

TERMS AND CONDITIONS FOR “EXTRA AAA SHOTS CHALLENGE QUIZ CONTEST”

A. ABOUT THE CONTEST AND HOW TO PARTICIPATE

The Extraaa Shots Challenge Quiz Contest (hereinafter referred to as "**Contest**") is hosted by Multi Screen Media Pvt. Ltd. and/or its affiliates ("**MSM**") during the broadcast of its program " Extraaa Shots" (the "**Program**"). The Program is telecast on its channel "MAX" (the "**Channel**") on the terms and conditions as stated hereunder ("**Terms and Conditions**"):

1. The Contest involves answering one (1) question based on and around bollywood trivia which shall be asked weekly in the Program from 18th September'2011 through 11th December, 2011 (the "**Contest Period**"). For the purposes of clarity, there shall be a total of twelve (12) questions during the Contest Period and accordingly, one question shall be asked on the Program during each Episode. ,
2. One Contest question for each Episode shall be asked on the Program and shall be provided with four (4) opt^{io}ns numbered from (A) to (D). The participant(s) (**the “Participants”**) is/are required to select any one of the options as his/her choice and submit the Entry (defined hereunder) in accordance with the terms of **Clause (3)** below. Only correct Entries received for each Match Day shall be eligible for the chance to win the Prizes (defined hereunder).
3. In order to participate in the Contest, each Participant must send an Entry through the following option ("**Entry(ies)**"):
 - a) by sending the Entry from his/her mobile phone through short messaging service (SMS) on the short code number "5252525" ("**Short Code**"):

ESC <space> < answer A or B or C or D> to 5252525

Short Code is referred to as the "**Special Code Number**". The rates applicable are as follows:

Upto Rs.5/- per SMS – 5252525*(All Subscribers)

*Available only on select operators and circles.

BSNL mobile subscribers can participate by sending their messages on 52525 as well.

SMSs sent in the wrong format are also chargeable.

However, we recommend that you contact your service provider for further details on the same.

Roaming charges may apply. Please check with service provider for further details.

4. The Entries in respect of each Contest question must be submitted from the time the Contest question is first asked on the program i.e. every Sunday at 20:30:00 hrs until the following Tuesday at 23:59:59 hrs (IST). The Entries received post 23:59:59 hrs (IST) for each Contest question will not be

entertained and accordingly, shall be considered ineligible for the participation in the Contest.

5. The prize winners shall be selected amongst the list of correct Entries received by using randomizer during the Contest Period.
6. There shall be thirteen (13) prize winners comprising of Twelve (12) per episode winners (each as a "weekly Prize Winners") and one bumper prize winner (the "Bumper Prize Winner") (hereinafter collectively, the "Winners").
7. Weekly Prize Winners shall each be entitled for Rupees Ten Thousand only (Rs10,000/-) as a monetary Prize (the "Weekly Prize") and the Bumper Prize Winner shall be entitled for Rupees one lakh (Rs.1,00,000/-) as a grand monetary prize (the "Bumper Prize").
8. The Bumper Prize Winner shall be chosen among the previous episode Participants on the final episode Day of the Program from all the correct Entries received during the Contest Period. (Prize and Bumper Prize, hereinafter collectively referred to as the "Prizes").

B. ELIGIBILITY FOR PARTICIPATION IN THE CONTEST

9. Participants must be citizens of India and residing in India. Residents of other countries and non-citizens of India are not eligible to participate.
10. The Participants must have attained the age of 18 years to participate in the Contest. For the Participants who have not attained the said age of 18 years are permitted to participate in the Contest with the prior approval of their parents/guardians.
11. Employees, agents and promoters (including their immediate family members) of MSM and any of their divisions, affiliates and subsidiaries, and others associated with the Contest in any manner, are not eligible to participate in the Contest.
12. Participants may send as many Entries as they desire but only correct Entries received in accordance with the Clause 4 above for each Contest question shall be considered for selecting the Winners.

C. OTHER TERMS AND CONDITIONS

13. By participating in the Contest, each Participant agrees to follow these Terms and Conditions and to be bound by any decisions made by MSM in its sole discretion, including any interpretations of the Terms and Conditions.

14. MSM including its divisions, affiliates and subsidiaries, and their respective agents and representatives, employees shall not be responsible for any loss of Entries for any reason whatsoever including, due to any problems caused by telephone lines, telephone systems, cellular telephone service providers, for Entries received after the deadline as a consequence of telephone or computer service delays, interruptions, failures or overloads, or for lost, misdirected or misplaced Entries. The Entries are void if unreadable, inaccurate, incomplete, damaged, tampered with, falsified, mechanically reproduced, not in prescribed format, irregular in any way or otherwise not in compliance with these Terms and Conditions.
15. The cellular/landline number from which the Entry is received shall be used to identify the Participant as a unique identification number.
16. MSM reserves its right to select and declare or not to declare the Winners if no contestant has submitted correct answers. Decision of MSM in this regard is final and no correspondence in this regard will be entertained. The Participant can be declared a winner only once during the Contest Period including the Bumper Prize.
17. The names of the Winners will be confirmed on the next Episode by way of running across a banner at the bottom of the Channel's screen and the same shall also be posted on the MAX official website www.maxtelevision.com for such durations as MSM deems fit. The Winners shall be notified by telephone who must confirm acceptance of the notification immediately with MSM. If MSM does not receive an answer from the selected Winners within one (1) hour after initial telephone contact is made by MSM, the original selected Winner will be disqualified and the next eligible alternate shall be selected as the Winner until the Winner has been certified. For the purposes of clarity, the certification process for selecting the Winners shall include the Participant's full name, date of birth, address, PAN number, account number etc. and attested copy of respective documents shall be furnished as required by MSM for claiming the Prize. If the Winner is disqualified for this or any other reason, such as being found ineligible or failing to comply with these Terms and Conditions, then the next eligible alternate will receive the Prize or Bumper Prize, as the case may be, by following the aforementioned procedure. MSM and its agents, affiliates and representatives will use their best efforts to contact the Winners, but will not be responsible or liable in any way whatsoever if the Winners cannot be reached by telephone.
18. The Participant selected as the Winner is required to send attested copies of one of the following documents as valid name and age proof by Registered AD post within 7 (seven) working days from the date of notification by MSM in order to claim the Prize money:
 - a. Birth certificate
 - b. Passport
 - c. Voter's ID
 - d. Driving License

