

OFFICIAL CONTEST RULES

Terms and Conditions for 'SAB DEKHO SAB JEETO' Contest

I. Contest terms & conditions

'SAB DEKHO SAB JEETO CONTEST' (the "**Contest**") begins on October 17, 2011 at 7.30.00 P.M. and is valid till October 31, 2011 7:29:59 P.M. on all days during the commercial breaks of the respective programs telecast on SAB TV which is owned by Multi Screen Media Private Limited and/or its affiliates (the "**Channel/MSM**").

1. Questions asked in the Contest shall be based on the respective Programs ("**Contest Question**") and shall be provided with four (4) options numbered from (A) to (D). The Participant is required to select any one of the options as the Participant's choice and submit such option. Only one of the possible four (4) options is the correct answer.
2. In order to participate in the Contest, each Participant (the "**Participant(s)**") must answer the Contest Question by sending the following entry from his/her mobile phone through wireless messaging service [i.e., short messaging service (**SMS**)] to 5252525:

SDSJ <Question Code i.e.A1/A2/A3/A4> space < answer A or B or C or D> to 5252525

3. Participants using BSNL services can also SMS on 52525 and give the right answer as per the instructions given by the Mobile Operator. The premium charges for every SMS shall be upto Rs 5/- per SMS. Even invalid SMS sent for participation in the Contest shall be charged. Entries include all entries sent in accordance with the Official Rules of the Contest ("**Entries**"). Entries sent through (a) any medium other than mobile phone or (b) support of any medium or (c) any IP generated SMS Entry shall be considered invalid. The contest is available on selected operators/circles. We would recommend the Participant to kindly contact his/her service provider for further details.
4. The Contest begins on October 17, 2011 at 7.30.00 P.M. and shall remain valid for participation till October 31, 2011 7:29:59 P.M. (the "**Term**"). Seven (7) Contest Questions will be asked during commercial breaks of the respective programs between 7.30 P.M. to 11.00 P.M. slot on Monday to Friday and whereas on Saturdays and Sundays falling in the Contest Period, one to three (1-3) Contest Questions will be asked during commercial break of the programs and movie between 8 P.M. to 10 P.M. ("**Contest Period**"). Entries in respect of the Contest Question can be submitted from the

time the Contest Question is first asked and till 7:29:59 PM of the next day (“**Validity Period**”).

5. Entries received after the Validity Period shall not be entertained and shall be considered ineligible for the Contest.
6. No Contest Question will be asked on the last date of the Contest which is valid and open only for the Entries in respect of the Contest Questions asked on the preceding date i.e. on October 30, 2011.
7. Only those Participant(s) who send correct Entries in the prescribed format within the Validity period (“**Valid Entry**”) and earn maximum points shall be eligible for selection on a random basis by the Channel. Such selected Entries shall be declared as Prizewinner (“**Prizewinner(s)**”).
8. A Participant sending more than one correct Entry for a particular Contest Question shall accumulate only one point.
9. To accumulate maximum points, Participants need to send correct entries to as many Contest Questions possible in the Validity Period throughout the Contest Period.
10. There will be fifty (50) daily Prizewinners and one (1) daily bumper Prizewinner who will be selected by the Channel. The names of the Prizewinners will be declared and confirmed on SAB TV and shall also be posted on the MSM’s website: www.sabtv.com for such durations as MSM deems fit.
11. A Prizewinner will not be eligible for winning a prize the second time.
12. **Prizes:**

Prizewinners shall be entitled to the following prizes each:

Prizewinners	Prizes to be won
Daily	50 Poloroid Sunglasses
Daily Bumper Prize	Rupees 1 Lakh (subject to TDS)

13. Participants shall be selected as the Daily Prizewinners on the basis of maximum points they accumulate on a given day through correct entries to the Contest Questions and the daily bumper Prizewinner shall be the one who has accumulated the maximum points on a given day during the Term of the Contest. If more than one participant earns maximum points, the Prizewinner(s) will be selected randomly.

