

#TaxPlus Contest Terms and Conditions

Process of participating in the ICICI Prudential Life Insurance #TaxPlus contest

- The #TaxPlus contest is conducted by ICICI Prudential Life Insurance Company Limited (ICICI Pru Life), hereinafter referred to as 'the Company'.
- The winner will be chosen from amongst the participants on the official ICICI Prudential Life Facebook page (www.facebook.com/iciciprulife) & Twitter pages (<http://twitter.com/ICICIPruLife>)
- 1 winner will be selected for each question posted as part of the contest, from each platform (Facebook & Twitter)
- Each winner will be given an Amazon voucher worth INR 500.
- The contest will start from 8th December, 2016 at 11 AM and will end on 14th December, 2016 at 11 AM on both Facebook & Twitter.
- Entries submitted within the above duration only will be treated as valid entries. Any submission after 14th December, 11 AM for Facebook and Twitter respectively will not be considered as valid entry.
- The winner (s) of this contest will be chosen based on the creativity & quality of the response received. ICICI Prudential Life Insurance has the sole discretion in deciding the winner (s).

Terms

This contest is hosted by ICICI Prudential Life Insurance Company Limited, a company having its registered office at ICICI PruLife Towers, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400025.

Eligibility

The contest is open to all residents of India of age eighteen (18) years or more except for the residents of the state of Tamil Nadu.

These "Contest Terms and Conditions" are specific to Rest of India excluding the state of Tamil Nadu and wherever prohibited by Law.

Participants will be asked whether they reside in Rest of India or in Tamil Nadu. Participants are expected to provide true and correct information and indemnify the company in case the Company suffers any loss due to breach of the same by the participants.

The Company reserves the right to refuse any application that is believed to be in breach of the Terms and Conditions.

The only form of entry is through the following process:

1. Users have to like our Facebook page / Follow us on our Twitter page in order to be notified of the contest.
2. Replies without the hashtag #TaxPlus will be disqualified.

3. Users have to reply to guess the scrambled word.
4. The definition and criteria of choosing the winner can be changed at the discretion of ICICI Prudential Life Insurance Company Limited without any obligation to notify the participants.
5. ICICI Prudential Life Insurance Company Limited reserves the right to amend the contest end date and any other terms and conditions at any time. The contest will end on 14th December 2016.
6. No responsibility will be accepted for racial, defamatory, abusive, improper, lost or corrupt, incomplete or fraudulent entries. Entries which otherwise do not comply with these rules will be disqualified.
7. If you win the contest, we will notify you on Facebook / Twitter. Our decision will be final, and no correspondence will be entered into.
8. The prize (Amazon voucher) is not transferable to another person.
9. No part of a prize is exchangeable for cash or other goods.
10. If the winner does not respond within 48 hours of notification, the company reserves the right to re-allocate the prize. The winner's social networking account name will be posted on Facebook / Twitter.
11. Prizes will be dispatched 4 weeks after the contest closure

General

- The Terms and conditions are applicable to the Contest to the fullest extent and all participants are deemed to have accepted the Terms of Conditions of the Contest.
- Instructions form part of the Terms and Conditions. Any breach of these Terms and Conditions will result in a forfeit of the reward. The Company reserves the right to amend these Terms and Conditions from time to time where reasonably required. Participant(s) shall be deemed to have notice of any such amendments or interpretations upon publication of the same on our Facebook & Twitter pages and shall be deemed to have accepted such amendments or interpretations by virtue of his/her continued participation in the contest.
- Should a participant wish not to continue to participate in the contest pursuant to the prevailing terms and conditions as amended or interpreted, he/she may terminate participation in the contest upon written notice to ICICI Prudential.
- All entrants agree to be bound by the Terms and Conditions of this contest.
- Company's failure to enforce any of these terms and conditions shall not constitute a waiver of that, or any other, provision.
- The contest is in no way sponsored, endorsed or administered by, or associated with, the social networking platform and the social networking platform has no association or jurisdiction over the contest.
- The Company reserves the right to disqualify any entrant whose conduct appears in any way to: inhibit the enjoyment of others; tamper with the contest on Facebook /

Twitter; violate these Rules; or act in an unsportsmanlike or disruptive manner. All questions or disputes regarding an individual's eligibility for the contest or a participant's compliance with these Contest Rules & Contest terms and conditions will be resolved by the Company at its sole discretion.

