

RULES & REGULATIONS GOVERNING PARTICIPATION IN “LAKSHA GELICHE LUCKY NUMBER”

I. CONTEST DESCRIPTION:

“**LAKSHA GELICHE LUCKY NUMBER**” is a quiz based contest primarily in Telugu language which is being produced and technology supported by Mobicentric technologies Pvt Ltd (“Technology Partner”) for promotion on Telangana State Road Transport Corporation and Andhra Pradesh State Road Transport Corporation Bus tickets bus MAIDEN DROP PVT LTD (“PROMOTIONAL PARTNER”) from 17th Nov 2015 to 16th Dec 2015

II. DEFINITIONS:

1. “Promotional Partner”: refers to Maiden Drop Pvt Ltd
2. “Technology Partner”: refers to Mobicentric technologies Pvt Ltd
3. Contestant: Means person who has called 533560 for participating in “**LAKSHA GELICHE LUCKY NUMBER**”
4. Caller: also means person who has called 533560 for participating in “**LAKSHA GELICHE LUCKY NUMBER**”
5. “IVR”: Interactive Voice Response
6. “Contest”: The Offline Competition IVR
7. “Rules and Regulations”: These Rules and Regulations governing the Competition, stated herein in entirety, as maybe amended from time to time.
8. Telecom Operator: Refers to Telewings Communications Services Pvt. Ltd (Uninor), Bharti airtel ltd , Idea cellular ltd , Tata teleservices ltd, Aircel Ltd, Vodafone India

III. PROCEDURE TO PARTICIPATE IN THE COMPETITION:

1. Competition questions having four multiple choice answer options will be aired in IVR 5333560(“Service Lines”) during the promotions to mobile telephone subscribers (Airtel/TATA/ Idea/ Uninor/ Aircel/Vodafone), excluding any calls made from a public call office (PCO) and land lines. The promotions will be aired inviting all viewers to answer for the Competition. The mobile phone lines, for questions shall be open for 24 hours i.e. beginning from 17th November 2015 00:00:00 AM (IST) to 16th December 11:59:59 PM (IST) only.
2. The calls (referred to as “Entry”) for participating should have been completed on or before closing of the defined timelines in order to be considered as a valid entry (“Valid Entry/ies”).
3. The cellular number from which the registration is received will be used as unique identification number received to identify the caller.
4. Customer can dial IVR short code 5333560 and choose to answer one question which is played in the IVR. Customer can exercise his/her option to participate in the contest by responding to the IVR with the answer of his/her choice. The Question may vary from caller to caller.

5. Each Caller may submit multiple entries. Valid Entries with maximum correct answers with shortest time correct answer during duration of contest shall only be considered for the selection process. 17th November 2015 00:00:00 AM (IST) to 16th December 2015 11:59:59 PM (IST) only
6. To participate in the Competition, the caller or contestant has to give the correct answer by choosing the correct option. The IVR option is available to all mobile telephone subscribers (Airtel/TATA/ Idea/ Uninor/ Aircel/Vodafone) of A.P and Telangana telecom circle.
7. The IVR rates for participation are as follows: The short code 5333560 is available on mobile telephone subscribers (Airtel/TATA/ Idea/ Uninor/ Aircel/Vodafone)

For 5333560 – charges at Rs.6.00/minute

8. Winner selection process:
 - The Winner will be selected based on maximum number of right answers given by the participant during the contest period
 - If two or more contestants or callers gets same points then caller with total less duration will be considered for declaration of winner.
 - If the two or more contestants or callers gets same points and same total calls duration then first call time on service is considered.
9. If any of the information requested during the IVR is not provided by the Caller(s) as per the instructions of IVR within four (5) seconds then the instruction will be repeated once again, after which also if the answer is not received for further four (5) seconds then a termination message will be played and the call will end. If answer is not received in the correct format, or is not from amongst the acceptable answer options, the question will be repeated once again; if an invalid response is received a second time, then a call termination message will be played and the call will end. On answering as per the format, the Caller will be asked to confirm his/her entry or re-enter his /her response. If a caller does not confirm the answer entered by him/her the second time, termination message will be played and the call will end.
10. General schedule: Timelines are subject to change based on on-ground conditions, degree of participation, technical issues, force majeure reasons, etc.

