

HOW TO PARTICIPATE?

1. Book the Thar Earth Edition
2. Call on **18002104101** (operational hours are **9:30 am to 6:30 pm**) to register your interest for the Adventure experience*
3. Provide the following details - Customer Name, Booking id/ OTF No & registered Phone No
4. We shall confirm if you are within the first 200 and are eligible for the complimentary adventure experience

*T&C Applies

Terms and Conditions for Participate in #RelivetheEarthstory

1. Introduction:

Mahindra & Mahindra Ltd. (“**M&M**” / “**Mahindra**”) introduces the **#RelivetheEarthstory** during the offer period from 27th February 2024 to 31st March 2024.

2. Eligibility:

- (a) Book a Thar Earth Edition.
- (b) This free-to-enter promotional adventure experience is open to all Indian residents aged 18 years and above, who have valid identification as to the citizenship of India and consent for capturing their Personal Information to be participants in such gaming activities, except employees of M&M and subsidiaries, their families, Dealers, Dealer Employees, channel partners, Sales Executives of Dealerships and their families (“**Eligible Participant**”).
- (c) “Winner” means the Eligible Participant who complies with the terms and conditions (“**T&C**” / “**Terms and Conditions**”) of the experience and is selected by M&M basis his/her entry in relation to the Adventure experience.

3. How to Participate:

To participate, all Eligible Participants must follow the below 3 steps:

STEP 1: Visit <https://auto.mahindra.com/suv/thar/earth-edition> and book the Thar Earth edition or book at your nearest Mahindra authorized dealership.

STEP 2: Post booking the customer needs to give a call on **18002104101** (operational hours are **9:30 am to 6:30 pm on all days**), share his/her booking details (Customer name, Booking id or OTF No, Registered Phone no.) and register his/her interest for the Adventure experience.

4. Only first 200 participants who register their interest with us will stand a chance to win an exhilarating experience. Selection of the Eligible Participants shall be at the sole discretion of M&M and per its internal policy. The selection of the Eligible Participants will be using a pre-defined process.
5. M&M and its partners will reach out to the Participants who have been selected by M&M and they will have 14 working days to confirm and share all documentation required by M&M. If the participant delays to confirm its participation within 14 working days, then M&M will not be responsible for the delay and its implications on claiming the adventure activity experience.

6. The time period for participating in the Adventure experience may be extend upon sole discretion of M&M and the same will be communicated to the Customer.
7. Details of the **Complimentary Adventure experience are as follows:**
 - From among the registered customers within the offer period, 200 customers will be selected basis first come first serve basis and will win a Mahindra Adventure experience of 2 nights & 3 days off-road driving experience in the Deserts of Rajasthan.
 - **Inclusions:** 4x4 experience lead by industry experts, meals and refreshments, branded merchandise & accommodation wherever applicable, 4x4 Thar for the experience purpose, wherever applicable.
 - **Exclusions:** Flight/travel tickets to and from your respective locations, airport transfers (to and fro) are to be borne by the customer itself, Off-road boots/ gumboots and any other essentials required for participating in the experience needs to be arranged by the Customer only.
 - **Entitlements:** up to 2 Adults (one driver, one co-passenger)

T&C:

- **Eligibility:** This offer is available to the first 200 customers who purchase and book a Mahindra THAR Earth Edition & register their interest on the given toll-free number.
- **Commuting Expenses:** Customers are responsible for their own transportation to and from the adventure activity location in Rajasthan (exact location will be communicated before the event). Mahindra & Mahindra Ltd. shall not be liable for any travel-related expenses incurred by the customers.
- **No Cancellations:** Once a booking for the complimentary adventure activity is confirmed, cancellations or changes to the reservation are not permitted. Customers are advised to carefully consider their availability and commitment before making the booking.
- **Valid Drivers license:** The customer who will drive the car needs to have a valid driving license as per Indian laws.
- **Entitlement:** Each Adventure experience for the adventure activity entitles maximum two adults.
- **Conditions:** The complimentary adventure activity is non-redeemable and cannot be transferred to another individual. It is valid only for the specified event and cannot be exchanged for cash or any other form of compensation.
- **Verification Requirements:** Customers must provide their booking details at the time of the event for verification purposes. Failure to provide the necessary documentation may result in denial of entry to the adventure activity.
- **Event Dates and Availability:** The adventure activity will be scheduled on specific dates determined by Mahindra & Mahindra Ltd. Customers will be notified of the available dates and must select their preferred date, subject to availability.
- **Liability Waiver:** By participating in the adventure activity, customers agree to release Mahindra & Mahindra Ltd., and its affiliates from any liability for personal injury, property damage, or other claims arising from their participation in the event.
- **Event Modifications:** Mahindra & Mahindra Ltd. reserves the right to modify, cancel, or suspend the adventure activity in whole or in part, in the event of unforeseen circumstances, force majeure, or any other factors beyond its control.
- **Booking Process:** Customers must follow the booking instructions provided by Mahindra & Mahindra Ltd. to confirm their participation in the adventure activity. Failure to adhere to the specified booking process may result in forfeiture of the complimentary adventure experience.

