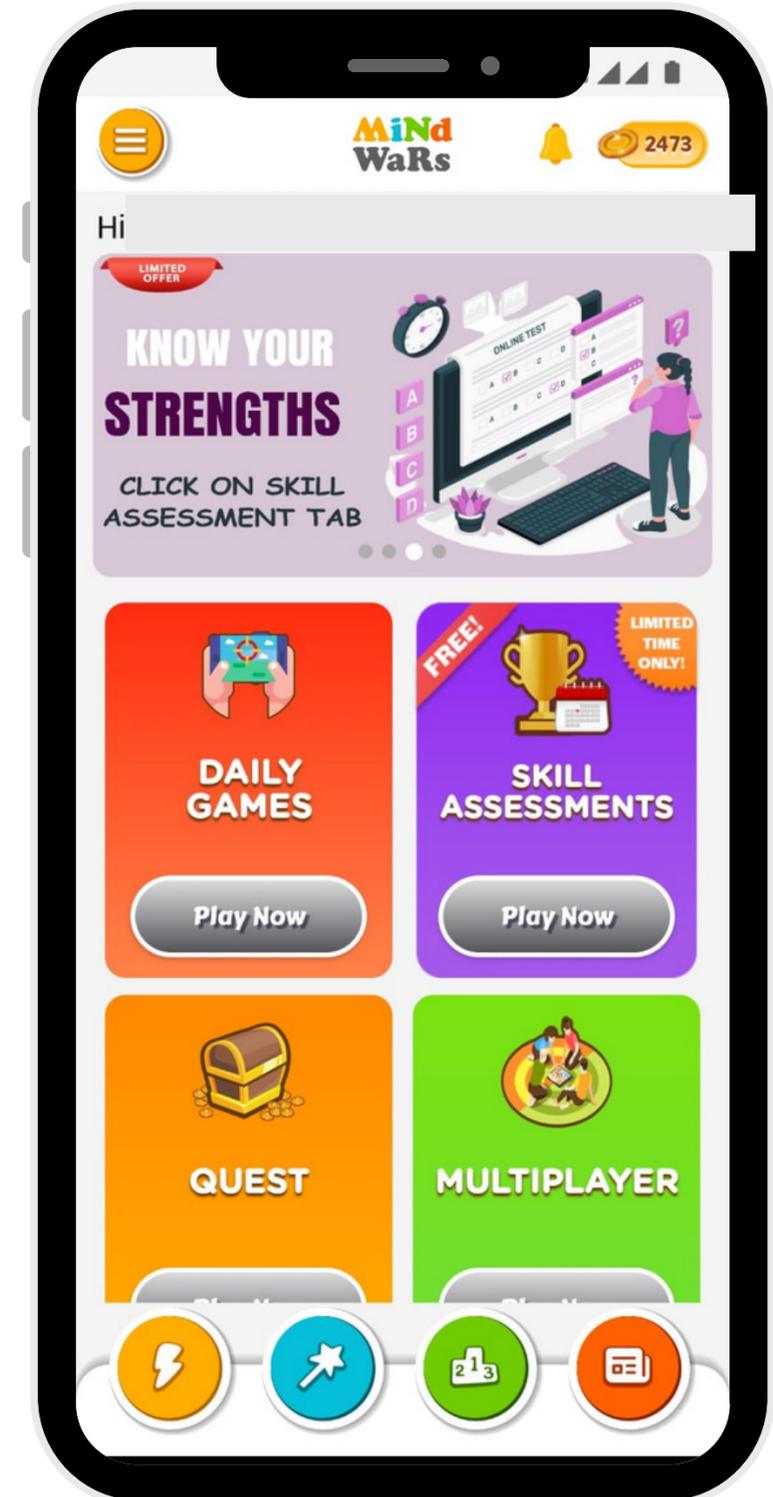
- Mind Wars has been a harbinger of a **new wave of education**, with its brilliant activities providing holistic knowledge to the students.
- This modern approach to education has enabled Mind Wars to attract student participation and registrations from around **669 districts (87%)** across the country.
- Numbers have been a reflection of the success of Mind Wars in the country, with over **50,000 schools** and teachers from over **20,000 schools**, being a part of its family.

