



**VERBA  
MAXIMUS**

**2017**



# ABOUT BITS PILANI HYDERABAD CAMPUS

Birla Institute of Technology and Science, Pilani, Hyderabad Campus is one of India's leading higher education institutions and a leader in its field of instruction. BITS Pilani, Hyderabad Campus aims to foster the skills needed for students of this institute to become valuable citizens to society in all fields, whether it be technical, research-oriented, or creative. Since its inception in 2008, this campus has grown to become both a national and regional leader in the instruction of science and technology. Equally motivated in extra-curricular activities, students here are true all-rounders as verified by their enthusiasm and the year-round activity of various clubs and departments. One of the most active of these is ELAS, the English Language Activities Society, with experienced debaters and writers, who have been recognized for their talent and hard-work in competitive events and debates nationwide.



**BITS Pilani**  
Hyderabad Campus

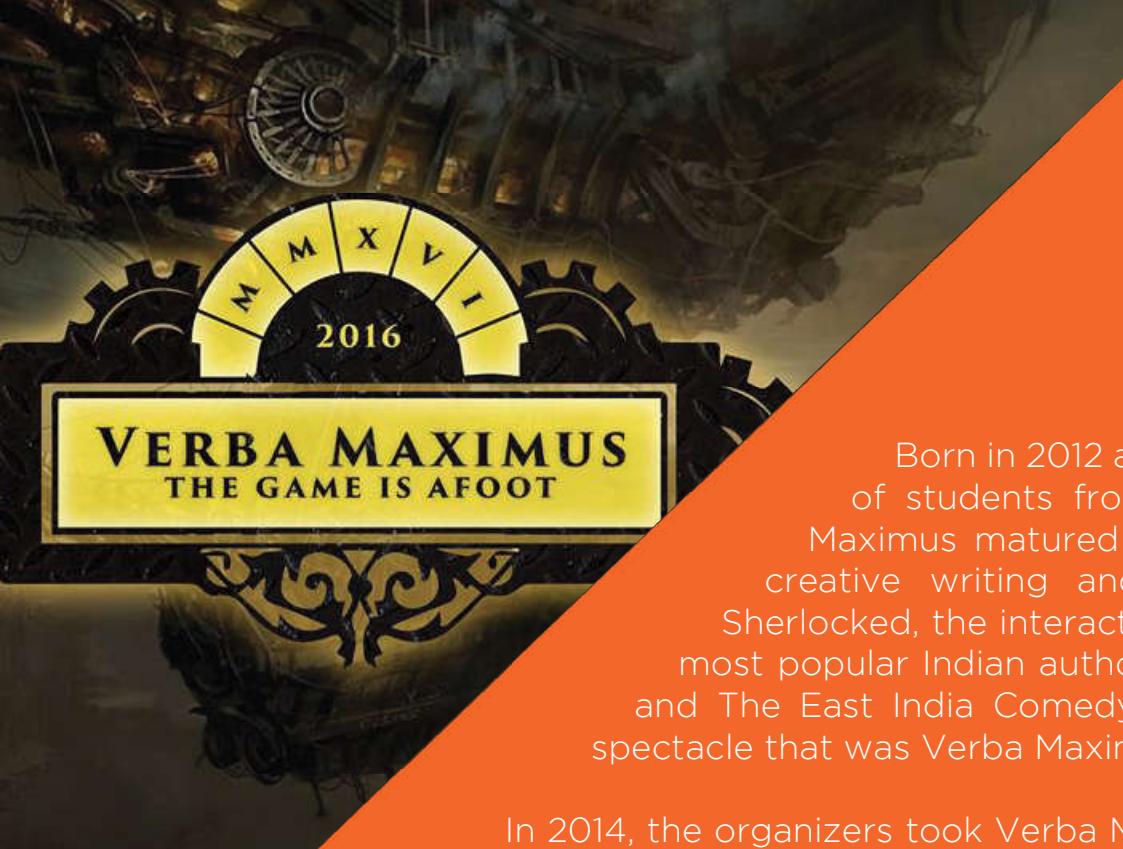
# ABOUT VERBA MAXIMUS



Verba Maximus, BITS Pilani, Hyderabad Campus's pride and soul, is the national annual literary fest conducted every year. The words, 'Verba Maximus', are Latin for "Words of the Greatest" and right from the pro-shows and events to the competitors and organisers, everything lives up to this title. We have conducted five successful editions of this fest, and the sixth edition - Verba Maximus '17 - is much awaited! On February 4th and 5th, Verba Maximus returns to present to you a 2-day literary whirlwind that's hard to miss!