- **Terms Subject to Change:** These terms and conditions are subject to change or modification at the discretion of Mahindra & Mahindra Ltd. Any updates or amendments to the terms will be communicated to customers in a timely manner.

8. How to Claim the Adventure experience?

- Participants must claim the Adventure experience in the manner communicated by M&M. In case the participants fail to claim the Adventure experience on or before the date specified by M&M, for any reasons whatsoever, he/she shall be deemed to have surrendered the Adventure experience and shall have no claims in the money compensation or otherwise.
- The Participants shall be required to provide self-attested proof of identity, confirmation of his/her mobile number & Booking details, along with other documentation as required below and as per applicable law in force.
- Incomplete / rejected / invalid / returned /disputed or unauthorized/ fraudulent/incomplete documents or information in relation to claiming the will not be considered for the purpose of redemption.

9. Selection of Eligible candidates:

- The Eligible Participants shall be shortlisted basis a valid booking of the Thar Earth Edition & registration of interest. The jury shall be decided by M&M and decision of the Jury shall be final and binding on all the Eligible Participants. Eligible Participant will have no right or authority to identify and/ or question the jury or the decision of M&M in this regard.
- M&M representative may ask the participants to share their bytes for digital use. Any information / comments / data that is shared by the Eligible participants shall become the property of M&M and M&M shall be free to use such data in any of their promotional / marketing / website use, without any compensation to You in cash / kind.
- The Adventure experience and its benefits are non-transferable, non-negotiable and cannot be exchanged for cash or kind. The eligible participants shall not be permitted to transfer the same to any third party or register for the event under any other name / entity.

10. Other Terms and Conditions:

- Participation in the Adventure experience is purely voluntary and at the sole discretion of the person / individual. By participating in the Adventure experience, all Eligible Participants accept and agree that he/she has understood and is bound by the T&Cs contained herein. Non-acceptance of any of these T&Cs will result in disqualification.
- M&M recommends the Eligible Participant to read these Terms & conditions carefully each time they access the website, as the T&C are subject to change.
- By participating in this experience, every Eligible Participant agrees to allow use of his or her name and / or public profile picture/photograph for advertising or in any contest-related announcements M&M shall be free to use these on any of our social media platforms or similar promotions / marketing use. The Participation agrees and confirms that no compensation in cash and / or kind shall be paid to the Eligible Participants for the aforesaid data.
- M&M reserves the right to change, curtail or discontinue the Adventure experience and/or change the rules at any point of time without any notice. Decision of M&M shall be final in all respects and binding on all Eligible Participants to the experience and no correspondence whatsoever will be entertained in this regard, and on occurrence of such an event M&M shall not be liable for any loss or

damage arising due to a force majeure event and shall not be liable to pay any amount as compensation or otherwise for any such loss.