- The winners as well as all the participants must, with prior permission from ICICI Prudential and at the requirement of ICICI Prudential, participate in all promotional activity including but not limited to publicity on TV, Radio and photography surrounding the winning or participation in the Contest.
- The Company reserves the right to amend or withdraw the Contest at any time.
- The Company is not responsible for any travel or additional costs borne by the winner, or lost and misplaced prizes of the winner.
- The Company is under no obligation to provide replacement prizes or reimbursement for any costs incurred by the winner.
- The participants shall comply with all applicable laws including but not limited to taxation laws.
- The Company's decision is final and binding in all matters. These Terms & Conditions and this Contest are subject to Indian laws and the exclusive jurisdiction of the courts in Mumbai.
- By participating in contest, participant gives consent to the Company to use the photographs, names & information of the participant for their contest based promotion.

Disclaimers

Disclaimers for Facebook:

© 2016, ICICI Prudential Life Insurance Company Limited. Registered Address: ICICI PruLife Towers, 1089 Appasaheb Marathe Marg, Prabhadevi, Mumbai-400025.

IRDAI Regn No. 105. CIN:L66010MH2000PLC127837.Call us on 1-860-266-7766 (10am-7pm, Monday to Saturday, except national holidays and valid only for calls made from India). For more details on the risk factors, term & conditions please read sales brochure carefully before concluding the sale. Trade Logo displayed above belongs to ICICI Bank Ltd & Prudential IP services Ltd and used by ICICI Prudential Life Insurance Company Ltd under license.

BEWARE OF SPURIOUS PHONE CALLS & FICTITIOUS/FRAUDULENT OFFERS

IRDAI clarifies to public that:

- IRDAI or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums.

- IRDAI does not announce any bonus. Public receiving such phone calls are requested to lodge a police complaint along with details of phone call, number.

Disclaimers for Tweets:

The views and opinion expressed in the tweets (tweet includes re-tweet and comments made thereon) made/shared by contributors using #TaxPlus as a hash tag and Tag @ICICIprulife Twitter handle are those of the contributors and does not necessarily reflect/represent the views or opinions of ICICI Pru Life, its employees and its advertisers.

ICICI Pru life makes no claim as to the veracity or accuracy of any of the views or opinions expressed in the tweets made/shared using #TaxPlus as a hash tag and Tag @ICICIprulife Twitter handle, nor does ICICI provide any warranties, either expressed or implied, as to any of the statement made in the tweets.

Under no circumstances, Re-tweets, replies links, likes and follows made by ICICI pru life on tweets made using #TaxPlus as a hash tag and Tag @ICICIprulife Twitter handle, shall constitute endorsement or recommendation by it.

Disclaimer clause of IRDAI:

© 2016, ICICI Prudential Life Insurance Company Limited. Registered Address: ICICI PruLife Towers, 1089 Appasaheb Marathe Marg, Prabhadevi, Mumbai-400025.

IRDAI Regn No. 105. CIN:L66010MH2000PLC127837.Call us on 1-860-266-7766 (10am-7pm, Monday to Saturday, except national holidays and valid only for calls made from India). For more details on the risk factors, term & conditions please read sales brochure carefully before concluding the sale. Trade Logo displayed above belongs to ICICI Bank Ltd & Prudential IP services Ltd and used by ICICI Prudential Life Insurance Company Ltd under license.

BEWARE OF SPURIOUS PHONE CALLS & FICTITIOUS/FRAUDULENT OFFERS

IRDAI clarifies to public that

- IRDAI or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums.
- IRDAI does not announce any bonus. Public receiving such phone calls are requested to lodge a police complaint along with details of phone call, number