# PAST VERBA MAXIMUS



Born in 2012 as a simple literary event organised by an ambitious assembly of students from the English Language Activities Society (ELAS), Verba Maximus matured into a literary festival in 2013. VM '13 boasted of a mix of creative writing and speaking events, as well as brilliant innovations like Sherlocked, the interactive crime solving headliner event. Amish Tripathi, one of the most popular Indian authors and the genius behind the bestseller “The Shiva Trilogy”, and The East India Comedy troupe, who put up an outstanding show, added to the spectacle that was Verba Maximus '13.

In 2014, the organizers took Verba Maximus '14 to even greater heights as the fest went national with regional rounds successfully conducted in Chennai, Kolkata, Bangalore and Hyderabad. With the entry of multilingual events, Verba Maximus was truly established as a celebration of all languages. The presence of personalities like Aroon Raman, entrepreneur and author of two books, Varun Agarwal, the author of “How I Braved Anu Auntie and Co-Founded A Million Dollar Company”, and Vipul Goyal, of “Humorously Yours” and “The Viral Fever” fame only made the experience richer.

In 2015, the organisers for the fourth edition strove and delivered another top-notch spectacle. Staying true to the title of a “national event”, regionals were conducted in Mumbai, Trivandrum, Chennai, and Hyderabad. The Harry Potter-themed fest flourished on a grand scale, and if that wasn't all, best-selling author Ravi Subramaniam, as well as Angad Singh Ranyal and Azeem Banatwala from “The East India Comedy” added to the fun with a stand-up comedy performance.

In 2016, the fest grew bigger and better with regionals conducted in: Mumbai, Delhi, and Hyderabad. This year also saw the influx of participants from other cities travelling long distances to take part in VM. Author Harimohan Paruvu spoke at this edition, and the crowds were highly entertained by performer Biswa Kalyan Rath's stand-up routine, tickets for which were completely sold-out.

# WHY SPONSOR US?



## A Bright Association

BITS Pilani Hyderabad Campus, being one of the premier engineering colleges in the country, which also hosts the largest cultural fest of Hyderabad, will definitely attract the best and brightest minds to be on the receiving end of your marketing strategies for the duration of the fest.



## Large Attendance

Being the best literary fest in South India, Verba Maximus attracts participation from all over India, not to mention the diverse crowd of 3000 residing on campus. Verba Maximus will pitch your organisation to highly qualified, confident, young university students from all across the country, giving you access to a new market.

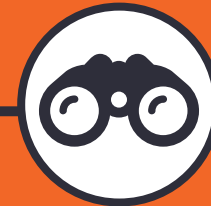


## Media Outlets



We collaborate with media outlets which will give you a major boost in the publicity of your organisation. We are working on associations with leading newspapers, magazines, and radio and television channels. Your company shall be associated with mention of Verba Maximus in the media.

## Unparalleled Visibility



Hoardings and banners would be put up at all prime locations of our campus. Also, posters of Verba Maximus endorsing your product will be put up in colleges all across Hyderabad. Publicity of our fest and your company will go hand-in-hand.





# HEADLINER EVENTS

The equivalent of a marathon for speakers, Gauntlet is meant to showcase your versatility as a speaker. Starting off with Extempore, moving into Block and Tackle, and sealing the deal with a traditional Debate, only the hardest will survive. An ability to think quick will definitely serve you well, but not if it is at the expense of a clear argument.

# GAUNTLET



# SHERLOCKED

The prime of investigative journalism, Sherlocked will take you on whirlwind experience as you enact the role of a reporter live on the beat! You have limited time to crack the case as you are given conflicting evidence, press releases, and allowed to personally interrogate the murder suspects present. Keep track of the story progression as you never know what might be thrown your way and at the end, submit an objective report.



“A picture is worth a thousand words.” This event will require writers to take an image as inspiration, and express the true essence of it in words. Essentially a transfer of beauty from one medium to another, this event is an established favorite among all writers alike. Eagerly looked forward to, this event is the pride and soul of Verba Maximus.

## PICTURE PERSPECTIVE



## JAM

The world takes a second to change, how about we give you 60? Hilarious and brutal, this event is anything but slow. Shoot down opponents, blabber as much as you can (before you go down too), make quick decisions and score brownie points with witty comebacks. Beware of the ticking clock and always remember- “MOD is GOD.”

