

RULES & REGULATIONS FOR “Jhalak Dikhla Jaa - Aapne aaj kya new kiya contest” CONTEST

The "Jhalak Dikhla Jaa-Aapne aaj kya new kiya contest" (hereinafter referred to as "Contest") is organized by Multi Screen Media Private Limited (“MSM”).

1. The Contest is open to Indian Citizens residing in India only, other than the employees of MSM 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 February 24, 2009 till February 28, 2009 (“Contest Period”).
3. Each winner of the Contest (“Prizewinner(s)”) shall receive one audience pass (“Prize”) to the program Jhalak Dikhla Jaa to be telecast on Sony Entertainment Television channel, a channel owned by Multi Screen Media Pvt. Ltd. and or its affiliates.
4. MSM reserves its right to select and declare or not to declare the Prizewinner(s). The decision of MSM in this matter will be final and binding and no correspondence will be entertained on the same.
5. Mere participation in the Contest do not entitle the Contestant to win a Prize.
6. The Contestants will be indentified by the details that he/she submits while participating in the Contest.
7. The Prizewinner(s) will be notified by telephone and must confirm acceptance of the Prize immediately with MSM. If MSM does not receive an answer from the selected Prizewinner within One (1) hour after initial contact is made by MSM, the original selected Prizewinner will be disqualified and the next eligible alternate shall be selected as the Prizewinner until the Prizewinner has been certified. If the Prizewinner is disqualified for this or any other reason, such as being found ineligible or failing to comply with these Rules and Regulations, then the next eligible alternate will receive the Prize instead, according to the aforementioned procedures.
8. The Prizewinner(s) will have to come to the office of MSM, situated at Mumbai to collect his/her Prize.
9. The Prize cannot be transferred, negotiated, refunded or exchanged, and by no means will cash be given. All costs and expenses in relation to the Prize shall be borne by the Prizewinner.

General Rules:

1. The Prizewinner(s) agree(s) that he/she shall hold harmless MSM and/or its affiliates, 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 MSM and/or the Sponsor to claim any damages or reliefs.

2. Non-conformance by any Contestant and /or Prizewinners of the Rules & Regulations including the General Rules of the Contest will disqualify the Contestant from participation or winning as the case may be.
3. MSM reserves all rights to make amendments to the existing rules without prior notice.
4. MSM and its affiliates, subsidiaries reserve the right to cancel/ postpone/ stop/ terminate the Contest at its sole discretion.
5. The Prizewinner is responsible for procuring and paying the cost of travel to Mumbai for collection of the Prize and MSM shall not arrange or pay the cost of any such travel and or any such expenses. MSM shall not be responsible of any harm, injury, disability or death caused during such travel.
6. The Prizewinner(s) of the Contest agrees that he/she shall make himself/herself available from time to time and co-operate with MSM and participate in any activity and/or campaign ("Promotional Activity") of any nature whatsoever without any money payable to the Prizewinner(s). Further, the Prizewinner(s) shall at no point of time refuse or disagree to participate in any such Promotional Activity for any reason whatsoever. The Prizewinner(s) agrees that the footage of any nature with regard to the Prizewinner(s) shall vest with MSM, including but not limited to all intellectual property rights and any other rights for worldwide and in perpetuity.
7. MSM is not responsible for any errors or omissions. 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 Contestant and/or any third party including, without limitation, warranties as to accuracy, timeliness, completeness, merchantability, or fitness for any particular purpose.
8. The Contest is void where prohibited by law. All relevant national and local laws apply. All disputes to be settled within the jurisdiction of the Courts in Mumbai city only.
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 will be construed as an acceptance of the above stated Rules & Regulations including the General Rules.