14. The total number of Prizewinners each day shall be 51 which will include 50 Polaroid winners and 1 daily bumper Prizewinner during the Term of the Contest.
15. Daily Bumper Prize shall be subject to tax deduction at source (TDS) at applicable rates.

II. General terms & conditions

16. The Contest is open to Indian Citizens, other than the employees of MSM, and its affiliates, subsidiaries, assignees, representatives and their immediate families and any companies and their subsidiaries that are sponsoring and/or promoting the Contest. Residents of other countries and non-citizens of India are not eligible to participate.
17. By participating in Contest the Participant declares that he/she is an Indian citizen with a valid proof identity and has completed the minimum permissible age of 18 years.
18. The Prizewinner list will be prepared by the auditors (the “**Agents**”) appointed by MSM. MSM will intimate the Prizewinners and will obtain details of the Prizewinners. The Prizewinner must provide a valid identification with proof of (i) age, (ii) ownership of the mobile phone number used for sending Entries and (iii) his/ her residential address (iv) PAN number (v) account number etc. and attested copy of respective documents shall be furnished as required by MSM or its designated representative in order to claim the Prize. The Prizewinner may be required to sign an “indemnity and release of claims” form provided by MSM to comply with the formalities of accepting the Prize, which shall release MSM of all liability. Failure to complete and sign any documents requested by MSM may result in disqualification of the Prizewinner. All decisions of MSM are final and irrevocable. Upon receipt of all the requisite information and forms, the prizes will be sent to Prizewinners through post or courier by MSM.
19. The Participant selected as the Prizewinner is required to send attested copies of one the following documents as valid name and age proof by Registered AD post within 7 (seven) working days from the date of notification by MSM in order to claim the Prize money:
 - a. Birth certificate
 - b. Passport
 - c. Voter’s ID
 - d. Driving License
20. In addition, the Participant is required to send self-attested copies of one of the following documents as valid address proof:
 - a. Phone/Electricity bill
 - b. Passport
 - c. Voter’s ID

- d. Driving License
- e. Ration card

In addition to the aforementioned documents, the Participants will also be required to submit an attested copy of valid PAN card and send to MSM a bank certificate certifying the Prizewinner's name and his/her bank account number. The certificate must be provided from a bank in which the Prizewinner holds an account. The certificate must be signed by the branch manager or his/her authorized representative and must also bear the seal/stamp of the bank. Please note that the Cheque will be made in favor of certified account number and shall be subject to the fulfillment of the aforesaid terms.

The documents should be sent to the following address, by Registered AD post only:

SAB DEKHO SAB JEETO CONTEST
Multi Screen Media Pvt. Ltd.
Interface, Building 7, 4th floor,
Off Malad Link Road,
Malad West, Mumbai – 400064
India

Upon completion of successful verification, the Participant will be declared as the Prizewinner and will be paid out as per the standard payment process followed by MSM.

21. The Bumper Prizewinner shall provide the name in favour of which MSM will send a demand draft/pay order through Courier or post. In addition to requirements given in clause 16, the Bumper Prizewinner is required to sign a "release form" form provided by MSM to comply with the formalities of accepting the Prize, which shall release MSM of all liability. Failure to comply with this requirement will result in disqualification of the Prizewinner.
22. The Prize shall be paid to the Prizewinners subject to submission of all relevant documents in accordance with these Terms and Conditions of the Contest.
23. MSM including its divisions, affiliates and subsidiaries, and their respective agents and representatives, employees shall not be responsible for any loss of entries, any failure in sending response or failure in giving due intimation to the Participants for any reason whatsoever including, due to any problems caused by mobile network connections, telephone lines, telephone systems, cellular telephone 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 incorrect, incomplete, irregular, tampered with, not in the prescribed format, mechanically reproduced in any way or otherwise not in compliance with these Official Contest Rules.

