

Terms and Conditions for the Happy New You Campaign and Contest :-

The Happy New You Campaign and Contest is organized by Lakme Lever Private Limited (LLPL). Happy New You packages (“Package”) are also available at the eligible Lakmé Salons without the requirement for the customer to participate in the Campaign or the Contest.

Process for Participation in the Campaign:

Under this Campaign, all female customers visiting Eligible Lakme Salons (as defined below) can opt for any 1 of the Happy New You packages (“ Package”) offered at such Lakme Salons at an exciting price and claim assured gifts/ offers from LLPL’s Alliance Partners (“Campaign gift/offers”). To claim the Campaign gift / offers the customer purchasing the Package is required to choose one resolution out of the five pre decided resolutions. All female residents of India who have completed 18 years of their age are eligible to participate in the Campaign

There are two ways of participating in the Campaign:-

- A. Purchase any of the Packages directly from one of the Eligible Lakmé Salons at the price of the Package mentioned at the Salon; OR
- B. Purchase certain Packages at a further discount of 10% on the price of the Package mentioned at Lakmé Salon by prior registration on the Lakmé Microsite (www.lakmeindia.com/lakme_salon/happynewyou/). Please note the additional 10% discount is not applicable on customized Packages and these packages are not available at Lakme Absolute, Lakmé salons operating in Clubs, Lakmé Academies and Lakme Pro Stylist Studio.

Below are the steps to be followed for claiming the Campaign gift / offers if the customer is participating in the Campaign through the process mentioned under point (A):-

- 1) All female residents of India who have completed 18 years of their age are eligible to participate in the Campaign.
- 2) Customer are required to choose a package as offered by LLPL at any of its Eligible Lakmé Salons
- 3) After choosing the package, the customer will be required to select any one of the five pre- decided resolutions that she wants to make in 2017 being:-
 - Experiment with my Hair – Key Word - HAIRSTYLE
 - Exercise & get fitter – Key Word - FIT
 - Eat healthy – Key Word – EAT
 - Develop my personality – Key Word - IMAGE

- Get a wardrobe makeover – Key Word - WARDROBE

- 4) On selecting one resolution, the customer will need to send a text message with the respective key word to the short code 56161 reflected on the card selected as a resolution. For eg. EAT at 56161 for Eat Healthy chosen as the resolution.
- 5) Once the text message as mentioned above is sent, the customer will receive a message from LLPL stating the relevant offer from its alliance partner and a unique code that the customer can use for availing the Campaign gift / offer from the Alliance Partner directly.
- 6) The Campaign gift / offer can be availed as per the process shared by LLPL's Alliance partner and as mentioned hereunder and within a period of 3 months from the receipt of the Unique code. :-

Resolution SMSs	Partner	Offer	Redemption Mechanism
Get Fit	Gold's Gym	GV worth Rs. 2000	Call 8976834831, visit nearest Gold's Gym and share the code to get a discount
	Fitbit	10% off on Fitbit on Amazon (WIP)	Visit www.amazon.in and use the code to get a discount
Get a new Hairstyle	SKP	Rs. 500 off on all SKP services	Call 18005320233, visit nearest Lakme Salon and share the code
Eat Healthy	Fab Box	15% off on a purchase of Rs. 999	Visit www.fabbox.in and use the code to get a discount
Get a new wardrobe	LabelLife	15% off on any purchase	Visit www.thelabellife.com and use the code to get a discount
	abof	Additional 15% off on Online orders	Visit www.abof.com and use the code to get a discount
	Image Consulting Business Inst (ICBM)	Free Workshop - Become your own Fashion Stylist	Call 02242041117 and use the code to redeem the offer.
Get an expert image makeover	Image Consulting Business Inst (ICBM)	Free Session on Personal Image Enhancement (Image Scope)	Call 02242041117 and use the code to redeem the offer.
	bPosh	Free Image re-define course	Call 7506185149 and use the code to redeem the offer

- 7) Each Customer shall be entitled to choose only one resolution, irrespective of the number of packages purchased.