# OTHER EVENTS

- YIN YANG
- LIT QUIZ
- SPELL-BEE
- THE NEWSMAKER
- WORDS OF A FEATHER
- YOUTH SABHA(Hindi)
- GROUP DISCUSSION
- PADA VINYASAM(Telugu)
- FOREIGN LANGUAGES EVENT  
(French, German and Spanish)

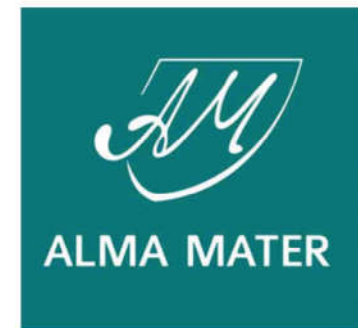
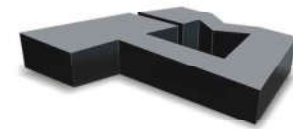


PAST  
SPONSORS



CAMPUS  
DIARIES

TechnomatrixX





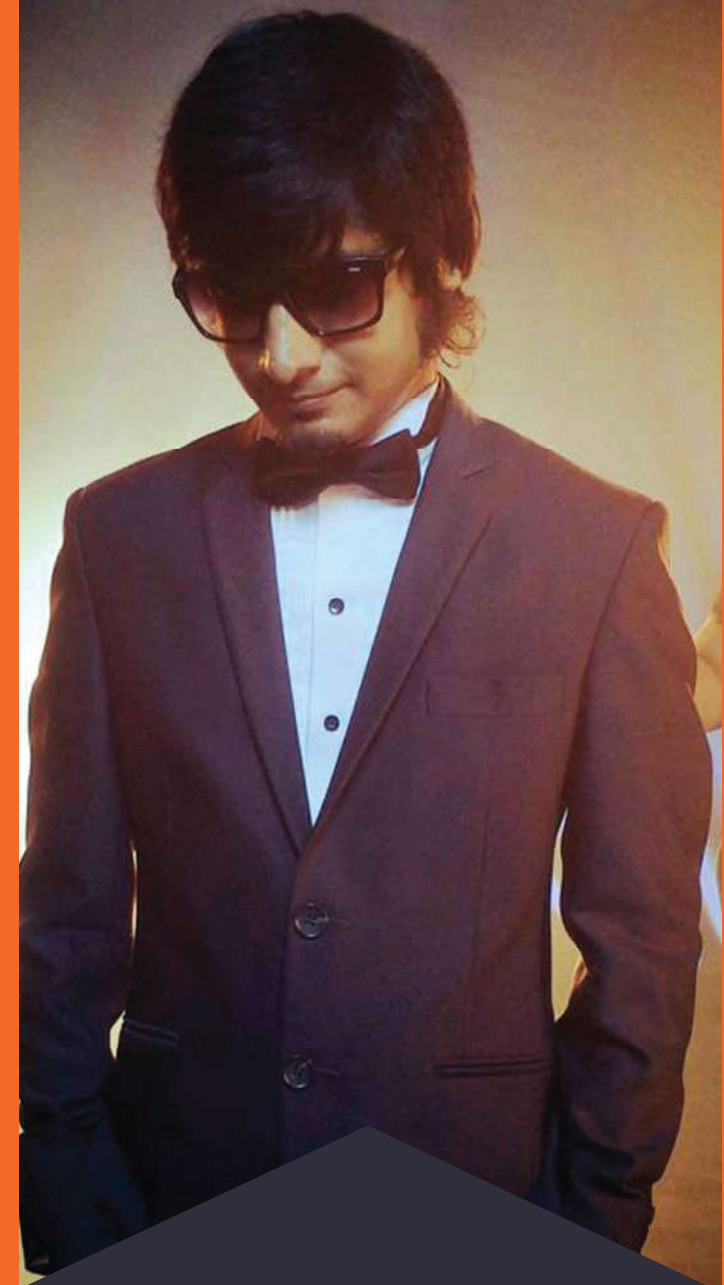
A person with their arms raised in a crowd, with a large plume of white smoke or confetti in the background. The scene is dimly lit, suggesting a night event.

# PAST PRO-SHOWS



AROON  
RAMAN

VIPUL  
GOYAL



VARUN  
AGARWAL





ANGAD  
SINGH  
RANYAL

HARI MOHAN  
PARUVU



AZEEM  
BANATWALLA



**BISWA  
KALYAN  
RATH**

**AMISH  
TRIPATHI**



**SORABH  
PANT**





And  
This year...



