

GOLD TO WIN CONTEST

(4th March to 2nd May 2016)

Q: What is this Contest?

A: This is a simple Quiz Contest that is available on Call (IVR) and SMS in the form of multiple choice questions and answers. It's a pay per use contest. The Customer would be charged Rs. 3 per Answer. The Prizes waiting to be won in this Contest are: Assured Prize of a Discount Coupon, Daily Recharge, Weekly Rs.1,500 worth Bank Gift Card and Bumper Prize of Rs. 1 Lakh worth Gold Voucher.

Q: The Contest is available across which channel and details

A: The contest is available on IVR as well as SMS channel.

- For IVR: Customer needs to dial 543218 (Toll Free) Shortcode to play the contest.
- For SMS: Customer needs SMS START or WIN to 543218 to start playing the contest.
- Customer would be charged Rs3 only for the Questions answered.

The Contest will be available in below Circles

Circle Name	Default language (IVR / SMS)
ANDHRA-PRADESH	English
BIHAR	Hindi
CHENNAI	English
DELHI	Hindi
GUJARAT	Hindi
HARYANA	Hindi
HIMACHAL-PRADESH	Hindi
KARNATAKA	English
KERALA	English
KOLKATA	Hindi
UTTAR PRADESH EAST	Hindi
MADHYA-PRADESH	Hindi
MAHARASTRA	Hindi
MUMBAI	Hindi
ORISSA	Hindi
PUNJAB	Hindi
RAJASTHAN	Hindi
TAMIL-NADU	English
UTTAR-PRADESH-WEST	Hindi
WEST-BENGAL	Hindi

Q: Is this Service Free?

A: Customer playing the contest would be charged based on Rs.3/Answer during the contest both on IVR and SMS.

Q: What can I do by calling the IVR? What would be offered to me in the Contest?

A: You can call on 543218 Short Code to play the contest questions. Answer the contest questions, score more points and you could be a winner of any of the mentioned prizes after the contest ends. Contest is purely voluntary. The Contest will be on IVR/SMS in the form of multiple choice questions and answers. Each question provides two options out of which one is the correct answer.

Q: How Do I play the contest on SMS?

A: You need to SMS START or WIN to 543218 to start playing the contest. Once you initiate to play the contest, question will be sent to your mobile as SMS. You need to reply with correct Answer option and score more points for a chance to win any of the Prize.

Q. What are Contest Charges?

A. Rs.3 per Answer

Q: What are the Prizes/gratifications?

A:

Prize Model	Criteria	Points	Product	Selection	Value	Qty	Total Budget
Bumper Prize	1 MSISDNs across circles	Highest Score	Gold Voucher	National	100000	1	100000
Weekly Prize	1 MSISDN per Circle Group	30	Bank Gift Card	Circle Group	1500	80	120000
Daily 1st Prize	1 MSISDN per Circle Group	15	Mobile Recharge	Circle Group	100	600	60000
Daily 2 nd Prize	2MSISDN per Circle Group	10	Mobile Recharge	Circle Group	50	1200	60000
Daily 3rd Prize	3 MSISDN per Circle Group	5	Mobile Recharge	Circle Group	30	1800	54000
Assured prize	All MSISDNs across all circles	2 Questions	Discount Coupon	National			
TOTAL						3681	394000

Classification:

Circle Groups*

SL NO	Circle groups for winner selection
1	Delhi & Rajasthan
2	Mumbai & Maharashtra
3	Karnataka & Kerala
4	Madhya Pradesh
5	Gujarat
6	Andhra-Pradesh
7	Tamil-Nadu
8	Uttar-Pradesh East & Uttar-Pradesh West
9	Punjab, Haryana & Himachal Pradesh
10	Bihar & Orissa & Kolkata & Rest of Bengal

*****Weekly Schedule**

Weekly Schedule		
Week	From	To
1	4-Mar	14-Mar
2	15-Mar	21-Mar
3	22-Mar	28-Mar
4	29-Mar	4-Apr
5	5-Apr	11-Apr
6	12-Apr	18-Apr
7	19-Apr	25-Apr
8	26-Apr	2-May

Q: What is the duration of this contest?

A : The contest Duration is from 4th March to 2nd May 2016. The Contest shall run for the period of 60 days

Q: How will I know if I've won any prize?

A: After the contest is over, the winners will be contacted by Call or SMS and will be given further details as to how, when and where you could redeem your respective prize.

Q: In case I win, how will I get the gratification?

A: For Bumper & Weekly prizes, the Winners shall be required to provide their address to which the prizes will be sent or can be called to collect prizes from specified location. For Daily Prize, the Customer

would be recharged for respective amount and informed via SMS. And for Assured Prize they will be informed via SMS about their achievement.

Q: Where can I see the terms and conditions of the contest?

A: You can visit www.tatadocomo.com to see the complete terms and conditions.