Vision

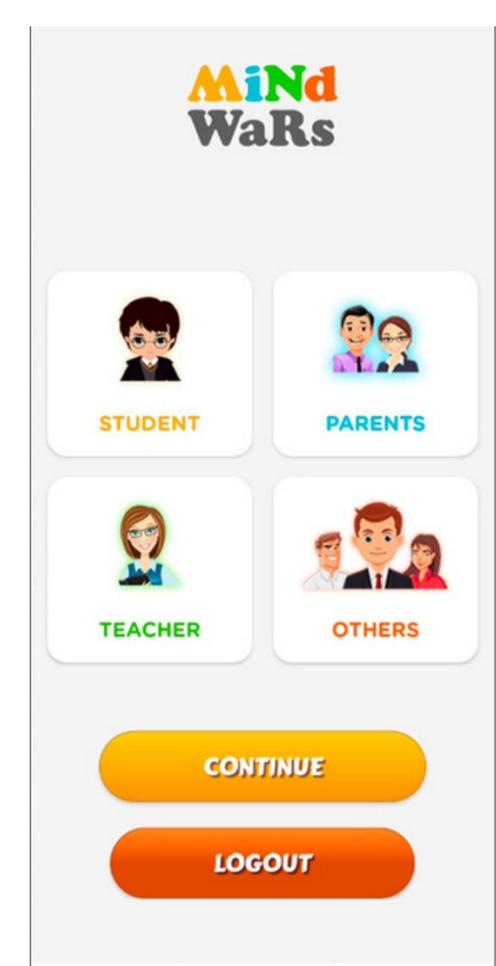
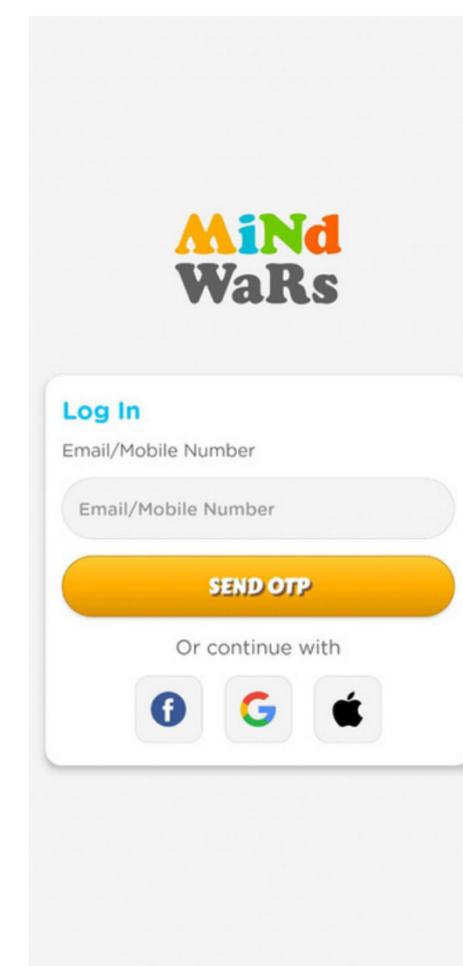
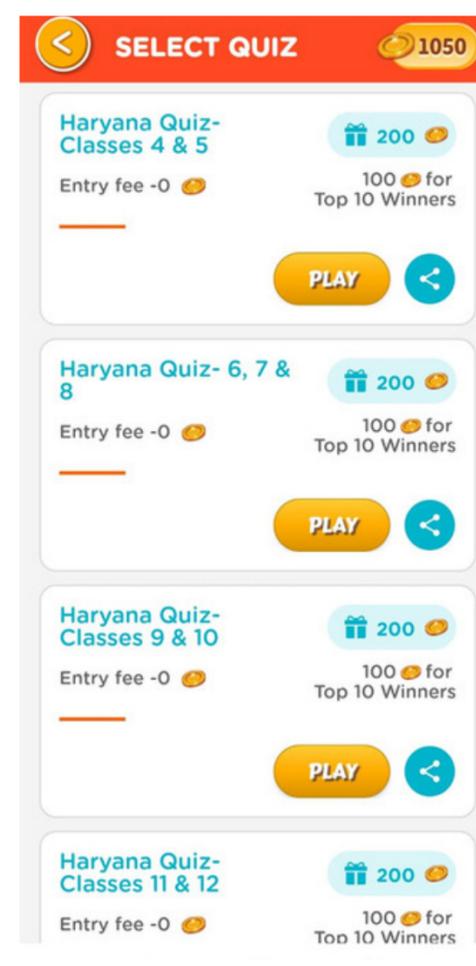
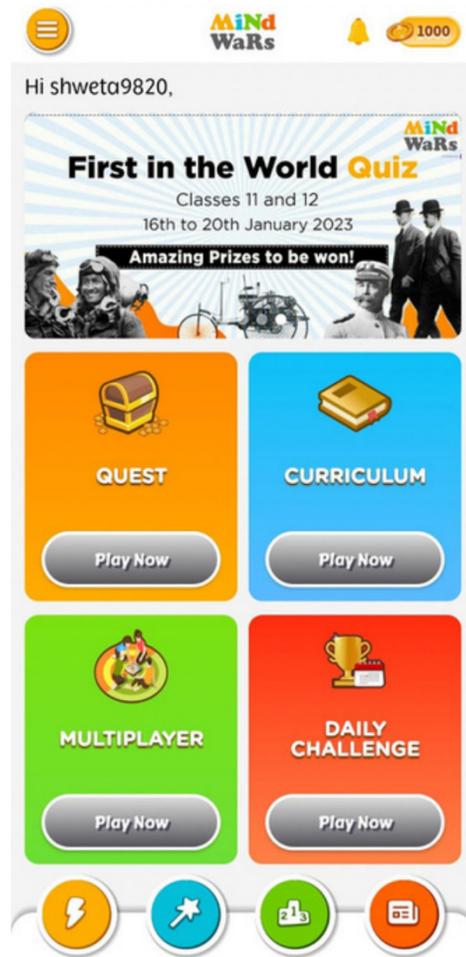
- Since **2018**, Mind Wars has been on a mission to make every student smarter, not just academically but also proficient in general knowledge and current affairs.
- The Mind Wars platform is live on Google Play Store with 1M+ downloads with over **50 lakh students** from more than **50,000 schools**, across India, who have become a part of this edutainment revolution.
- Mind Wars is India's only **gamified knowledge** ecosystem, that provides an accessible and engaging platform for students to enhance their knowledge through progress driven quizzing.

