



Official Rules for Dus Ka Dum Auditions

1. The viewer (“Applicant”) can register for auditions for “Dus Ka Dum” (“Show”) by answering the question aired on Sony Entertainment Television starting from 6th June, 2008 with the telecast of its first episode.
2. During the call-for-entries period, one question per week will be on air, starting from 6th June 21:00 Hrs. The call for entries’ promotion will run for a total of three weeks, till 26th June 2008, 23:59 Hrs.
3. The Applicant needs to choose his/her answer from a given choice of three options as A, B or C.
4. The Applicant can answer from his/her mobile phone by sending the sms DUM<space>his/her answer choice such as: DUM<space>A or DUM<space>B or DUM<space>C and send it to 52525.
5. The Applicant can also answer from his/her Vodafone mobile phone by calling 567801 if his/her answer is A or 567802 if his/her answer is B or 567803 if his/her answer is C.
6. The Applicant can even answer from his/her BSNL/MTNL landline by calling Tele-Voting Lines 1862 888 2525 01 if his/her answer is A or 1862 888 2525 02 if his/her answer is B or 1862 888 2525 03 if his/her answer is C.
7. All of the above mentioned response lines will be active 24x7.
8. Premium rates apply for the above response lines. For sms upto Rs.3/sms; IVRS upto Rs.7/min; Televoting upto Rs.2.40/pulse. This does not include any roaming charges and/or service provider’s additional levies to a caller.
9. The Applicant is allowed to register multiples entries.
10. As understood by us, an applicant is the person who sends correct reply(s) to the audition promotions in order to succeed in taking part in the show as an eligible contestant, thereafter, is keen to play the money game and intends to win. It is understood that he/she is over 18 years of age; is an Indian National residing as respected citizen of India in the country for the past 15 years and has no criminal record, whatsoever.
11. Only the entries received after the question premieres on air will be considered valid.
12. Only calls made from personal numbers are valid. Calls made from communication outlets like PCO, EPABX and/or operator managed lines are not permitted and/or qualified are valid entry, even though the answer given is correct.



13. Each and every aspirant must apply, communicate and/or represent their involvement in all activities of the application only by themselves. And proxies are strictly not allowed/accepted and/or entertained.
14. If the Applicant's answer is correct and his/her telephone number is one of the Three Thousand Five Hundred [3500] correct entries, who have been selected through computer random selection as per the process set out by Multi Screen Media Private Limited ("MSM"); our Call Centre will call up these telephone numbers and seek confirmation for their acceptance of Show's Official Rules & Regulations posted on www.setindia.com and their acceptance to attend the venue for auditions.
15. All telephone conversations may be recorded for internal audit.
16. MSM shall make up to three attempts over twenty four (24) hours to contact the selected Applicant. If the Applicant does not respond from that number, the entry will be deleted.
17. The Applicant, on accepting the call, will be asked to re-confirm, first, that they will comply with the Official Rules of the Show and Official Rules of Auditions.
18. The Applicant will be asked his name/age/date of birth and confirmation that he/she possesses the relevant documents such as birth certificate/school leaving certificate, passport/driving license to support required evidence. All documents confirmed by the Applicant must be made available later, to support the information provided to MSM during the call. The Applicant will be informed that if he/she qualifies for the audition, the Applicant then needs to carry the said documents in original as well as photocopies of the same to the audition venue. In case, the said Applicant is unable to do so, due to any reason whatsoever, he/she will not be entertained further.
19. The Applicant must be an Indian citizen and must be residing in India for a minimum of fifteen years in the country.
20. The Applicant will be required to confirm mandatory personal details like full residential address, educational qualification, mother tongue, etc.
21. The Applicant has to confirm whether he/she will be available for the ground auditions scheduled by us. Audition schedule refers to the day, date, time, location & venue of the said activity. In case, for any reason whatsoever, the audition schedule is not correctly heard by the Applicant and the Applicant does not attend the same, the Company regretfully will be unable to offer/entertain an alternative/revised audition schedule, in order to provide scope for other aspirants.
22. The Applicant may be provided with a registration code and thereafter referred and/or identified with that registration code by Synergy Adlabs (the "Producer") and MSM for all future communications, operations & records.