24. The cellular/landline number from which the Entry is received shall be used to identify the Participant as a unique identification number.
25. The Prizewinners will be notified by telephone and/or by any other means as may be convenient to MSM. On notification the Participant must confirm acceptance of the notification immediately with MSM. If MSM does not receive an answer from the selected Prizewinners within One (1) hour after initial telephone 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 Official Contest Rules, then the next eligible alternate will receive the Prize by following the aforementioned procedure. MSM will use their best efforts to contact the Prizewinners, but will not be responsible or liable in any way whatsoever if the Prizewinners cannot be reached by telephone within the one hour.
26. All Prizewinners will get their prizes through post, courier within six (6) months from the date of intimation/notification and MSM its affiliates, subsidiaries and/or its Agents shall not be responsible for any delay caused and or for any loss of prizes during the delivery to the Prizewinners beyond the period of six (6) months.
27. Mere participation in the Contest and receiving SMS from MSM does not entitle the Participant to be selected as a Prizewinner.
28. The brand and/or company of the Prizes as specified in clause 9 herein above shall be chosen by MSM in its sole discretion.
29. The Prize can be claimed only by the Prizewinner so declared by MSM and is not transferable, negotiable, assignable or exchangeable.
30. MSM through its agents reserves its right to select and declare or not to declare the Prize winner in its own discretion. Decision of MSM and its Agents in this regard is final and no correspondence in this regard will be entertained.
31. Participants acknowledge that he/she will not hold MSM and/or any of its Agents engaged by them with regard to this Contest liable for any loss or opportunity, monetary loss due to their participation in the Contest.

32. Non-conformance by any Participant and/or Prizewinner of the terms & conditions contained herein will disqualify the Participant from participation or winning as the case maybe.
33. MSM reserves all rights to make amendments to the existing rules contained herein any time without prior notice.
34. MSM and its affiliates, subsidiaries reserve the right to cancel/ postpone/ stop/ terminate the Contest in its sole discretion.
35. 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.
36. Under no circumstance, unless due to willful misconduct or gross negligence, shall MSM and/or their directors, employees, officers, affiliates or subsidiaries, be liable to the Participant and/or any third party for any lost profits or lost opportunity, indirect, special, consequential, incidental, or punitive damages whatsoever, even if MSM has been advised of the possibility of such damages. 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.
37. MSM has the right to substitute the Prize with other Prizes of similar or equal value, as determined by MSM in its sole discretion, in case it is necessary.
38. The Prize shall contain standard warranties as provided by the manufacturer. MSM does not provide any additional implied or express warranties or guarantees in respect of the Prize provided by the sponsors/manufacture. Any malfunction or product defect of the Prize shall be taken up directly by the Prizewinner with the manufacturer.
39. The Prize will be awarded pursuant to these Official Rules. All taxes, levies and duties due and owing under applicable and statutory laws in connection with the Prizes, and all other costs, including insurance, incidental costs, gifts, gratuities and taxes are the sole responsibility of the Prizewinners. The Prizewinner shall handover a demand draft/pay

order drawn in favour of Multi Screen Media Private Limited towards tax deducted at source against the delivery of Prize.

40. Participants release MSM and its respective divisions, affiliates, subsidiaries, branches, directors, officers, employees and Agents, as well as all others associated with the development and execution of this Contest, 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.
41. By participating in the Contest and accepting the Prize, the Prizewinners waive all copyrights, rights of publicity and any related rights and consents to MSM's right to picture, tape or portray him/her as a Prizewinner, 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 Prizewinners also consent to MSM's right to use his/her name, voice or picture, or the content of his/her participation in the Contest.
42. Any questions, queries or comments regarding the Contest should be forwarded to the following address:

Marketing & PR - SAB
Multi Screen Media Private Limited
3rd Floor, Interface,
Building No. 7, Off Malad Link Road,
Malad (West), Mumbai – 400 064
43. 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.
44. Your participation in the Contest will be construed as an acceptance of the above stated terms and conditions and you shall be eligible to receive promotional SMS from the Channel promoting the Contest.