



---

Reliance Music Mania/  
Music Masti  
**DIWALI DHAMAAKA  
Contest**

---

Concept Note

---

## DIWALI DHAMAKA CONTEST

Reliance GSM now brings to you an exciting songs based contest to attract and engage customers even more, only on Reliance Music Mania/ Reliance-Music Masti, Where user will be awarded to win the prize. Simply Subscribe, Play and win exciting gratification.

- Active User

User can simply dial and play “Diwali Dhamaka Contest” which consists of music based questions. User can play the contest to get maximum points to win prizes

- Inactive User

Inactive user can subscribe to Reliance Music Mania/ Reliance Music Masti from any mode and can play the contest and listen to the content of “DIWALI DHAMAKA CONTEST” to win exciting prizes.

### Content Programming:

We will be offering the customers that the DIWALI DHAMAKA CONTEST will be for Reliance users only in which the content will be programmed for the same. Where callers will enjoy the Music and get a chance to win exciting Prizes.

### Contest Layout-

There will be total 300+ questions with 3 different patterns in this contest:-

**Question-1:** - User will be asked to give the answers of music based question with available 4 different options.

**Question-2:** - After completing the first question user will be routed to second question, where caller will get the piece of song (Mukhda of a song). Here caller will be asked to tell the next Mukhda of that song.

**Question-3:** - Little difficult question i:e After completing the second question user will be routed to third question, where caller will once again get the piece of song (Mukhda of a song). Here caller will be asked to tell the next Mukhda of that song.

Each right answer in every level will give +10 points while there are no negative points for wrong answer. Thus user will always be led to the different level, prompting him to listen to more and more songs. The best part is that there is no end to playing into this contest! User can repeatedly play the contest as many times as he wants so that his total score increases thereby increasing his chances to win prizes!!

Winner will be chosen on the basis of highest cumulative score made during the contest duration. In case of tie, higher usage of the service will be the criteria choose the winner.

### Contest Salient Points:

- **Language:-** Contest accessible in Hindi, English, Tamil, Telugu and Kannada Language.
- **Contest Duration :-** The contest will be Live from 1<sup>st</sup> Oct – 13<sup>th</sup> Nov 2016.
- **Free of Cost:-** No Extra charges to play the contest. As this is completely free to the user.
- **Customer's ease:-** Only two types of question pattern will be there and no negative scoring, no restrictions – Simple contest & Full Fun!
- **Multiple chances:-** User can play the contest as many times as he wants.
- **Eligibility Criteria:-** Open for all active users of Reliance-Music Mania/ Reliance-Music Masti except Reliance/Hungama employees or their respective family members. In case of a Tie user with maximum MOUs shall be decided as winner.

### Gratification:-

Prizes	Details	Description
Bumper Prize	I Pad & Home Theatre	Bumper prize will be given to 2 customer ( 1 per user )
Daily Free Recharge	Rs.50	Daily 10 users will be given recharge of Rs 50. As per highest score

### Terms & Conditions-

These terms of Use govern your participation in the contest. “You” (the user) agree to abide by the terms and conditions as set out here. Your entering the said contest shall be deemed as your acceptance of the terms and conditions. This contest is solely for Indian citizens above the age of 18 years residing in India. You expressly agree and acknowledge that the participation in the contest is at your sole risk and responsibility. The contest is provided on an ‘As Is’ and ‘As Available’ basis. Participant/ owner of a mobile phone through which the contest is played will be responsible for all/any action that has been initiated/ actioned/ completed through their mobile connection. Any Gratification(s) of the contest would be given to the owner of the mobile phone (Mobile bill should be in the name of the winner) from which a user/caller participates in the contest. Participants/Reliance- Music mania Subscriber of India. DIAL 543219 to Reliance-Music Mania or 5432191 to Reliance Music Masti in regards to participation in the contest will be treated as an electronic

communication and we will assume that you have also given us consent to receive communication from us electronically on the same mobile phone. HUNGAMA expressly disclaims all warranties of any kind, whether express or implied. HUNGAMA reserves the right to stop the contest at any time and/or change, modifies, withdraw, or extend the contest without any prior notice and no correspondence in this regard shall be entertained. HUNGAMA reserves the right to withdraw/change / modify the content and terms and conditions at its own discretion and without any prior notice and / or assigning any reason. Therefore, you are advised to regularly check for any amendment(s) or update(s) of the terms and conditions. HUNGAMA reserves the right to withdraw from the contest at its own discretion and without any prior notice and / or assigning any reason. In case HUNGAMA is withdrawing contest, HUNGAMA is only liable to give the winners gratifications as won by them during the time contest was running. This contest is open to the users on dialing 543219/ 5432191 platform. To participate through dialing 543219/ 5432191 a user has to score maximum. This is a limited period contest; the contest would start on 01-10-2016 at 00:00 hrs and end on 13-11-2016 at 00:00hrs. Entries shall be short-listed on the basis of highest score made on the portal. Selection of the winners for each prize will be based on the highest score basis, at the sole discretion of HUNGAMA which shall be final and binding. Contest is open to mobile subscribers of Reliance's Music Mania/ Reliance Music Masti service users. Winners will be informed about gratification only by direct calling from HUNGAMA. No other communication will be made apart from this. All applicable government taxes if/any on prizes are to be borne by the winners. Any expenditure with regards to delivery of Mega prizes will be a responsibility of the winner. Gratification will be disbursed within maximum period of 90 days. The prize(s) shall be given to the winners subject to compliance with all applicable statutory legislations / processes / formalities in connection with the prizes and on production of all such documents / papers as required by HUNGAMA before accepting the delivery of the prize. Following documents are required for gratifications.

1. Complete details of winner i.e Name of winner, contact no , complete surface address, email id, self-attested copy of PAN CARD (Front & Back Page), Residential Status, etc. (Mandatory)

When amount exceeds Rs. 5000/- against each winner TDS @ 30% will be deducted on it. Any failure on the part of the winner to comply with directions issued by HUNGAMA / RELIANCE shall entitle HUNGAMA / RELIANCE, in its own discretion to cancel and forfeit the prize(s) for the said winner. Winner has to submit his/her relevant documents within 30 days of the call received from HUNGAMA regarding prizes or any other gratification else the gratifications will be declared as null and void. In case of disagreement HUNGAMA / RELIANCE decision will be final and binding. Neither the employees of HUNGAMA / RELIANCE nor the families or relatives of employees of HUNGAMA / RELIANCE are eligible

to participate in the said contest. The decision of HUNGAMA / RELIANCE with respect to all transactions under this offer shall be final and binding HUNGAMA / RELIANCE or its directors / officers / affiliated companies will in no way be responsible for circumstances beyond its control, which hinder the completion of the contest.

All disputes are to be settled under the exclusive jurisdiction of the courts at Mumbai.