23. An Applicant called & confirmed for our Audition schedule will be informed about all the details of the said activity. The timings for audition process will be from 8am to 8pm and the internal cut off time for the execution of the said process shall be up to maximum 10pm on each day. However, all Applicants are allowed in on 'First-Come-First-Serve' basis. Hence, the Producer may shut doors of the audition venue without prior notice, well in advance, if they achieve more than the numbers targeted by them for that day.
24. Any indiscipline or negative mob behavior by the left-out applicants will be considered as violation to our audition/show rules and shall lead to strict security & police support, as & when required.
25. Number of Applicants(s) that will be allowed to participate in the audition is a creative & logistic decision that rests solely at the discretion of Producer/MSM.
26. Applicants who are selected by the Producer/MSM but are unable to participate because of discontinuity of the Show, due to any reason whatsoever, they may be considered for the next season of our show, decision to this solely at the discretion of Producer/MSM.
27. In the event of the failure of any Applicant to attend the audition as scheduled by MSM, for any reason whatsoever, the Producer shall be entitled to exclude such Applicant(s) from the audition process.
28. The Applicant confirmed as a participant for the Show must confirm to make himself / herself available in Mumbai for studio recording of that particular episode of the Show on the particular day informed by the Producer/MSM. In case the Applicant is not available for the recording on the particular day, he/she is considered disqualified & his/her number is barred in order to give way for opportunity to other prospective Applicants in queue.
29. Applicant(s) will be required to sign an agreement and/or other such documents in standard format, that includes [a] Their confirmation that they have understood and agree to the rules of the Show [b] Their consent to the recording of their contribution to the Show in question, and thereafter acceptance to the broadcast and all other audio visual exploitations of this show where he/she is a part of; including the publication of his/her name, details and their photographs in any media like print, TV, film or web.
30. The Rules and Regulations with regards to the studio part of the Show/prize and/or any other activities will be communicated and explained directly to Applicant(s) by the Producer at the studio itself on the day of the recording of the Show.
31. Applicant appearing once in an audition schedule and/or who have already auditioned in the previous phase; cannot apply again in order to give way for other prospective Applicants in queue.



32. MSM shall not be responsible and/or liable in any manner whatsoever in case the Applicant(s) are unable to participate in the entry level process due to failure on the part of the telecom operator, facility provider, etc.
33. In the event of any fault, misunderstanding or dispute concerning any part of the Show, and/or the operation of the telephone system, or the validity of any answer; the decision of the same rests solely with the Producer/MSM and shall be considered as final and binding.
34. Applicants will not be confirmed as finalists for the auditions for the Show if they are suffering from any kind of ill health, medical problems (viz.: heart problem, blood pressure problem, final stages of pregnancy, etc.). It is the responsibility of the Applicant to be medically cleared. Nevertheless the final decision regarding their participation in the studio part of the competition rests entirely with the Producer/MSM.
35. The Producer/MSM reserves the right to amend the Rules and/or terminate the Show/competition at any given time, without any prior intimation or notice to the public.
36. The Producer/MSM is not obligated in any manner whatsoever to compensate any person or persons who have participated in the Show and/or whose episode has not been on air in event of he/she wins or loses; and/or accommodate any person or applicant(s) who have been selected in the present series of the Show in any further series of Dus Ka Dum or any other program.
37. All Applicants agree to abide by the Show Rules including these General Rules.
38. If the operation of the competition (including, without limitation, the operation of the tele-communication systems); the recording; broadcast of any/all of the Shows is prevented by an event of force, the Producer/MSM has sole right to cancel all or any part of the Show and no applicant(s) or any representative body/association on behalf of any viewer/applicant has the authority to challenge it.
39. Whilst the Producer/MSM shall make all reasonable endeavors to (i) enable Applicants to proceed with their ideal Show (ii) to contact all Applicants at each relevant juncture of the Competition; yet the Producer/MSM can make no guarantee therefore and the Producer/MSM shall in its sole discretion be entitled to proceed with the next entitled Applicant under these Rules.
40. Notwithstanding an Applicant's participation in the Competition, there is no obligation on the part of the Producer/MSM to broadcast any episode of the Show in which he/she has taken part, or any or all of his / her contribution as recorded by the Producer.
41. The Producer/MSM reserves all rights to make amendments to the existing rules without prior notice.



42. Non-conformance by any Applicant to the Rules & Regulations of the Show will lead to disqualification from participation or winnings, immediately, as the case may be.
43. The Producer/MSM is in no manner whatsoever responsible and/or shall not be held liable in any manner whatsoever, for any physical injury, death, mental trauma caused to the Applicant(s) in any manner whatsoever, in relation to the Show and/or prize and/or disqualification.
44. The date(s) of recording of the studio part are prone to changes influenced by unforeseen circumstances & conditions and the Producer/MSM reserves the right to re-schedule these date(s) of recording of the studio part of the Show without prior notice.
45. MSM reserves the right to introduce/change any other method/scheme/contest by which Applicant(s) may enter/register for the Show.
46. MSM reserves the right to change/modify/close the Show at any given point without notice.
47. Any Applicant (i) participating in the procedure to earn a seat in the auditions (ii) selected in the auditions (iii) represented by a group or organization; hold 'NO' rights whatsoever to challenge the Producer/MSM or their show format and/or production/broadcast activities.
48. By appearing in the realm of Producer/MSM and/or their Show on-air, an Applicant ceases all rights to challenge the Producer/MSM in the court of law and/or spread any negative media response in print/TV/web against Producer/MSM.
49. The Applicant shall never hold Producer/MSM responsible for any media reaction arising from their presence on shoot or on telecast of their contributions. Failing to do so will be considered as violation by the Applicant to the agreement with Producer/MSM, duly signed by him.
50. The courts of Mumbai have sole and exclusive jurisdiction.

End.