

DRAFT
SUZUKI LIFT KARA DE CONTEST

OFFICIAL CONTEST RULES

Suzuki Lift Kara De contest (the “**Contest**”) is organized and conducted solely by Brand Serve (“**Authorized Agency**”) on behalf of Suzuki Motorcycle India Pvt. Ltd. (“**Suzuki/Organizer**”) on the channel Sony Entertainment television which is owned by Multi Screen Media Private Limited and/or its affiliates (“**MSM**”) during the telecast of the program Lift Kara De (the “**Program**”).

1. During the telecast of the Program Karan Johar the ‘host’ of the Program will ask viewers to answer a question during the Contest Period. In order to participate in the Contest, each Participant (the “**Participant(s)**”) must send an entry through wireless messaging service [i.e., short messaging service (SMS)] to an allotted 5 digit code 52525 (“**Special Code Number**”) by indicating the option chosen by the Participant or Participants can call on 5202525 (“**Special Code Number**”) and give the right answer as per the instruction. SMS rates shall be upto Rs. 3/- per SMS and Call rates shall be Rs. 7/- per minute or premium rates shall apply.
2. **CONTEST PERIOD:** The Contest begins on January 8, 2010 and shall be valid through March 12, 2010 (“**Contest Period**”). Only one Contest question will be asked on every Friday episode of the Program throughout the Contest Period and each Contest question shall be provided with three (3) options numbered from (a) to (c) and/or (1) to (3) respectively. The Participants are required to select any one of the option as the Participant’s choice and submit such option in the manner given in Point 1 above. Only one of the possible three (3) options for each Contest question is the correct answer. Only correct entries received during the Contest Period shall be entertained and shall be considered eligible for the Contest.
3. The prize winners (the “**Prize Winner(s)**”) shall be selected amongst the list of correct entries by using randomizer.
4. There shall be a total of 10 (ten) Prize Winners and each Prize Winner shall receive Suzuki GS 150R as prize (“**Prize**”).

ELIGIBILITY AND CONDITIONS:

1. Participants must be adult citizens of India residing in India. Residents of other countries and non-citizens of India are not eligible to participate.
2. Employees, agents and promoters of Organizer, 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. MSM and its divisions, affiliates and subsidiaries, and their respective agents and representatives, are not responsible for any loss to any Participant or Prize Winners of the Contest due to any reason.
4. A reasonable level of skill is required. Participants may send as many entries as they desire but only correct entries received before the close of the Contest shall be considered valid.
5. By participating in the Contest, each Participant agrees to follow these Official Contest Rules and to be bound by any decisions made by the Organizer, including any interpretations of these Official Contest Rules.
6. The Organizer, 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, telephone systems, cellular telephone service providers, for entries received after the deadline as a consequence of telephone or 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, mechanically reproduced, irregular in any way or otherwise not in compliance with these Official Contest Rules.
7. The cellular/landline number will be used to identify the Participant as a unique identification number. Each Participant shall be entitled to submit multiple entries.
8. The Organizer reserves its right to select and declare or not to declare the Prize Winners, if no Participant has submitted a valid and correct entry. Decision of the Organizer in all matters pertaining to the Contest is final and no correspondence in this regard will be entertained.
9. The Prize Winners will be notified both by telephone as well as on Sony entertainment television channels website www.setindia.com. The Prize Winners must confirm acceptance of the Prize immediately with the Authorized Agency. If the Authorized Agency does not receive an answer from the selected Prize Winners within one (1) hour after initial contact is made by them, the original selected Prize Winner will be disqualified and the next eligible alternate shall be selected as the Prize Winner. 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 Prize Winners will be displayed on www.setindia.com. The Authorized Agency will use their best efforts to contact the Prize Winners, but will not be responsible or liable in any way whatsoever if the Prize Winners cannot be reached by telephone within the one hour. The Prize Winners do not become official until all entries are validated.
10. Mere participation in the Contest and sending the right answer do not entitle the Participants to win the Prize.

11. The Prize will be awarded to the Prize Winners pursuant to verification and in accordance with these Official Contest Rules.
12. All taxes, levies and duties due and owing under applicable and statutory laws in connection with all Prizes, and all other costs, including insurance, incidental costs, gifts, gratuities and taxes are the sole responsibility of the Prize Winners.
13. The Prizewinner shall be informed about their prize and manner of delivery of the Prize by the Organizer/Authorized Agency. The Prizes shall contain standard warranties as provided by Suzuki. MSM does not provide any additional implied or express warranties or guarantees in respect of the Prize provided by Organizer and/or its Authorized Agency. Any malfunction or product defect of the Prize shall not be entertained by MSM.
14. The Prize cannot be transferred, negotiated, refunded or exchanged, and by no means will cash be given. Only the Prize Winners, and not any other person or agent, may claim the Prize. The Prize may vary according to availability.
15. MSM and Organizer are 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 and the Organizer 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.
16. By entering the Contest and accepting the Prize, the Prize Winner waives all copyrights, rights of publicity and any related rights and consents to the 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 Winners also consents to MSM's right to use his/her name, voice or picture, or the content of his/her Contest entry.
17. Participants release MSM, the Organiser 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 Program, 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.
18. The Organizer/MSM reserves the right to change the conditions of this Contest and to alter or terminate the Contest at any time without prior notice.
19. 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.

20. Please forward any questions or comments regarding the Contest to the following address:

Address of the Organiser

**Multi Screen Media Private Limited
Interface, Building No. 7,
3rd Floor, Off Malad Link Road,
Malad (West),
Mumbai – 400 064**

Address of Suzuki/Organizer

Address of Authorized Agency

21. 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.
22. Under no circumstance, shall MSM, the Organizer 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.
23. Your participation in the Contest by sending entries through 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 Organizer and MSM, including any interpretation of these Official Contest Rules.

PRIZE & PRIZE DRAWING:

24. The Authorized Agency of Suzuki will select the winners on random basis, from the valid entries received.
25. This Contest is organized and conducted by the Organiser and the Organizer and its Authorized Agency shall be solely responsible for providing the Prizes to the Prize Winners.
26. The Prize Winners must present valid identification with proof of (i) age, (ii) ownership of the phone number used to dial the Special Code Numbers of the Contest and (iii) his/ her residential address to the Authorized Agency in order to claim the Prize. While accepting the Prize, the Prize Winner may be required to sign an acknowledgement form/Indemnity and Release of Claims form provided by the Authorized Agency. All decisions of the Organizer are final and irrevocable.

27. All Prize Winners will get their Prizes within six (6) months from the date of intimation/notification and MSM shall not be responsible for any delay caused within such six (6) months. In the event the selected Prize Winners do not receive the Prize, the Prize Winners will have to inform Organizer and its Authorized Agency of the same within six months from date of confirmation of the Prize Winners, post which no requests by Prize Winners for Prizes will be entertained.