

Quizmaster's B'Day Special

The '80s Vintage Quiz

1

- Industrial Research Corporation is more than four decades old and engaged in the activities of manufacturing and marketing of School and Office Stationery Products.
- Commencing from 1964, the brand _____ has become synonymous with its flagship product, particularly in the four Southern States of India. The product commanded a majority market share in these States.
- The company is constantly striving to 'Make Learning Fun' for their young customers.

2

- Established in 1927 at la Ferte'-Milon in France, this has over the past eight decades been a leader in it's area in Europe and the rest of the world. It have a daily production of 4 million units. In 1946, the headquarters and factory were shifted to Valence, in the south of France.
- This French brand enjoyed lionshare of the Indian market in its product line in the 90's.
- A very particular model which boasted fine carbure was very popular with students, including you and me.

3

- Hindustan Pencils is the largest pencil manufacturing company in India. The company grows its own trees for pencil manufacture.
- It owns one of the legendary brands in India.



HINDUSTAN PENCILS PVT. LTD.
since 1958

4

- It was a popular in India until 1993. The brand was owned by Parle, but was sold to a giant in 1993. It had a catchy punch line - The Zing Thing. It was withdrawn from the market in order to make space for a different brand by the new owners. However the brand has a good following in the rural areas especially in Maharashtra. To keep the brand alive, it is sold in a slightly different avatar in these markets.

5

- It was Indian television's first soap opera. It began telecast on Doordarshan in 1984, and it quickly became immensely popular. Indian audiences loved the show and the characters became legendary and a common topic of discussion. It is the story of an Indian middle class family of the 1980s and their daily struggles and aspirations.
- At the end of every episode, actor Ashok Kumar would discuss the ongoing story and situations with the audience in a unique style, using Hindi couplets and limericks.