- 8) LLPL shall ignore multiple messages sent by the same customer. In such a case, LLPL shall consider only the Key word received in the first message from the customer, for sharing the assured Campaign gift/ offer vide a text message. Any message sent by the customer thereafter will not be considered by LLPL, which please note.

Below are the steps to be followed for claiming the Campaign gift / offers if the customer is participating through the process mentioned under point (B):-

The customer can also participate in the Campaign by visiting the Lakmé Microsite (www.lakmeindia.com/lakme_salon/happynewyou/), wherein the customer will have to register herself in the manner provided below and choose from one of the five pre decided resolutions (as quoted above in point 3) and submit “Why should Lakme Salon fulfil their Resolution?” and also provide referrals of minimum 1 friend or maximum 5 friends who would like to avail services of Lakme Salon and who can be contacted for this purpose, to get an additional 10 % discount on select Packages offered at all Lakmé salons except Lakmé Absolute salons, Lakme salons in clubs, Lakmé Academies and Lakme Pro Stylist Studio. Further, to avail the discount on the Package, the customer can visit any of the said Lakmé Salon and further be entitled to claim the Campaign gift / offers by messaging the details of the resolution selected in the manner provided below.

- 1) All female residents of India who have completed 18 years of their age are eligible to participate in the Campaign.
- 2) The Participant will be required to visit the Lakmé Microsite (www.lakmeindia.com/lakme_salon/happynewyou/) and will have to register their details by filling the below information:-
 - Name
 - Mobile Number
 - Email ID
 - City and
 - Area
 - Pin Code
- 3) Upon completing the above process, the participant will be required to choose one out of the five pre decided resolutions. They will also need to answer a simple question “Why should Lakme Salon fulfil their Resolution?” and also provide referrals of minimum 1 friend or maximum 5 friends. 10% discount will be applicable only on the below packages:
 - On the go YOU
 - Prepped up YOU
 - Party Ready YOU
 - Indulge in YOU
 - Extraordinaire YOU
 - Gorgeous Hair n YOU

- 4) Once the above mentioned process is completed, LLPL shall share a unique code with the participant vide a text message to enable them to avail the discount on the packages by visiting Lakmé Salons except Lakmé Absolute salons, Lakme salons in clubs, Lakmé Academies and Lakme Pro Stylist Studio..
- 5) To further claim the Campaign gift/ offer, the customer will be required to follow the same process covered under points 4 to 8 as in the case of customers participating through the process mentioned under point (A).

Process for Participation in the Contest:

All eligible customers (as per condition 1 below) participating in the Campaign agree to participate in the lucky draw contest (the “**Contest**”) wherein they shall stand a chance to win Grand offer/prizes over and above the Campaign Offer/ gifts.

- 1) All female residents of India who have completed 18 years of their age except those resident in the state of Tamil Nadu are eligible to participate in the Contest. As such it is clarified that this Contest is not being run in the state of the Tamil Nadu
- 2) Eligible Customers who have purchased the package and have claimed the Campaign gift / offer are automatically deemed to have made an Entry into the Contest.
- 3) Basis the keyword selected by the customer under the Campaign, LLPL shall distribute the grand offer/ prizes to the winners under the Contest. The winners in the Contest shall be selected by a draw of lots, which shall be conducted by an independent team of auditors.
- 4) Participants winning a grand offer/ prize under the selected resolution will not be allowed to exchange the same for a offer/ prize distributed under another category of the resolution.
- 5) Only the Key word received in the first message from the customer under the campaign shall be considered by LLPL for distributing grand offer/ prizes to the winners under the Contest
- 6) Successful entry in the Contest does not entail any confirmed benefits/ gifts or prizes.

