

## RULES & REGULATIONS FOR SET's Goodyear 'Reid and Taylor presents Cheeni Kum' CONTEST

The "Reid and Taylor presents Cheeni Kum Contest" (hereinafter referred to as "Contest") will be hosted on 52525 mobile shortcode wireless service, (available on select networks only) as stated hereunder:

1. The Contest is open to Indian Citizens residing in India only, other than the employees of Sony Entertainment Television ("SET") and its affiliates, subsidiaries, assignees, representatives and their families as well as the producer of the Program and the companies and their subsidiaries that are sponsoring and/or promoting the Contest.
2. The Contest will start from November 25, 2007 at 8.00 pm and will end on November 25, 2007 at 12.00 am
3. The cellular mobile phone user (hereinafter referred to as the "Contestant") has to sms WIN to 52525 and then the Contestant can answer the contest question.
4. Winner will be selected by a lucky draw.
5. The decision of SET and Reid and Taylor in this matter will be final and binding and no correspondence will be entertained on the same.
6. Mere participation in the Contest does not entitle the Contestant to win a prize.
7. Prizes are neither transferable, assignable nor exchangeable.
8. The price of the SMS is decided at the sole discretion of the cellular operators and varies across cellular operators. Kindly check with your cellular operator of details regarding the same.

### General Rules:

1. The winner(s) of the Contest agree(s) that he/she shall hold harmless SET and/or the Channel, its directors, employees, officers or representatives in connection with the prize won by him/her in the Contest and shall also not 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 the Sponsor SAB and/or the Sponsor to claim any damages or reliefs.
2. Non-conformance by any Contestant and /or winner of the rules of the Contest will disqualify the Contestant from participation or winning as the case maybe.
3. SET reserves all rights to make amendments to the existing rules without prior notice.

4. SET and its affiliates, subsidiaries reserve the right to cancel/ postpone/ stop/ terminate the Contest at its sole discretion.

5. The winner(s) of the Contest agrees that he/she shall make himself/herself available from time to time and co-operate with the Channel and/or SET and participate in any activity and/or campaign ("Promotional Activity") of any nature whatsoever without any money payable to the winner(s). Further, the winner(s) shall at no point of time refuse or disagree to participate in any such Promotional Activity for any reason whatsoever. The winner(s) agrees that the footage of any nature with regard to the winner(s) shall vest with SET, including but not limited to all intellectual property rights and any other rights for worldwide and in perpetuity. All and any taxes and/or levies, as may be applicable on the prize, that may be imposed by Central, State and/or local government authorities, from time to time, shall be borne by the Contest winner(s) and they are fully responsible in this regard for the same.

6. SET is not responsible for any errors or omissions. All information provided in the Contest is provided "As is" without warranty of any kind. SET makes no representations and disclaims all express, implied, and statutory warranties of any kind to the Contestant and/or any third party including, without limitation, warranties as to accuracy, timeliness, completeness, merchantability, or fitness for any particular purpose.

7. Unless due to willful tortious misconduct or gross negligence, SET and/or its directors, employees, officers, affiliates or subsidiaries shall have no liability in tort, contract, or otherwise (and as permitted by law, product liability), to the Contestant/user and/or any third party.

8. Under no circumstance shall SET and /or the Channel and/or their directors, employees, officers, affiliates or subsidiaries, be liable to the Contestant/user and/or any third party for any lost profits or lost opportunity, indirect, special, consequential, incidental, or punitive damages whatsoever, even if SET has been advised of the possibility of such damages.

9. 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.

10. Your participation in the Contest by sending your entry to 52525 will be construed as an acceptance of the above stated Rules & Regulations including the General Rules AND also of the terms of use of the website [www.SETINDIA.com](http://www.SETINDIA.com).