Promotional Partner, Technology Partner or telecom operator are not responsible if the calls is not successful due to including but not limited to the following reasons:

- a) Line being busy
- b) Congestion on the network
- c) No answer received
- d) Poor call conditions / unclear reception
- e) Number engaged

- f) Call drop
- g) Other reasons that could render a call unsuccessful or terminate it.

Promotional Partner, Technology Partner or telecom operator shall not be liable in the event the caller is not able to participate in answering questions due to any delay or no answer received again from the initial mobile contact, asking for the same details, failure to provide such details shall lead to disqualification of such caller

Documents submission by winner:

The Winner is required to furnish necessary supporting documentation as proof of age, address, name, photo identity and nationality i.e. one original and attested photocopies of either

- 1) 1 recent passport sized color photographs
- 2) Valid photo ID proofs that will be admissible are:
 - UID / Aadhar Card
 - Passport
 - Voter ID
 - Driver's License
 - Pan Card
- 3) Valid name proofs that will be admissible are:
 - Birth Certificate
 - Passport
 - Voter ID
 - Driver's License
 - PAN card
 - UID / Aadhar Card
- 4) Valid address proofs that will be admissible are:
 - Phone / Electricity Bill
 - Passport
 - Voter ID
 - Driver's License
 - Ration Card
 - UID / Aadhar Card

The Promotional Partner, Technology Partner or telecom operator shall not be held liable for telephone system difficulties, downtime of systems, back-up of data, telephone system capacity and other technical impediments during the calling process.

IV. GENERAL TERMS AND CONDITIONS

- 1) Participation in the Competition by sending entries in any of the aforesaid manner shall be considered to be acceptance of these Rules and Regulations.

- 2) Competition is open to adult citizens of India i.e. only those who have completed 18 years of age as on 17th November, 2015 and the citizen should be of sound health and mind. Persons must call on their own behalf and entry (ies) by proxy will not be accepted, even for their family members.
- 3) Employees of the Promotional Partner, Technology Partner, auditors, company's contractors which have been appointed from time to time, and also employees of the sponsors; and their respective families; persons other than Indian nationals, or Indian nationals living out of India, or those who do not qualify under the definition of resident of India as per the Income Tax Act, 1961 are ineligible to enter the Competition. Failure to provide proof or affidavit of eligibility, including the proof of name, address and correct date of birth within a reasonable time upon request by the Promotional Partner, Technology Partner or telecom operator may result in disqualification. The Technology Partner also reserves the right to disqualify a winner in case a discrepancy is found to exist in the information furnished/provided/stated by the Contestant during the conversation with the Technology Partner or any of the company's sub-contractors and vendors in the Competition, and/or in the information stated in the documents furnished by the Contestant.
- 4) The Contestant(s) hereby represents that he/she is not under any exclusive contracts with any other third party/ agency or is not under any kind of disqualification under law to enter into an agreement with the Company or its affiliates, as the case may be.
- 5) The Contestant(s) shall undertake, warrant and guarantee to the Company/Voice Services that the Contestant has the full legal capacity to participate in the Competition in accordance with these Rules & Regulations.
- 6) The Contestant(s) acknowledges that he/she has voluntarily chosen to participate in the Competition at his / her free-will and is willing to bear all risk, costs & consequences arising from such participation in the Competition. It is a condition of entry and participation in the Competition that the Contestant(s) has not entered into any contractual, commercial, sponsorship agreement (including but not limited to recording, performing and/or merchandising contracts) or other arrangement for example with a management company or an individual to act as the Contestant's manager in respect of his/her musical or performing abilities or the products thereof or in respect of his/her name, likeness, image or biography which might be in breach of the Contestant Release Form or the Rules & Regulations or otherwise prevent the Contestant(s) from participating in the Competition/ Program or the broadcast, promotion, exploitation or sponsorship thereof.
- 7) Speaking to the media and third persons: None of the winners shall, without the prior written approval of the Company, speak to the press or any other media or any third person, nor give any interviews or comments relating to the any aspect of the Competition/Program or write blogs, post any messages in social networking or any site including but not limited to Facebook and Twitter. The Winner(s) shall not disclose any information whatsoever relating to the

Technology Partner to any other party. Violation of this clause shall immediately disqualify the winner prospects of further participation.

