

#WhatsYourDiwaliDelight Contest Terms & Conditions

1. MediaVest (hereinafter “Agency”) is hosting a program for Citibank N.A. (“Citibank”) called “**#WhatsYourDiwaliDelight contest**” (hereinafter referred to as the “**Program**” for easy reference) on the Twitter page for Citibank, the link for which is, www.twitter.com/DiwaliDelight (hereinafter referred to as the “**Site**”).
2. The Program is valid from 12:00 p.m hours IST till 10 p.m. hours IST on 22nd Oct 2016, 24th Oct 2016 & 26th Oct 2016 (hereinafter referred to as the “Program period”). Participants must ensure that their entry/submission is made within this Program Period. The Program is available for the above Program Period only.
3. Participation in this Program is optional and voluntary.
4. Participation in this Program is open to all registered twitter users except employees of Citibank, its Associate Companies, its Advertising Agency and its Media Partners.
5. No purchase of any product of Citibank is necessary for participation in the Program.
6. No fee is required to be paid for participating in the Program.
7. By participating in this Program:
 1. The participant expressly confirms and represents that he/she has read the Terms & Conditions of the Program on how to enter, how the winning entries shall be determined, and details on collection, retention, usage and sharing of personal data
 2. The participant agrees to be bound by the terms, including in particular those relating to the collection, retention, use and sharing of personal data; and
 3. The participant confirms that he/she is not breaching any law or violating any third party rights by using this Program.

8. For participation:

Campaign Contest – Tag your loved one, tell us how you are making their Diwali delightful & use hashtag #WhatsYourDiwaliDelight. Both, the user sharing the entry, & the user with the tagged twitter handle stand a chance to win exciting vouchers

a) **To participate on Twitter** – Tweet using hashtag #WhatsYourDwaliDelight and share an interesting idea for delighting your loved ones, & tag their twitter handle! Share why that surprise is special for your loved one, and stand a chance to win Flipkart vouchers.

Participation can be done in the following manner

1. Text (comment or Tweets)
2. Image
3. Video

Mandatories: Use #WhatsYourDiwaliDelight, mention the twitter handle of your loved one in the tweet, and share how you plan to make their Diwali delightful

- b) Participant has to mention #WhatsYourDiwaliDelight in their entries. Sending in multiple entries is allowed. A twitter handle can win only once during the Program Period irrespective of the number of entries.
- c) Only one user's twitter handle should be tagged in the entry. In case of multiple twitter handles being tagged, only the first tagged handle would be considered as eligible for the prize
- c) Not contain any demeaning, vulgar, abusive, hateful, obscene, objectionable, illegal content, etc.

9. Winner Announcement:

There are a maximum of 150 E-vouchers to be given in this activity-

- a) On 22nd Oct 2016, 24th Oct 2016 & 26th Oct 2016, 15 entries will be announced as winners everyday from contest entries received during the Program Period. The winning entries will be eligible for Flipkart E-vouchers.
- b) Both, the user sharing the winning entry & also the first user tagged in the winning entry would be eligible for Flipkart E-voucher worth Rs. 2000 i.e a maximum of 2 E-vouchers will be given per winning entry
- c) Maximum of 50 E-vouchers (for 25 winning entries) will be given per day for contest entries shared during the Program period
- d) Maximum of 150 E-vouchers (for 75 winning entries) will be given for contest entries shared during the 3 day Program period
- e) The voucher winners will be announced daily in the contest period.

11. Winner Selection:

a) Winners will be selected on the basis of the uniqueness & creativity of their Diwali delight idea which will be judged by a Mediavest jury

b) The decision of the jury, on the selection of the Winner shall be final and binding and no correspondence/communication shall be entertained in this regard.

12. Prizes

- a) The winners are requested to acknowledge the message announcing them as winners within 24 hours of the announcement, failing upon which the prize will be transferred to the next person
- c) The decision of the jury will be final.
- d) The E-voucher codes will be sent to the winners via a direct message on twitter within 7 days of receipt of acknowledgement on a best effort basis, & subject to successful verification by MediaVest

13. Awarding of prizes is subject to verification by MediaVest. MediaVest shall use basic audit standards to verify the legitimacy of the Winner. In case there are any conflicts in the legitimacy of the Winner, MediaVest is entitled to quash the prize at any given point against such claimed Winner or Participant. In case the Winner(s) are not verified internally or not reachable for any reason whatsoever, MediaVest will reserve the right to pass on the Prize to another participant without any further notice to the Winner.

