

**Terms & Conditions of the ICICI Bank Campaign - Pockets Dubsmash  
#IDontTakeLoad Contest**

**I. DEFINITIONS:**

- “**Campaign**” shall mean this Campaign being conducted on online by ICICI Bank Limited (“**ICICI Bank**”) for the promotion of its campaign Pockets Dubsmash #IDontTakeLoad Contest
- “**Campaign Period**” in relation to this Campaign shall have the same meaning as defined under Clause II (Campaign).
- “**Winpin Voucher(s)**” in relation to this Campaign shall mean the Movie Vouchers of Bookmyshow(s) which shall be given to the Participant(s) of the Campaign which can only be redeemed using ICICI Bank Credit/Debit Card.
- “**Participant/s**”, □ for the purpose of this Campaign shall mean only resident Indian individuals aged 18 years and above taking part in the Campaign.
- “**Product(s)/Service(s)**” shall mean the products and services offered by the Bookmyshow.

**II. Campaign**

- The Campaign Period shall mean, a period of fourteen days commencing from 10 Am on November 6, 2015 till 5 pm on November 19, 2015 for twenty four hours everyday, i.e, from 00:00:01 AM to 11:59:59 PM. (“**Campaign Period**”). The Campaign shall go live on Wednesday, November 6, 2015 on the ICICI Bank Facebook Page
- There will be no advance notice or announcement of the Campaign Period.
- The start time and the end time of the Campaign Period shall remain same as mentioned above.
- Participant/s has to upload their own Dubsmash version of the Pockets jingle on (link) and get the maximum likes on their video. The video with the maximum likes will win six movie vouchers. Only original videos will be considered for this contest
- Any entry received in the format other than as specified hereinabove and/or received post the Campaign Period shall be considered void and hence shall not be taken into consideration for providing E-voucher(s).

**III: TERMS & CONDITIONS**

- The Campaign is valid only for Participant/s for the Campaign Period and during the time announced by ICICI Bank on Facebook. □
- Participation in the Campaign is on a voluntary basis.
- The winner is eligible to get six E-voucher(s) under the Campaign.
- The E-voucher(s) is non-transferrable, non-binding, non-redeemable and non-encashable. The E-voucher(s) cannot be clubbed with any other offer.

- The Participant/s agree/s to provide complete and correct information with respect to his/her identity, contact details, location, age, and such other information as may be required by ICICI Bank for the Campaign.
- The E-voucher(s) shall be shared within 60 days post the Campaign Period is over. The decision of ICICI Bank on Participant(s) and the E-voucher(s) shall be final and binding.
- Posting of any spam/ foul, indecent, threatening, business promotion, discriminating and/or false comments as a reply during the Campaign may lead to disqualification of Participant/s. The decision of disqualification shall be the sole discretion of ICICI Bank.
- After the E-voucher(s) are duly shared with the Participant(s), ICICI Bank shall not be responsible for any loss, damage, theft of the same.
- In case of any dispute or difference in respect of the Campaign, the decision of ICICI Bank shall be final and binding.
- The terms and conditions of the offers from the respective Bookmyshows are available at (link)

#### **IV. GENERAL TERMS**

- The Campaign is in no way associated with or sponsored, endorsed or administered by Facebook. All information in the Campaign is collected by ICICI Bank and not Facebook.
- Any queries/communication/notice regarding the Campaign should be sent *via* DM to Facebook .
- Any participation in the Campaign shall be deemed to be an acceptance of all the terms and conditions governing the Campaign.
- Any tax or other liabilities or charges payable to the government or any other statutory authority/body or any participating establishment, which may arise or accrue to the Participant/s due to provision of the Campaign, shall be borne solely by the Participant/s. Tax deducted at source, if applicable, on the monetary value of the Campaign shall be payable by the Participant/s.
- The Campaign and E-voucher(s) are subject to applicable Indian laws and such other terms and conditions as may be stipulated by ICICI Bank. The Campaign and E-voucher(s) are not available wherever the same is prohibited and/or cannot be offered or for any reason whatsoever. All disputes are subject to the exclusive jurisdiction of the competent courts/tribunals of Mumbai. However, ICICI Bank reserves the right to approach any other court or tribunal of competent jurisdiction.
- In all matters relating to the Campaign, the decision of ICICI Bank shall be final and binding in all respects.
- ICICI Bank shall not in any way be deemed to be making any representation whatsoever about the usefulness, worthiness and/or character of the Campaign,E-voucher(s) and/or Product(s)/Service(s) and shall not be responsible in any way whatsoever for the same.
- The existence of a dispute with respect to, if any, regarding the usefulness, worthiness, nature and/or quality of the E-voucher(s) and/or Product(s)/Service(s), shall not constitute a claim against ICICI Bank. Any such dispute shall be addressed directly by bookmyshow.com.
- ICICI Bank reserves the right to modify/ change all or any of the terms and conditions contained herein as per its discretion without assigning any reasons

or without any prior intimation/notice whatsoever. ICICI Bank also reserves the right to discontinue the Campaign without assigning any reasons or without any prior intimation whatsoever.

- ICICI Bank will not be liable in any manner whatsoever for any loss/ damage /claim/injury that may arise due to withdrawal or change in the terms and conditions of the Campaign.
- ICICI Bank employees can participate in the Campaign and/or share the contest with other people.
- ICICI Bank has the right to use the uploaded video and all content within and related to the video for any purpose. After the video has been uploaded, all rights intellectual property related and otherwise, shall subsist with ICICI Bank.

#### **V TERMS AND CONDITIONS OF WINPIN VOUCHERS:**

- Winpin Voucher(s) can be redeemed ONLY on bookmyshow website/mobile App and cannot be redeemed directly at the cinema/venue box office.
- Winpin Voucher(s) can be redeemed on the purchase of tickets for Movies/Plays/Concert/Sport available on bookmyshow website.
- Voucher(s) valid PAN India across all Cinemas/Partners associated with bookmyshow.
- Winpin Voucher(s) can be used Only once within the validity period.
- If lost/misused, Winpin Voucher(s) cannot be replaced/refunded and cannot be revalued. Void if resold, cannot be exchanged for point(s) or cash & cannot be re-validated.
- In addition to these bookmyshow Winpin Voucher Terms and Conditions, bookmyshow Vouchers and their use on our website are also subject to bookmyshow's general Terms of Use & bookmyshow's decision will be final in case of any dispute.
- bookmyshow may change (add to, delete, or amend) these terms from time to time. Unless stated otherwise, the changes will apply to any new bookmyshow Vouchers that are for personal, non-commercial use and enjoyment only. The same may be shared with family and friends, but may not be advertised, sold or used as promotional items by the purchaser or anyone else without bookmyshow's prior written consent.

#### **VI STEPS TO BE TAKEN TO REDEEM WINPIN VOUCHERS:**

1. Log on to [in.bookmyshow.com](http://in.bookmyshow.com) Or bookmyshow mobile app
2. Select Location, Event, Venue, Show Date & Time and Seats of your preference as the logic flows
3. On the payment page, tick the check box states "Avail Discounts & Offers" & from the drop-down list, select "Winpin" option & then enter the winpin voucher code in the text box appears & click on "Apply Offer" button next to it to avail the offer.

Note: At the end of the successful transaction booking-id gets generated which needs to be exchanged at the box-office for actual tickets. Email/SMS confirmation will be sent on email address/mobile number provided while completing the transaction. For

any assistance reach out to bookmyshow's Customer Support on +91(022)-42085050 or write to us: [helpdesk@bookmyshow.com](mailto:helpdesk@bookmyshow.com)