

Quiz Catalyst Crosses 1,000 quizzes; India's Clue-led, Inclusive Quiz Agency Scales Nationwide Engagement

Bhubaneswar milestone caps a nine-year journey from passion project to pan-India player; custom AWS platform, engaging formats, and accessibility-first quizzes.

COIMBATORE, TAMIL NADU, INDIA, September 2, 2025 /EINPresswire.com/ -- Catalyst Quiz Corp (known as Quiz Catalyst) today announced its 1,000th quiz, hosted on August 23, 2025 in Bhubaneswar, Odisha for ICSE Schools Odisha. What began in 2016 as a passion project between schoolmates has grown into a national practice helping corporates, schools, colleges, PSUs, and communities turn learning into a shared, high-energy experience.



Top 6 teams of PaavaiQ - a nationwide Interschool quiz playing the Grand Finale with Quizmaster Surya Narayanan

"In a world of tiny attention spans, quizzing works because it's social and clue-led—break big concepts into short, gamified questions and you get learning, laughter, and teams that actually talk to each other," said Surya Narayanan, Quizmaster & Co-founder, Quiz Catalyst.

Why this milestone matters

Quizzes too often feel like memory tests. Quiz Catalyst flips that script with clue-driven, age-appropriate, and audience-friendly rounds that reward deduction over recall—so first-timers leave thinking, "I didn't just sit through it, I solved it." That design has taken the company from early embassy projects to nationwide programs and blue-chip L&D initiatives.

Key highlights - 1,000+ shows delivered; 14 Indian states covered. - 100,000+ participants engaged over the last two years via hybrid formats and nationwide online qualifiers. - ~20,000 registrations for the 2020 "Quiz Scientist" mega-event spanning India, the GCC, and Southeast Asia. - ~90% repeat-client rate, driven by clue-led, inclusive design. - Delivery in 8+ languages, including Bengali, Hindi, Marathi, Kannada, Tamil, Telugu, and English. - Team of six full-time specialists + an extended bench of content creators and on-ground associates.



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Signature formats audiences ask for

- Fast & Curious (Streak Buzzer): Buzzer-based escalation (10–20–30–40) for consecutive correct answers keeps late-game comebacks alive—and the room on edge.
- Anagram Decode (L&D Sprint): Scrambles technical or brand terms so newcomers can work out answers from clues, not cramming.
- Letter-Reveal Grid (Crossword Assist): Positional letter hints + prompts guide thinking rather than testing rote memory.

Explore formats and book a show: Quiz Catalyst · [Meet the](#)

[quizmasters in India](#) · [Learn about the company](#) · [Founder profile: Surya Narayanan](#).

Accessibility—first by design

Co-designed with special schools & Bengaluru-based Seva-in-Action and refined over 11 editions, Quiz Catalyst’s playbook includes: - Short, plain-language prompts with high-impact visuals (adapted for VI rounds). - Indian Sign Language interpretation for hearing-impaired participants. - A/B/C/D assistive response cards enabling non-verbal participation. - Volunteer support at each table—including vernacular explanations. - Flexible stage etiquette that makes space for expression without penalty.

The tech that scales learning

- Custom online platform on client-specific domains (hosted on AWS) with timed scoring (e.g., 27 points at 3s – 3 points at 27s) and fullscreen anti-cheat UX; typical prelim cohorts of 3,000–3,500.
- Wireless buzzer systems that set up in minutes—reliable for auditoriums and offsites.
- In-house animated decks and showflows designed for readability in large venues, led by a UI/UX specialist.
- Live Scorecard via a Sheets–Slides connector for instant, on-screen standings—no laptop switching or manual readouts.

Three mini case studies

- Corporate — Reliance Industries (Spectrum): L&D brief to build awareness of new/green energy (green hydrogen, SAF, carbon capture). Quiz Catalyst translated dense content into clue-rich visuals and crossword-style letter reveals; new joiners excelled, with feedback praising accessibility while maintaining rigor.
- Schools/Colleges — Siliguri & region: Multi-zonal outreach brought rural schools from Siliguri, Darjeeling, and Sikkim into a common final. Result: high correct-answer rates on tougher sets, showing how good clue design democratizes performance beyond metro cities.
- Govt/Forces — Indian Air Force: Co-created rounds with the education unit; converted

standard IAF topics into multi-part problems to challenge domain experts. Outcome: “appropriately tough yet enjoyable” participant feedback.

What's next

With the 1,000-show milestone as a springboard, Quiz Catalyst is expanding regional language offerings, building new animated theme packs for schools, and scaling corporate L&D formats across sectors where rapid upskilling and team cohesion matter.

Surya Narayanan

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