

## McDonald's India - [www.battleofspicy.com](http://www.battleofspicy.com)

### Terms and Conditions

#### Eligibility:

1. The Promotion "**Battle of Spicy**" (hereinafter referred to as "the Promotion") shall be valid from 00:00:01 Hrs on 19th October, 2014 . till 23:59:59 Hrs on 31st December, 2015. The Promotion is specially designed to enhance the fun experience of customers who visit McDonald's Family Restaurants and/or customers or individuals who otherwise purchase McDonald's products or are otherwise aware of the McDonald's brand or McDonald's services.
2. The Promotion is valid ONLY for residents of India and is being conducted by McDonald's entities in India, being Hardcastle Restaurants Private Limited in the West and South of India and Golden Kitchens Pvt. Ltd. ( i.e McDonald's Forum Mall and McDonald's Sigma Mall, Bengaluru) and Connaught Plaza Restaurants Private Limited in the North and East of India (individually referred to as "McDonald's India" for their respective territories as above).
3. Participation in the Promotion requires registration to be made by participants on [www.battleofspicy.com](http://www.battleofspicy.com).

#### Process:

1. Participants need to log on to [www.battleofspicy.com](http://www.battleofspicy.com) through their Facebook accounts and vote for their preferred Spicy burger.
2. Activities will be unlocked on the site [www.battleofspicy.com](http://www.battleofspicy.com) from time to time which participants can participate in to gain points and to move up ranking in the leaderboard. The participants have to follow the respective instructions for each of the activities participated in by them, and shall rank on leaderboards based on their performance. Judging of such performance shall be at the sole and subjective discretion of McDonald's India and/or its nominees, and ranking shall be done based on such performance.
3. The participants who rank highest on the leaderboard at the end of corresponding time-periods will be eligible to win hourly, daily, weekly and grand prizes.
4. Once a participant wins an hourly prize, he / she will no longer be eligible for another hourly prize.
5. Once a participant wins a daily prize, he / she will no longer be eligible for another daily prize.
6. Once a participant wins a weekly prize, he / she will no longer be eligible for another weekly prize.
7. Once a participant wins a grand prize, he / she will no longer be eligible for another grand prize.
8. Hourly and daily prize winners will be emailed details of codes on the email address used to register for the activity.
9. Weekly and grand prize winners will be requested to send details of their address and telephone number so that the prizes can be couriered to them.
10. The prizes shall not be (a) transferable; (b) allowed for encashment.
11. McDonald's India shall not be held responsible for any loss / misplacement or wrong delivery of or damage in transit to the prizes by the courier or otherwise.

#### General Terms and Conditions:

1. The data collected through this promotion will not be distributed or shared with any third party marketing agencies, and will however remain with McDonald's India, and participation in the Promotion implies irrevocable consent by the participants for the retention of such data by McDonald's India and the participants hereby irrevocably waive all and any rights in this regard and shall keep McDonald's India fully and effectively indemnified in this regard.
2. By signing up for or participating in any way in the Promotion, participants give McDonald's India an explicit and irrevocable consent to contact them at present and in the future for any communication related to McDonald's India, our special offers, events and other consumer engagements.
3. This promotion is in no way sponsored, endorsed or administered by or associated with Facebook. You understand you are providing your information to McDonald's India and not to Facebook. The information you provide may be used by McDonald's India's in any manner and for any purpose not prohibited by law.

4. McDonald's India shall not be responsible for any loss or damage if it has to discontinue or cancel or modify this Promotion for the purpose of compliance with any law, ruling, order, regulation, requirement or instruction of any Central/State Government or any other authority or regulator, or for any other unavoidable reason beyond its control as it in its sole discretion deems appropriate. The participants shall be informed of such discontinuance/cancellation/modification as soon as possible.
5. No nudity, foul language and no offensive content is allowed to be posted by participants.
6. All entries and all intellectual property therein may be used as promotional material or for other lawful purposes by McDonald's India across various kinds of media or otherwise, and participation in the Promotion implies irrevocable consent by the participants for such use by McDonald's India and the participants hereby irrevocably waive all and any rights in this regard and shall keep McDonald's India fully and effectively indemnified in this regard.
7. The nature, number and the approximate market value of the prizes are as follows :

Type of prize	Nature of prize	Total number of such prizes available	Approximate market value of each such prize (Rs.)
Assured Prize	Freecharge 50/- Cashback	All participants who vote	50/-
Hourly prize	Vouchers	936 nos	1000/-
Daily prize	Vouchers	78 nos	3000/-
Weekly prize	Ipad Mini	12 nos	30000/-
Grand prize	Iphones	3 nos	65000/-

However, all the prizes are subject to availability, and can be changed, modified, substituted or cancelled at the discretion of McDonald's India without any notice, whether prior or otherwise.