- 8) Telephony: In the event the Contestant(s) uses a public phone or phone or SIM card not registered in his name for registration, the Promotional Partner, Technology Partner or telecom operator will not be responsible to track the registered Contestant(s). In case the Promotional Partner, Technology Partner or telecom operator is unable to reach the registered Contestant(s), the registration entry will be deemed as invalid. In the event it is not possible to determine with certainty the person who registered from a particular telephone number/mobile number, that entry would be disqualified. Callers(s) are requested to use phone numbers which are unique to them.
- 9) Technology Partner/Telecom operator/Promotional Partner shall not be liable for any failure of the IVR or system, any call drop during participation or incomplete calls by caller(s).
- 10) Only the entries received after the registration lines are opened will be considered valid.
- 11) The Promotional Partner, Technology Partner or telecom operator shall endeavour to make all reasonably practicable arrangements to minimize telephone system difficulties and website downtime, ensure uptime of systems, back-up of data, telephone system capacity, and prevent other technical impediments, but cannot provide any guarantee in respect thereof as these are dependent on external utilities/ service providers.
- 12) Promotional Partner, Technology Partner or telecom operator and its sub-contractors are not responsible for delayed receipt or non-receipt or incomplete receipt of calls.
- 13) Acceptance of these Rules and Regulations by the Participants / Contestants constitutes permission for the Company its affiliates and Promotional Partner to click photographs, record videos of the Contestant(s) and use the Contestant(s) name, photographs, likeness, voice and comments for advertising and promotional purposes in any media worldwide for purposes of advertising and trade without any additional compensation whatsoever.
- 14) Questions and answers: The Promotional Partner, Technology Partner or telecom operator will not entertain any claims / questions / queries with respect to the authenticity or correctness of any questions and answers for the questions asked in any round of the Competition.
- 15) The Technology Partner decision on the correctness or incorrectness of any answer is final and binding on all Contestants.
- 16) Prize: The maximum prize which can be won in the Competition per month is Rs.1 Lakh only (Indian Rupees One Lakh Only)

- 17) Promotional Partner, Technology Partner are whole and sole responsible for the daily gratification of Rs.1 Lakh to winners. Gratification amount to be paid to the winner within 120 days of his/her winning the contest.
- 18) Any and all taxes and/or levies applicable on the prize money won by the Participant(s), under the laws of India shall be borne by the Participant(s) in relation to the prize. Payment of prize money to the Winner(s) shall be after deduction of all applicable taxes and levies and subject to providing the relevant documents as intimated by the Company and will be paid within the time stipulated by the Company. A duly attested copy of the PAN card is compulsory to claim the prize money by the winner.
- 19) Liability: Promotional Partner, Technology Partner or telecom operator is in no manner whatsoever responsible and/or shall not be held liable in any manner whatsoever, for any physical injury, death, mental trauma caused to any Contestant(s) and/or the Winner (s) in any manner whatsoever, in relation to the Competition and/or prize.
- 20) Apart from the entitlement to be part of the IVR Competition “**LAKSHA GELICHE LUCKY NUMBER**”, the Contestant or his / her legal heirs will have no other rights or claims against the Promotional Partner, Technology Partner or telecom operator
- 21) All disputes are subject to the exclusive jurisdiction of the courts at Hyderabad.
- 22) Promotional Partner, Technology Partner or telecom operator or its directors / officers / affiliated companies will, in no manner whatsoever, be responsible for circumstances beyond its control, which hinder the completion of the contest.
- 23) The rules and regulations will be updated in their Technology Partner from time to time without any further notice to Subscriber.
- 24) The Technology Partner reserves the right for duration of the contest mobile telephone