

TERMS AND CONDITIONS FOR 'SONY SCENE OF THE YEAR CONTEST'
(CONTEST) FOR THE 57TH IDEA FILMFARE AWARDS 2011

OFFICIAL CONTEST RULES

CONTEST: 'Multi Screen Media Private Limited' presents 'Sony Scene of the Year'(the "Contest") is organized and conducted Multi Screen Media Private Limited ("MSM") for the 57th Idea Filmfare Awards 2011 to be telecast on the Sony Entertainment Television channel owned by MSM and/or its affiliates (the "Channel").

1. In order to participate in the Contest, each Participant ("the Participants") must send an entry("Entry(s)") by way of a wireless service [i.e., short messaging service (SMS)] by typing "FF<space> scene option <A/B/C/D> <space> age" to an allotted 5 digit code 52525 ("Special Code Number"). Premium rates per SMS shall be applicable.
2. **CONTEST PERIOD:** The Contest begins on 19th January, 2012 8 A.M, and will end on 25th January, 2012 at 11.59 P.M. Entries in respect of the Contest shall be submitted only during the Contest Period. Entries received after the Contest Period i.e. after 25th January, 2012 at 11.59 P.M shall not be entertained and shall be considered ineligible for the Contest.
3. There shall be (1) one prize winner (the "**Prize Winner**") who shall be selected amongst the list of correct entries by using randomizer.
4. **There shall be a total of One (01) Prize Winner.** The Prize Winner will receive one 57th Idea Filmfare Awards 2011 Pass which will be held at Reliance Media Works, Filmcity on January 29, 2012. (collectively "**Prizes**")

ELIGIBILITY AND CONDITIONS:

1. Participants must be citizens of India residing in India, above 18 years of age and should be competent to contract as per Indian Contract Act. Residents of other countries and non-citizens of India are not eligible to participate.
2. Employees, agents and promoters (including their immediate family members) of Multi Screen Media Private Limited ("MSM") and of its divisions, affiliates and subsidiaries, and others associated with the Contest in any manner, are not eligible to participate in the Contest.
3. A reasonable level of skill is required. Participants may send as many entries as they desire but only entries received before the close of the Contest shall be considered valid.
4. By participating in the Contest, each Participant agrees to follow these Official Contest Rules and to be bound by any decisions made by MSM, including any interpretations of these Official Contest Rules.

5. MSM and its divisions, affiliates and subsidiaries, and their respective agents and representatives, are not responsible for any loss of entries for any reason whatsoever including, due to any problems caused by telephone lines, service providers, for entries received after the deadline as a consequence of computer service delays, interruptions, failures or overloads, or for lost, misdirected or misplaced entries. Entries are void if unreadable, inaccurate, incomplete, damaged, tampered with, falsified, irregular in any way or otherwise not in compliance with these Official Contest Rules.
6. MSM reserves its right to select and declare or not to declare the Prize Winner(s). Decision of MSM in all matters pertaining to the Contest is final and no correspondence in this regard will be entertained.
7. The Prize Winner will be notified by telephone and MSM and its agents, affiliates and representatives will use their best efforts to contact the Prize Winner, but will not be responsible or liable in any way whatsoever if the Prize Winner cannot be reached by telephone within the one hour of initial contact made by MSM. The Prize Winner must confirm acceptance of the Prize immediately with MSM. If MSM does not receive an answer from the selected Prize Winner within one (1) hour after initial contact is made by MSM, the original selected Prize Winner will be disqualified and the next eligible alternate shall be selected as the Prize Winner until the Prize Winner have been certified. If the Prize Winner is disqualified for this or any other reason, such as being found ineligible or failing to comply with these Official Contest Rules, then the next eligible alternate will receive the Prize instead, according to the aforementioned procedures. The names of the confirmed Prize Winners will be announced on the Website www.setindia.com , immediately thereafter. MSM and its agents, affiliates and representatives will use their best efforts to contact the Prize Winner, but will not be responsible or liable in any way whatsoever if the Prize Winner cannot be reached by telephone within the one hour. The Prize Winner does not become official until all entries are validated. While accepting the Prize, the Prize Winner may be required to sign an Indemnity and Release of Claims form provided by MSM, 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 and irrevocable.
8. Mere participation in the Contest and sending the right answer do not entitle the Participant to win a Prize.
9. The Prize Winner does not become official until all entries are validated by the MSM.
10. The Prize will be awarded to the Prize Winner pursuant to verification and in accordance with these Official Contest Rules.
11. If any, all taxes, levies and duties due and owing under applicable and statutory laws in connection with the Prizes, and all other costs, expenses including insurance, incidental costs, gifts, gratuities and taxes, are the sole responsibility of the Prize Winner. MSM shall not be responsible for the safety

or any other expenses incurred by the Prize Winner in connection with the Prize.

12. The Prize cannot be transferred/ negotiated. Only the Prize Winner, and not any other person or agent, may claim the Prize.
13. 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, timeliness, completeness, merchantability, or fitness for any particular purpose.
14. By entering the Contest and accepting the Prize, the Prize Winner waives 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 Winner also consents to MSM's right to use his/her name, voice or picture, or the content of his/her Contest entry.
15. Participants release MSM and their respective divisions, affiliates, subsidiaries, branches, directors, officers, employees and agents, as well as all others associated with the development and execution of this Contest and the show, from and against any and all liability with respect to or in any way arising from this Contest and the awarding and use, misuse or possession of the Prize, including liability for personal injury, except where prohibited or limited by law.
16. MSM reserves the right to change the conditions of this contest and to alter or terminate the Contest at any time without prior notice.
17. 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.
18. Please forward any questions or comments regarding the Contest to the following address:

Multi Screen Media Private Limited
Interface, Building No. 7,
3rd Floor, Off Malad Link Road,
Malad (West),
Mumbai – 400 064
19. For a copy of these Official Contest Rules, or in case these Official Contest Rules are not clear, the Participant may contact the aforesaid address

specifying a request. However no queries will be entertained on the result of the Contest.

20. Under no circumstance, shall the MSM and/or their directors, employees, officers, affiliates or subsidiaries, be liable to the Participants 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 and/or their directors, employees, officers, affiliates or subsidiaries to claim any damages or relief in connection with the Contest.
21. Your participation in the Contest by sending entries SMS will be construed as an acceptance of the above stated terms and conditions and you agree to be bound by any decisions, made by the MSM, including any interpretation of these Official Contest Rules

PRIZE & PRIZE DRAWING:

22. A designated representative of MSM or official appointed by MSM will select the Prize Winner on a random basis, from the entries received.
23. The Prize Winner of the 57th Idea Filmfare Awards 2011 pass will have to come to MSM's office, the address mentioned in paragraph 18 for availing the passes on 28th January, 2012 between 1pm and 4 pm and they shall be solely responsible for bearing all costs and expenses in relation to availing the 57th Idea Filmfare Awards 2011 pass and for their safety. The Prize Winner must be present with valid photo identification with proof of (i) name, age and his/ her residential address to MSM or its designated representative in order to claim the Prize.
24. This Contest is organized and conducted by MSM. The decisions of MSM and its representatives shall be final and binding on all aspects of the Contest.
25. MSM shall not be responsible for disbursing prizes to the Prize Winner nor liable to compensate the Prize Winner/Participants towards any loss, damage or harm caused due to occurrence of any untoward incident of whatsoever nature in connection with the Contest.