8. McDonald's India is not responsible for participants not being able to understand the Promotion mechanics or their mis-interpretation of the same.
9. By participating, all participants agree to abide by the terms & conditions of the Freecharge offer (given below) when availing of the vouchers. All queries, complaints or grievances in any way relating to the Freecharge offer shall be addressed directly to Freecharge at [care@freecharge.com](mailto:care@freecharge.com). McDonald's India shall not have any responsibility in this regard, and the participants shall waive all and any rights in this regard and keep McDonald's India fully and effectively indemnified in this regard.
10. All McDonald's products/items can be purchased at the regular menu prices without having to participate in the Promotion. For menu prices, please refer to the restaurant menu board or to [www.mcdelivery.co.in](http://www.mcdelivery.co.in).
11. All instructions, rules and conditions on any advertising or promotional materials relating to the Promotion form part of these provisions, provided that in the event of any conflict or inconsistency, the provisions of the terms and conditions as contained herein shall prevail over all such other instructions, rules and conditions.
12. The Promotion shall be subject to force majeure events and on occurrence of any such event, the promotion shall be deemed to be automatically withdrawn/cancelled.
13. The Promotion is not valid in conjunction with any other Offer / Promotion / Scheme.
14. The final decision for all matters and issues and disputes relating to the Promotion lies solely with McDonald's India. No claims or correspondence in this regard will be entertained.
15. All disputes relating to this contest will be subject to the jurisdiction of competent courts of Mumbai only.
16. By participating in the Promotion, all participants agree to be fully bound by and to fully abide by all these terms and conditions.

### **FREECHARGE OFFER DETAILS**

How to Avail.

- Download FreeCharge Mobile App (Android/iOS/Windows) Logon to [www.freecharge.in](http://www.freecharge.in) or Mobile Site
- Enter your Mobile / DTH / Data Card/Utility Bill /Metro Card Number to make payment. Not Valid on Airtel (Prepaid/Postpaid/ DTH).

- If you are an existing user, LOGIN. If you are new to FreeCharge, Sign Up.
- Enter unique Promo Code in Promo /FreeFund code section and Click on Redeem Now. Customer gets a success message.
- Customer pays the Transaction Amount using Debit or Credit Card. Not valid on 'Add Cash' transactions, Net Banking and FreeCharge balance as payment mode.
- On successful transaction customer gets Cash Back in form of Voucher and valid for 6 months.
- 1 code is valid only once per unique user. Customer can use another code to recharge on another number.

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- • The offer is valid from 19th October, 2015 to 4th January, 2016.
- The offer can be withdrawn/altered/changed at any time at the sole discretion of McDonald's India or of FreeCharge without prior notice.
- Get Rs.50/- cashback on recharges / bill payment of Rs.50/- and above on FreeCharge (web / m-web/ Mobile App). Valid till 31<sup>st</sup> January, 2016.
- To avail of the offer, please enter your Mobile / DTH / Data Card / Metro / Utility Bill – Electricity Gas, Landline Number details on FreeCharge.
- Physical voucher has a unique promo code which should be entered in Promocode/FreeFund section and proceed by clicking on Redeem Now.
- Customer pays the Transaction Amount using Debit or Credit Card. Not valid on 'Add Cash' transactions, Net Banking and FreeCharge Balance as payment mode
- On successful transaction customer gets Cash Back and offer would be capped to 1 transaction per unique user during the promo period.
- Cashback will be in form of Voucher and valid for 6 months From date of issuance.
- All issues / queries / complaints / grievances relating to the Offer, if any, shall be addressed to [care@freecharge.com](mailto:care@freecharge.com).

**Hourly & Daily Gifts (Rs.1000 & Rs.3000 Gift Vouchers)**

- Download FreeCharge Mobile App (Android/iOS/Windows) or Logon to [www.freecharge.in](http://www.freecharge.in)
- If you are an existing user at FreeCharge, enter LOGIN details. If you are new to FreeCharge, Sign Up.
- Customer goes to Account section, selects Cash icon
- Customer selects 'I have FreeFund Code' and enters the Code in FreeFund section and Clicks on Apply Code. Customer gets a success message.
- Amount equivalent to the Voucher denomination gets credited to customers FreeCharge Account.
- Apply the FreeCharge Balance in your account to pay your Mobile / DTH / Data Card/Utility Bills/Metro on FreeCharge or Shop at Snapdeal.
- An equivalent amount from the total order amount would be deducted. The balance has to be paid using suitable payment mode available on FreeCharge / Snapdeal.
- FreeFund code valid till 31-January -16.
- Cashback would be valid for 6 months from date of credit in the account.