Top 4 Campaigns

- Mind Wars App Launch
- Mind Wars Spell Bee
- National Academic Championship
- Tourism of India Quiz



App Launch – Making India Smarter



Mind Wars is a knowledge application. Knowledge can be attained in many ways. In the new millennium, one of the most efficient paths is through the simple and joyful means of play. Acquiring knowledge in a stress-free and fun manner is a great way to assimilate and own it.

In just one month, it surpassed more than 100,000 downloads. Currently, the application has successfully crossed over a million downloads.

Brand Film 1



https://youtu.be/G_7Ww2Kq9pY

Brand Film 2



Link- https://youtu.be/G_7Ww2Kq9pY

Supporting Social Media Campaign

MiNd WaRs



A company has a valuation of \$2 billion. What is the company's valuation in Indian rupees (in crores), assuming $1\$ = 72$?

MiNd WaRs



Which form of song, dance, and instrumental music is commonly associated with the Andalusian Roma of southern Spain?

A. Samba

B. Tango

C. Flamenco

D. Salsa

MiNd WaRs



Which future Bollywood actors featured in the 'I'm a Complan Boy and I'm a Complan Girl' advertisement from the early 1980s?

A. Juhi Chawla and Aamir Khan

B. Ranveer Singh and Deepika Padukone

C. Alia Bhatt and Ranbir Kapoor

D. Ayesha Takia and Shahid Kapoor

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- Instagram
- Facebook
- YouTube

MCQ and Logical reasoning quizzes that includes teachers from different schools across India.

Spell Bee 2023-24



Mind Wars Spell Bee was on ground grand event for spelling champions across Delhi. Around **6000 students** from over **140 schools** participated in this.