OTHER TERMS AND CONDITIONS:-

- The Campaign and Contest shall be run from 16th December, 2016 to 15th January, 2017 (both days inclusive) (the “**Activity Period**”).
- Happy New You packages (“Package”) are also available at the eligible Lakmé Salons without the requirement for the customer to participate in the Campaign or the Contest.
- The Campaign and the Contest is not applicable on any other services apart from the ones covered in the Packages.

- Each code generated under the Campaign and contest can be used only once.
- The Campaign and the Contest is open for all female residents of India who are 18 years of age and above except that the participation in the Contest is not valid for customers in the state of Tamil Nadu. To give equal opportunity to all each customer will be permitted to participate in the Campaign and the Contest only once.
- The offer/ gifts/ prizes received under the Campaign and Contest are non-transferable and non – substitutable.
- The customer should ensure that the required message under this Campaign and Contest is sent after selecting the resolution itself or during the activity period in order to receive the assured gift/ offer and stand a chance to win a grand prize under the Contest. Any messages received after the activity period shall not be considered and shall stand rejected.
- LLPL shall carry no responsibility towards any customer who fails to send or is unable to send the text message on the number shared by LLPL for any reason whatsoever.
- Eligible Lakmé Salons referred above for the Campaign and Contest include all company owned and Franchisee owned Lakmé Salons, Lakmé Fast n Fab and Lakme Absolute Salons across India except those operating in Clubs. It is clarified that Lakmé Fast n Fab, lakme Absolute Salons and Lakmé Pro stylist studio are not eligible for participating in the Campaign through the microsite
- By participating in the Campaign and the Contest—, the customer fully and unconditionally agrees to and accepts to be bound by the following terms and conditions available on (www.lakmeindia.com/lakme_salon/happynewyou/) and also all the decisions of LLPL and/ or its alliance partners, which shall be binding in all matters related to this Campaign and Contest.
- At the end of the Activity Period grand winners will be announced by LLPL from amongst all the participants which will be declared on the microsite on 23rd January, 2017 and the same shall also be communicated vide a text message. The Communication will include the process and a unique code of/for redeeming the offer/ prize. Given below are the Offers/ Prizes that the grand winners will be entitled to receive depending on the Resolution /Key word selected by them during the Campaign:-

Resolution	Partner(s)	Grand Prize	No. of prizes (winners to be drawn)
Getting Fit	Gold's Gym	50% off on membership	100
	Fitbit	Fitbit Alta for 10 customers	10
Experiment with my Hair	SKP	1 year supply of Shampoo + Conditioner for 5 customers 1 Shampoo + Conditioner for 150 customers	155

Eat / Drink Healthy	Fab Box	A complimentary call from Head Chef of FabBox to understand health & taste preference + 6-month subscription of mini FabBox for 3 customers	3
	The Label Life	A look specially curated by the Stylists @ The Label Life for 1 customer	1
Wardrobe Makeover	abof	Rs. 5000 GV to 1% of members who have taken the inst. Gratification offer	1%
	Image Consulting Business Inst (ICBM)	Course vouchers worth Rs. 10000 to 250 customers	250
Image Makeover	Image Consulting Business Inst (ICBM)	Course vouchers worth Rs. 10000 to 250 customers	250
	bPosh	Rs. 10000 voucher on Image Consulting Package at bPosh for 100 winners	100

