

ABOUT THE CONTEST AND HOW TO PARTICIPATE

The Bade Acche Laggte Hai “Navratri Ke Navrang” Contest (hereinafter referred to as “**Contest**”) is hosted by Multi Screen Media Pvt. Ltd. and/or its affiliates (“**MSM**”) for all nine days of Navratri Festival – (28th September, 2011. to 6th October, 2011.) through the social networking site “Facebook” pertaining to the show Bade Acche Laggte Hai (“**Show**”) to be telecast on its channel “Sony Entertainment Television” (the “**Channel**”) on the terms and conditions as stated hereunder (“**Terms and Conditions**”):

1. Each day, MSM through its facebook page <http://www.facebook.com/BadeAccheLaggteHai> will declare a specific colour, which will be a “Colour of the day” for next day.
2. The Contest involves mailing a picture of the contestant in an attire of the “color of the day” to balh.india@gmail.com
3. The entries will be accepted only till 11:30 pm of each day.
4. The Contest shall commence from 28th September, 2011 through 6th October, 2011 (the “**Contest Period**”). Entries received after 6th October, 2011 post 1¹:30 P.M shall not be entered and shall be **considered ineligible** for the Contest.
5. The contest shall be posted on the <http://www.facebook.com/BadeAccheLaggteHai> wall on Facebook. The contestant(s) is/are required to participate in the Contest and submit the Entry (defined hereunder). Entries selected shall be at the sole discretion of the MSM received for each day Contest shall be eligible to win the Prizes (defined hereunder).
6. In order to participate in the Contest, each Participant must follow <http://www.facebook.com/BadeAccheLaggteHai> wall on Facebook.
7. The Participant shall submit the entry to the balh.india@gmail.com.email id by uploading their pictures wearing an attire of that Colour (of the day.)
8. **The winner** for the Contest shall be decided by MSM in its sole discretion. The winners shall be selected amongst the list of entries (photographs and word doc/ pdf/ txt included) received during the Contest Period in sole discretion of MSM (“**Winner**”).
9. The Winners who have been selected by MSM shall be contacted by MSM through the above mentioned email id.
10. The Winners would get their picture autographed by Ram/Priya in photo frame.
11. The Prizes shall be sent by post to the Participants as per the address specified by them. MSM shall not be responsible if any Prize is damaged in the course of delivery through post or courier.

ELIGIBILITY FOR PARTICIPATION IN THE CONTEST

1. Participants must be citizens of India and residing in India and must be followers of the <http://www.facebook.com/BadeAccheLaggteHai> page on Facebook. Residents of other countries and non-citizens of India are not eligible to participate.
2. 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.
3. 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.
4. The Participants shall be required to provide basic information about themselves like name, address telephone number, and email address in order to register and participate in the Contest. The information provided by the Participants may be used by MSM for internal purposes and to send promotional information pertaining to the Channel.
5. Participants may send as many Entries as they desire but selected Entries (at the discretion of MSM) received for each Contest shall be considered for selecting the Winners.
6. The Prizes shall be sent by post to the Winners as per the address specified by them while registering for the Contest. MSM shall not be responsible if any Prize is damaged in the course of delivery through post or courier.
7. Participants shall not post any profanity or abusive comments on the Bade Acche Laggte Hai page and/or the Contest page. In the event of any such profanity or abusive comments posted on foregoing pages, such Participants shall be disqualified forthwith and MSM reserves its rights, in addition to removing such post, to take a legal action against such participant/user.

OTHER TERMS AND CONDITIONS

1. 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.
2. 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 technical problems for Entries received after the deadline as a consequence of computer service delays, interruptions, electronic 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.
3. 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.
4. The Winner may be required to provide proof of age, identity and residence as may be required by MSM in order to release the Prizes.
5. 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.

6. Mere participation in the Contest does not entitle the Participants to win the Prizes.
7. The Prizes will be awarded to the Winners pursuant to verification and in accordance with these Terms and Conditions.
8. MSM may refuse to give the Prize to Participant(s) in the event of his/her fraud, dishonesty or non-entitlement to participate in the Contest under these Terms and Conditions.
9. The Prize shall be delivered to the Winner subject to submission of all relevant documents, if required in accordance with these Terms and Conditions of the Contest.
10. Prizes are not transferable, assignable or exchangeable for cash equivalent. Only the Prize Winner, and no other person or agent, may claim the Prize.
11. 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 won.
12. MSM has the right to substitute the Prizes with other prizes of equal value, as determined by MSM in its sole discretion.
13. 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.
14. MSM reserves the right to disqualify any participant if it has reasonable grounds to believe that the Participant has breached any of these Terms and Conditions.
15. 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, merchantability or fitness for any particular purpose.
16. 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.
17. By entering into the Contest, the Winners/Participants waive all copyrights, rights of publicity and any related rights and consents to MSM's right to use the pictures uploaded by the Participant(s) the captioned posted for the Contest , 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. MSM shall also be free to use any ideas, concepts, know-how or techniques contained in the entries received for the Contest for any purpose.

18. MSM does not make any commitment, express or implied, to respond to any feedback, suggestion and, or, queries of the Participants or furnish any reason or explanation for inclusion and, or, exclusion of any particular submission of the Entry of a Participant at any stage of the Contest.
19. 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.
20. 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.
21. MSM reserves the right to withdraw or discontinue/terminate the Contest at any stage without prior notice and without any liability whatsoever to the Participants.
22. The decisions of MSM and its representatives shall be final and binding on all aspects of the Contest.
23. 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.
24. Your participation in the Contest by posting the Entries Bade Acche Lagte Hai contest will be construed as an acceptance of the above stated Terms and Conditions.
25. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook. You are providing your information to Multi Screen Media Pvt. Ltd. and not to Facebook. The information you provide will only be used for internal purposes and to send promotional information pertaining to the Channel
26. All taxes, levies and duties due and owing under applicable and statutory laws in connection with all prizes if any, and all other costs, including insurance, incidental costs, gifts, gratuities and taxes, are the sole responsibility of the Prize Winners.
27. MSM shall not be responsible for any lost, late or misdirected computer transmission or network, electronic failures of any kind or any failure to receive entries owing to transmission failures or due to any technical reasons.
28. MSM shall keep all the information collected from the Participant's confidential. Company shall ensure that the Contestants are contacted by the Producer or on behalf of the Producer only for the purpose present Program MSM shall not share the information so collected with any party, save and except for the purpose of the present Contest. The Participant's by providing the aforesaid sensitive personal information hereby agree that MSM shall have the right to share the information so collected with such other third party and MSM as required for the purpose of the Contest and hereby agreed that they shall not file any claim against MSM for sharing for such personal information. Please refer to Channel's Privacy Policy <http://www.setindia.com/privacy.php> that governs the use of your personal information.
29. The contest is void where prohibited by law. All relevant national and local laws apply
30. 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.
31. For any queries on the Contest and/or the Terms and Conditions, please contact balh.india@gmail.com