Ashwin  
Sanghi



Kenny  
Sebastian



# MEDIA COVERAGE

AROUND TOWN



● Front row (from left): Pruthvi, Sagar, Reeti, Asfiya, Aparna, back row (from left): Rakshika, Sairam, Srujana, Harshitha



● Angad and Azeem

# A hit literary fest

Home Today's Paper All Sections News National International Opinion Business Sport the

## Are you ready for Verba Maximus?

Like Share 1 Tweet G+1 0 in Share Share

PRINT T T

Verba Maximus (words of the greatest) is the annual literary festival of BITS-Pilani, conducted at the Hyderabad Campus. The third edition of the festival, VERBA MAXIMUS '14 will be conducted on February 1 and 2, 2014.

The fest comprises a series of events ranging from writing and speaking to investigative journalism. Some of the popular events include JAM, Debate, Group Discussion, and themed writing events. Other than this, there are book reading sessions and professional stand-up comedy performances. National Spell Bee, is being included from this year.

The prelims will be conducted across major cities in India. A debate competition is also being conducted as part of the fest. A national writing event is being hosted online at [www.campusdiaries.com](http://www.campusdiaries.com). For more details, call

+9195000 00817.

## Put on your literary caps

Verba Maximus, the fifth annual literary fest at BITS Pilani, Hyderabad features an interesting lineup of events

SRIVATHSAN NADADHUR

Come January 30 and BITS Pilani, Hyderabad campus at Shamsherpeta will be abuzz with literary enthusiasts, students from across the country for Verba Maximus, its fifth annual literary festival. The two-day fest will adequately extract speaking, writing talents and also unearth those who deal with mind-games well. Among the interesting lineup of events is 'Sherlocked', on investigative journalism, where students are required to form teams, tested for their deduction and crime solving skills. 'This is an event we can afford to call our own. The Sherlock will work alongside a Dr Watson to suspect, interrogate and nab the involved.' P Pratyush, as part of the organising team says.



A LOT TO LOOK FORWARD TO The test of literary skill

Prior to the event, the organising team travelled to Delhi and Mumbai to pick suitable candidates and ensure a dignified entry in the final rounds of the events, 'Spell Bee' and 'Gauntlet' (includes three rounds of extensive extempore followed by debate). 'The ones who couldn't make it can join the events too, but have to go through the normal procedures like anybody,' he adds. 'There's a regional touch to the fest with 'Jada Vinayam' for those interested with word-play in Telugu. Based

on the series of clues that the organisers announce, the participants need to be at their sharpest-best to solve a crossword puzzle. For those who scrape through the next round, one has to make a story, connecting the Telugu words to a participant. Other competitions in the fest include 'Picture Perspective' (having one to write about an image presented to them), 'The News-maker' (framing an own news report without references to the story), 'Youth-Sabha' (like the mock UN/parliament sessions), group-discussion, lit-quizz, 'Words of a feather' (binding words to make a story), 'Yin Yang' (write a story in the first round and undo the story of the co-participant in the second). The event will also see author Hari Mohan Paruva hosting a session, while the curtains would be down with a stand-up-comedy show by Biswa Kalyan Rath.

This weekend, BITS Pilani, Hyderabad Campus, will be hosting its national annual literary festival- Verba Maximus. The fest, currently in its fourth edition, will host a plethora of literary events on January 31 and February 1. Participants from all across the country will participate in various events such as the writing, picture perspective, Just a Minute and the signature investigative journalism event Sherlocked.

Winners from the respective regional rounds from Mumbai, Trivandrum and Chennai will also participate in the national finals of Debate and Spell Bee during the fest. There are also events in Hindi as well as Telugu during the fest. Continuing with previous years' tradition, the fest will have eminent authors interacting with the students.