- The winners of the Contest will be selected by LLPL by a draw of lots, which shall be conducted by an independent team of auditors and the same shall be final and cannot be challenged in any way or opposed by any other party or individual ;
- All the participants declared as winners under the Contest will be required to redeem their grand offers/prizes within 3 months from the date of receiving the text message from LLPL stating the process and a unique code of/for redeeming the offer/ prize from its alliance partners.
- The prizes cannot be encashed or exchanged for any other gift or other prize.
- LLPL is not responsible for the delivery of- any prize/gift nor does it give any warranty as regards the quality or standards claimed by the sponsors [and Alliance Partners](#);
- For redeeming the Offers / gifts / Prizes under the campaign and the Contest, the Terms & Conditions of LLPL's alliance partners shall apply. Further, LLPL shall not be held responsible and accountable in case of any liabilities, disputes or claims pertaining to the same.
- This Contest shall be governed by these term and conditions and the provisions of applicable Law;
- LLPL reserves the right to cancel the participation of any customer if they are found to be violating any of the terms and conditions;
- LLPL reserves the right to change/ modify the terms and conditions of this Campaign and Contest or restrict the number of winners or to withdraw this Campaign and Contest and any of its prizes and offers at any point in time;
- All entries are subject to verification, including without limitation, verification of eligibility through checks as deemed appropriate by LLPL and complete compliance with these Terms and Conditions;
- LLPL may, in its sole discretion, disqualify any person who tampers with or benefits from any tampering with the application process or with the operation of this Campaign and Contest or acts in violation of these terms and conditions, acts in a disruptive manner or acts with the intent to annoy, abuse, threaten or harass any other person;

- LLPL shall not be liable for any failure to comply with its obligations caused by weather conditions, fire, flood, strike, hurricane, industrial dispute, war, hostilities, political unrest, riots, civil commotion, inevitable accidents, acts of God or any other circumstances amounting to Force Majeure (including the operation or disruption of the internet/ telephone systems) and LLPL may cancel all or any part of the Campaign and Contest without any liability to any person whatsoever;
- LLPL shall also not be responsible for any loss or damage if it has to discontinue or cancel the Campaign and Contest in compliance with any law, ruling, order, regulation, requirement or instruction of any Central/State Government or for any other unavoidable reason beyond its control. The participants shall be informed of such discontinuance/ cancellation at the earliest.
- For any clarification on these Terms and Conditions, please contact 18005320233. LLPL will not be responsible in case any of the terms of the Campaign and the Contest are misunderstood or misconstrued by the participant. LLPL shall not be liable to make any payment towards any expenses, which is incurred by the participant/ winner whatsoever;
- All taxes, if any, which may incur on the participants and/ or winner will be borne by the participants and/ or winners alone and LLPL shall not be liable to bear the same. The participants and/ or winners undertake to deposit the same with the respective Sponsor;
- None of the provisions of these Terms and Conditions shall be deemed to constitute a partnership or agency between Participants and LLPL and Participants shall have no authority to bind LLPL in any manner whatsoever;
- LLPL accepts no liability for any errors or omissions, whether on behalf of itself or any Third Parties;
- LLPL shall not be liable if the winners are not able to redeem their prizes for failure of the Participants to comply with terms and conditions of the Sponsor for redeeming the prize;
- By participating in the Campaign and the Contest, the Participants agree to receive communications from LLPL and its alliance partners without limitation for the purpose of marketing this Campaign and Contest or any such related activity and no other permission of any manner shall be required from the Participant/ winner in this regard.
- The personal information and data provided by the Customer is deemed to be voluntarily supplied during the course of Participation in the Campaign and the contest and will be deemed as non-confidential, which hereby discharges all obligations of confidentiality. LLPL shall be free to reproduce, use, disclose and distribute the information to its alliance partners without limitation for the purpose of marketing this Campaign and contest or any such related activity.
- The customers participating through the digital leg of the campaign shall ensure that the personal information of her referred friends are filled in only after taking their requisite consent and the information shall be deemed to be voluntarily supplied during the course of Participation . LLPL shall be free to reproduce, use, disclose and distribute the information to its alliance partners without limitation for the purpose of marketing

its products and services and this Campaign and Contest or any such related activity and no other permission of any manner shall be required from the Customer.

- Notwithstanding anything to the contrary contained in this terms and conditions and any circumstances whatsoever, LLPL shall not be liable for any incidental, ancillary, direct, indirect, special or consequential damages including but not limited to lost profits or injury or death, whether in contract or based on any theory of liability.
- No two offers can be clubbed;
- Disputes if any, shall be subject to Mumbai jurisdiction only