In addition, the Participant is required to send self-attested copies of one of the following documents as valid address proof:

- a. Phone/Electricity bill
- b. Passport
- c. Voter's ID
- d. Driving License
- e. Ration card

In addition to the aforementioned documents, the Participants will also be required to submit an attested copy of valid PAN card and send to MSM a bank certificate certifying the Winner's name and his/her bank account number. The certificate must be provided from a bank in which the Winner holds an account. The certificate must be signed by the branch manager or his/her authorized representative and must also bear the seal/stamp of the bank. Please note that the cheque will be made in favor of certified account number and shall be subject to the fulfillment of the aforesaid terms.

The documents should be sent to the following address, by Registered AD post only:

Extraaa Shots Challenge
Multi Screen Media Pvt. Ltd.
Interface, Building 7, 4th floor,
Off Malad Link Road,
Malad West, Mumbai – 400064
India

Upon completion of successful verification, the Participant will be declared as the Winner and will be paid out as per the standard payment process followed by MSM.

19. While accepting the Prizes, the Winners may be required to sign an "indemnity and release of claims" form provided by MSM, as the case may be, which shall release MSM of all liability. Failure to complete and sign any documents requested by MSM may result in disqualification and selection of an alternate Winner. All decisions of MSM are final in this regard.
20. Mere participation in the Contest does not entitle the Participants to win the Prizes.
21. The Prizes will be awarded to the Winners pursuant to verification and in accordance with these Terms and Conditions.
22. Any and all taxes and/or levies applicable on the Prizes won by the Winners, under the laws of India shall be borne by the Participants in relation to the Prizes. These taxes shall be deducted prior to making the payment by MSM.
23. MSM may refuse to pay the Prize money or reclaim all sums paid to Participant(s) in the event of his/her fraud, dishonesty or non-entitlement to participate in the Contest under these Terms and Conditions.

24. The Prize shall be paid to the Winner in the form of cheque and subject to submission of all relevant documents in accordance with these Terms and Conditions of the Contest.
25. Prizes are not transferable, assignable or exchangeable. Only the Prize Winner, and no other person or agent, may claim the Prize.
26. In case the Winner(s) is / are found to be in violation of any and all rules of the Contest, MSM reserves the right to initiate legal proceedings against such person(s) including but not limited to having the concerned Winner to refund the Prize money won with penalty interest as deemed fit by MSM.
27. MSM has the right to substitute the Prizes with other prizes of equal value as determined by MSM in its sole discretion.
28. MSM has the right to amend (add, delete or modify) the Terms and Condition governing the Contest, prospectively or retrospectively, at its discretion and without prior notice.
29. MSM is not responsible for any errors or omissions in the terms and conditions contained herein. All information provided in the Contest is provided "As is" without warranty of any kind. MSM makes no representations and disclaims all express, implied, and statutory warranties of any kind to the Participant and/or any third party including, without limitation, warranties as to accuracy, timelines, completeness, or fitness for any particular purpose.
30. Under no circumstance, unless due to willful misconduct or gross negligence, shall MSM and/or their directors, employees, officers, affiliates or subsidiaries, be liable to the Participant and/or any third party for any lost profits or lost opportunity, indirect, special, consequential, incidental, or punitive damages whatsoever. The Participant specifically agrees not to file in person/through any family member and/or any third party any applications, criminal and/or civil proceedings in any courts or forum in India against MSM their directors, employees, officers, affiliates or subsidiaries to claim any damages or relief in connection with the Contest.
31. By entering into the Contest and accepting the Prizes, the Winners waive all copyrights, rights of publicity and any related rights and consents to MSM's right to picture, tape or portray him/her as a Contest Winner, and to exhibit this material in any and all media now existing or hereinafter created, including without limitation television, film, radio and print media, without any compensation whatsoever for advertising and publicity purposes, except where prohibited by law. The Prize Winners also consent to MSM's right to use his/her name, voice or picture, or the content of his/her Contest Entry (collectively, the "**Publicity Rights**"). MSM can allow to its agencies to exercise/exploit the Publicity Rights in conjunction with MSM.

32. Under no circumstance shall MSM including the Channel and/or their directors, employees, officers, affiliates or subsidiaries, be liable to the Participant and/or any third party for any lost profits or lost opportunity, indirect, special, consequential, incidental, or punitive damages whatsoever, even if MSM has been advised of the possibility of such damages.
33. Non-conformance by any Participant and /or Winners of the Contest will result in immediate disqualification of the Contestant from participation or winning the Prizes as the case maybe.
34. MSM reserves the right to terminate the Contest at any time.
35. The decisions of MSM and its representatives shall be final and binding on all aspects of the Contest.
36. The Contest shall be governed by and construed in accordance with the applicable laws in India. All matters with respect to the Contest are subject to the jurisdiction of the Courts at Mumbai only.
37. Your participation in the Contest by sending Entries through SMS Short Code and/or IVRS Code will be construed as an acceptance of the above stated Terms and Conditions.
38. For any queries on the Contest and/or the Terms and Conditions, please contact Feedback.max@setindia.com

OFFICIAL CONTEST RULES