14. In case a participant is not contacted/intimated/declared as a Winner, it shall automatically mean that the person's name has not come through the selection process and that he/she is not a Winner.

15. The voucher is non-transferable and cannot be redeemed / exchanged for cash. No claim shall be entertained in this regard.

16. Acceptance of Prize constitutes permission to MediaVest to use the Winner's name, photo, entry, and other relevant details for purposes of publicity, edition, presentation, brand study, market research, advertising and/or trade without further approval, permission, compensation or notice for unlimited period.

17. No consideration is payable by MediaVest against use of any entries received for the Program.

18. MediaVest reserves the right to reject, delete, or remove any answer/entry without assigning any reason thereof. Any decision taken by MediaVest for rejecting, deleting or removing any answer/entry shall be final and binding and not subject to any dispute or challenge.

19. MediaVest jury shall declare winning entries on the basis of the contest entry idea, reason and story,. There could be a possibility that the contest entry idea may overlap from one entry/ submission to the other. However, MediaVest will not be responsible for any overlap and MediaVest will not be bound by any compulsion to compensate for such overlapped or missed out submissions.

20. The content used in the answer/entry should not contain any offensive, defamatory, indecent, abusive content, pictorial representation or language that can in any manner be deemed as offensive by any section of society or prohibited under any religion or law. MediaVest reserves its rights to cancel or remove any answer/entry or usage of the

Program by any participant at any point of time, at its discretion. The decision of MediaVest shall be final and binding on this.

21. Failure of the participant to adhere to the above, gives the right to MediaVest to disqualify the entry from the Program.

22. The participant undertakes that the content submitted by him/her for the Program shall not violate or infringe the Intellectual Property Rights of any third party. The participant shall be solely liable for the violation of the same.

22. By participating in the Program, the participant(s):

a) Agree to the use of their name, photo/ picture, entry, and/or likeness, without compensation, by MediaVest & Citibank and any party authorized

b) Agree to be bound by the terms, including in particular those relating to the collection, retention, use and sharing of personal data;

d) Hereby waives all rights and grant to MediaVest a royalty-free, non-exclusive, perpetual worldwide usage rights to copy, modify and otherwise use and distribute his/her winning entry and/or any element of the submission (hereinafter the "Works"), in any and all media and in any publication whether online, offline or on the Internet. MediaVest shall also be free to use any ideas, concepts, photos, know-how or techniques contained in such submissions or materials for any purpose now or in future;

e) MediaVest shall not be held responsible if any person/ entity out of MediaVest uses/ picks/ distributes or compiles the submissions made by the participant for personal or commercial usage without your permission or explicit consent.

f) Hereby agrees that the Participant has taken requisite permission from any and all such person/s and or property owner whose image/ picture/ or any form of property is included in the content provided by the Participant towards this Program/ Contest. In case of any disputes/ complaints raised by such third party shall be the liability of the Participant. MediaVest is not responsible to address such issues or complaints from any party/ third party/ Participant.

g) To the fullest extent permitted by law, waive any moral rights or similar rights they may have in the Works or any part thereof throughout the world;

h) Undertake not to object to any use of the Works by MediaVest or any party authorized by MediaVest; and

i) Undertake to adhere to above terms and policies as set out by MediaVest.

23. The participant can control personal information provided on the Twitter platform by changing their own personal settings. Any information provided to MediaVest shall be administered and treated under MediaVest India privacy and data collection guidelines. MediaVest India may use your personal data for editorial, research, internal study, and data analysis and or presentation purpose.

24. The contest is in no way sponsored, endorsed or administered by, or associated with Twitter. The participant is providing information to MediaVest and not to Twitter.

25. MediaVest reserves the right to withdraw, change, defer, alter or cancel this Program in part or full, or change any or all of the terms and conditions that are

applicable, without giving prior intimation/notice of any kind and will not be liable for any consequential losses/damages. Any decision of MediaVest in this regard and in general with respect to this Program and the terms and conditions thereto shall be final, binding.

26. MediaVest shall not be liable for any loss or damage due to Act of God, Governmental actions, other Force Majeure circumstances and shall not be liable to pay any amount as compensation or otherwise for any such loss.

27. All disputes are subject to the laws of India and the exclusive jurisdiction of Courts of New Delhi alone.

28. If a participant is dissatisfied with the Program and/or the terms and conditions of the Program, his/her sole and exclusive remedy is to not to participate in the Program.