Supporting Social Media Campaign

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MIND WaRs
Spell bee
INDIA

Cash Prize Worth 10 Lakhs+

www.mindwars.co.in

Register Now

To know more, please call
9625933434



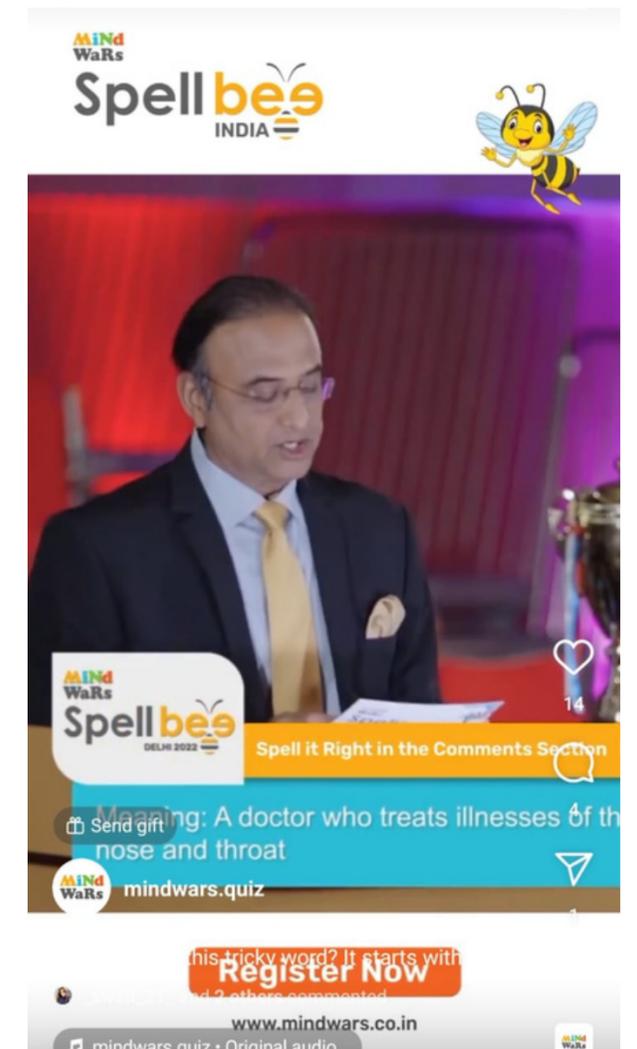
MIND WaRs
Spell bee
INDIA

Spell it Right in the Comments Section

Meaning: Hard, menial or dull work

Register Now

www.mindwars.co.in



MIND WaRs
Spell bee
INDIA

Spell it Right in the Comments Section

Meaning: A doctor who treats illnesses of the nose and throat

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his tricky word? It starts with
Register Now

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National Academic Championship 2022

An opportunity to win a fully sponsored International trip to **represent India**

Hurry Up!
Last few days to register



Cash Prizes upto
Rs. 2 lakh*

Register via your school
For more details  **+91-9625933434**

T&C's Apply*

Participation in this contest will allow students to compete internationally, at the prestigious Asian Academic Championship (to be conducted in **Phuket, Thailand**, in June 2023).

Eligibility to represent India at the **Asian Academic Championship** is exclusively through Mind Wars.

The **India** champions participate in a battle of the sharpest minds from across Asia, with the chance to earn laurels for themselves, their school, and the country!

Supporting Social Media Campaign

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Tourism of India Quiz

75
आज़ादी का
अमृत महोत्सव



पर्यटन मंत्रालय
Ministry of Tourism

अतुल्य! भारत
Incredible! India

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WaRs

A quiz organised by the Ministry of Tourism, Government of India

TOURISM OF INDIA

in association with Mind Wars

27th Sep to 11th Oct 2022

Only on Mind Wars in 



1000 Gift hampers to be Won!



The **Ministry of Tourism** Government of India, in association with Mind Wars, came up with a very engaging quiz competition for school students across India.

More than **5,100 schools** and **42,000 students** participated in this nationwide quiz competition. With a number close to **6,000**, **Delhi** topped the list of states with the maximum student participation across more than **600 schools**.

The purpose of organizing a competition on such a grand scale was to sensitize the youth about the gamut of cultures and exclusive tourist destinations that thrive in our country.

Thank You