- Eligible Participants are solely responsible for time taken with regards to bandwidth connectivity and/or any other internet related issues.
- Any fake profile which is set up for the purpose of participating in the Adventure experience will be automatically disqualified.
- M&M reserves the right to disqualify any inappropriate entry.
- This Adventure experience is in no way sponsored, endorsed or administered by, or associated with, any social media platforms whatsoever. Eligible Participants are providing their information to M&M and not to any social media platforms.
- At any time, M&M reserves the right to update and/or amend all or any of these terms without further notice to the Eligible Participant.
- M&M shall not be held liable if the communication pertaining to the winning entry doesn't reach intended participant for any reasons whatsoever including but not limited to the following reasons:
 - Bandwidth problem of the mailbox/server of the host.
 - Incorrect e-mail address and Mobile number given at the time of submitting entry.
 - Inbox of the recipient being full/having insufficient space
 - Any other reason, technical or otherwise, beyond the control of M&M.
- M&M reserves the right to suspend, shorten, modify, extend, or cancel the Adventure experience at any time without any prior notice at its sole discretion.
- The entries submitted by any Eligible Participant under this Adventure experience or otherwise shall be treated as his / her own independent personal views and submissions; M&M and/or its affiliates do not acknowledge or agree with any such content and further shall not be held liable for any defamatory, abusive language used and loss occurring to any third party.
- Eligible Participant shall indemnify M&M or its affiliate from any loss that may occur to M&M due to non-adherence to these T&Cs or due to submission of abusive, defamatory content submitted for the Adventure experience.
- M&M does not exercise any control, nor does it have the means for exercising this control, amongst others, regarding the quality, originality, authenticity, legality, security or validity of the Adventure experience entries.
- M&M reserves the right to remove, refuse or cancel access to any Eligible Participant without any reason therefore and shall be under no obligation to provide any benefits accrued under the Adventure experience.
- The Eligible Participant shall not, without any valid license or authorization, use the intellectual property rights belonging to M&M and/or third parties.
- The Adventure experience is subject to Force Majeure events and situations beyond control of M&M and/or its affiliates.
- M&M takes no responsibility for the damages that the Eligible Participant may suffer due to errors or omissions affecting website content.
- Eligible Participant hereby authorizes M&M to communicate with him / her from time to time about the matters connected with the Adventure experience.
- Eligible Participant unconditionally agrees that he/ she shall not:
 - do anything which violates any of the terms contained herein;
 - make any misrepresentation;
 - do anything that does not comply with generally accepted internet etiquette including (without limitation) the excessive use of inflammatory or antagonistic criticism ("flaming"), or wastefully and unnecessarily including previous communications in any postings;
 - perform system abuse;
 - propagate, distribute or transmit Destructive Code, whether or not damage is actually caused thereby;

- Post abusive, obscene, threatening, harassing, defamatory, libelous, offensive or sexually explicit material.
 - Intentionally make false or misleading statements.
 - Offer to sell or buy any product or service.
 - Post material that infringes copyright.
 - Post information that he/ she knows to be confidential or sensitive or otherwise in breach of the law.
 - Copy information which is the property of M&M including Eligible Participant's data or comments or post such information in any website or webpage.
- Eligible Participants agree to make themselves available for publicity purposes if requested by M&M and agree to the use of their image and quotes for such publicity.
 - Whenever called for, Eligible Participant will be required to complete all formalities as may be communicated by M&M and/or its affiliate including but not limited to providing his/her authentic and correct information, failing which he/she shall be disqualified at any time or at any stage. In case false information is revealed at any time after participation, the Eligible Participant shall be liable to return all benefits provided under the Adventure experience and subject to cost, if any.
 - M&M reserves the right to restrict / bar any person from participating in the Adventure experience without quoting any reasons for such rejection.
 - Eligible Participants found indulging in any malpractices such as cheating or creating dubious profiles etc., shall be disqualified from the Adventure experience at any time.
 - In the event of a dispute the decision by M&M is final and binding and no correspondence will be entertained in this regard. These Terms & Conditions and the Adventure experience shall be governed by Indian laws only. Any claim, dispute or lawsuit arising in connection with them or the Adventure experience shall solely be subject to the jurisdiction of the Courts of Mumbai.
 - This Adventure experience is not applicable in any country outside the Indian jurisdiction and also within the Indian jurisdiction if the State Law, does not permit such Adventure experience.
 - The Participants shall be contacted on the mobile number shared by them during Adventure experience participation. M&M shall not be liable in any manner whatsoever for any Eligible Participant who cannot be contacted on the mobile number from which the SMS was received or if the mobile number is incorrect.
 - The information willingly provided by the Eligible Participant can be used by M&M in future for any lawful purpose as deemed fit by M&M, without any compensation to the Eligible Participant whatsoever.