Dr VS Rao

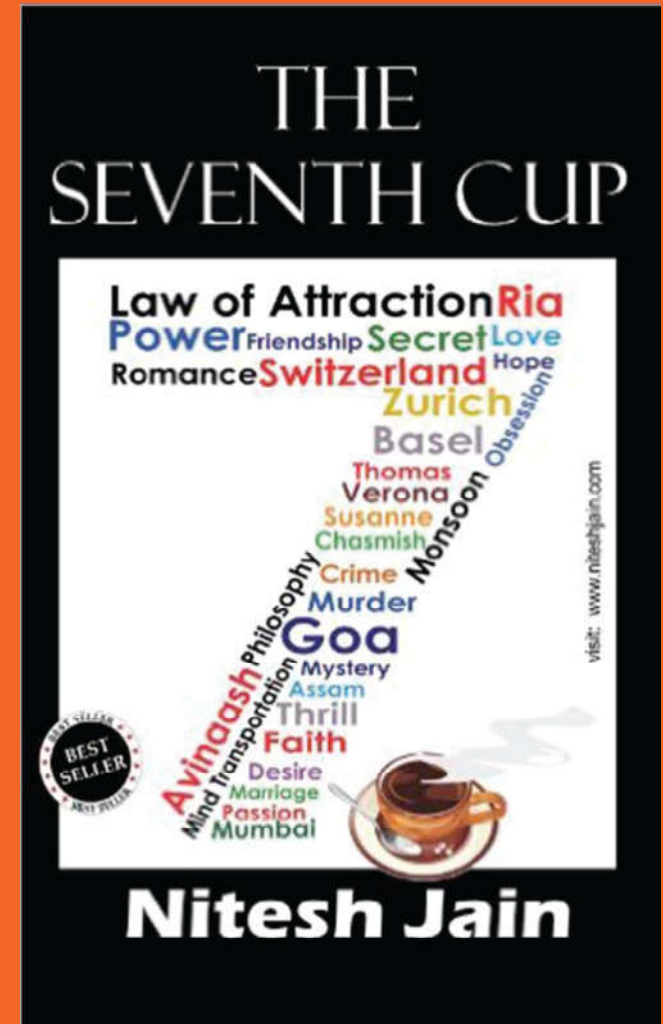
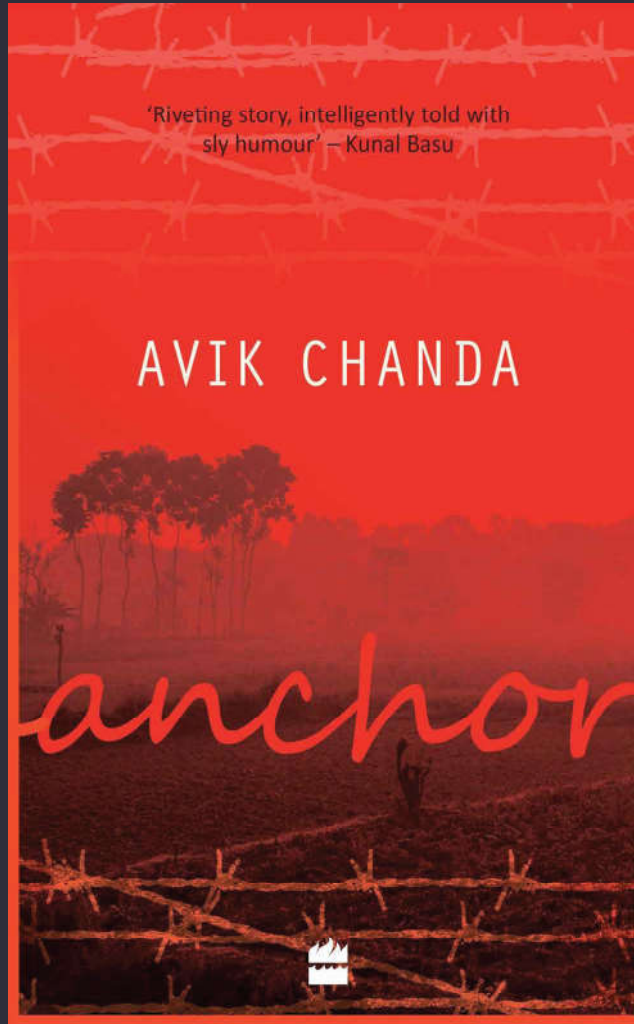
Harimohan Paruvu

BITS Pilani Hyderabad buzzed with excitement as students participated in the multitude of events in the Verba Maximus fest. The events saw them putting their general knowledge to the test in literary quizzes and debating on current issues.





PAST  
AUTHORS



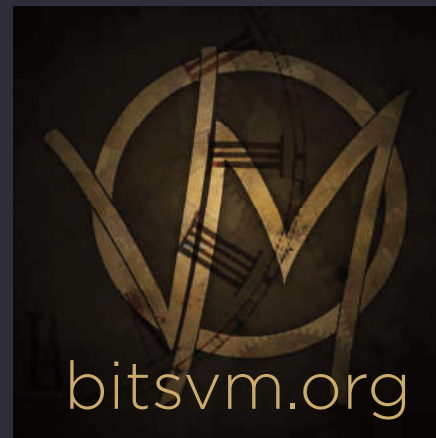


# MARKETING AVENUES

# OFFLINE PUBLICITY



# ONLINE PUBLICITY





# REGIONAL ROUNDS





LIKES  
3800+



PARTICIPATION  
1800+



FOOTFALL  
4300+



EYEBALLS  
2,00,000+

# BITS PILANI HYDERABAD CAMPUS

Sumiran Mittal  
Secretary  
+91 8096063146

Bhardwaja Vemparala  
Spons Head  
+91 8801545305