



Sabse Achche Bande contest

How to participate in the contest?

- Log on to www.achchebande.com
- Create your Achche Bande video
- Video will get posted on the timeline of ICICI Prudential Life Insurance's Facebook page (www.facebook.com/iciciprulife) within 24 hours of video creation
- Participants to share their video which is posted on ICICI Prudential Life Insurance's Facebook page with their friends and family
- Top 3 videos which gets maximum likes on ICICI Prudential Life Insurance's Facebook page timeline wins an iPad mini each
- Next 100 videos with maximum likes wins Rs. 500 Flipkart gift vouchers
- Contest is open from April 30, 2014 (1000 hours) till May 13, 2014 (2400 hours)
- For complete Terms & Conditions, please refer to the details below.

"Sabse Achche Bande contest" (hereinafter referred to as the "Contest") will be conducted by ICICI Prudential Life Insurance (hereinafter referred to as the "Company") as stated hereunder:

Terms & Conditions:

1. The Contest will be held from April 30, 2014 (1000 hours) till May 13, 2014 (2400 hours) ("Contest Period") on the ICICI Prudential Life Insurance's Facebook page www.facebook.com/iciciprulife and also its twitter handle (@iciciprulife).
2. The contest is open to create videos between April 30, 2014 (1000 hours) till May 13, 2014 (1500 hours). The total no. of "Likes" / "Shares" / "Comments" / "Video Plays" will be calculated on May 13 2400 hrs. No "Likes" / "Shares" / "Comments" / "Video Plays" will be taken into account by the Company which is received post May 13 2400 hours.
3. The contest is open to users aged eighteen (18) years or over who are residents of India. These "**Contest Terms and Conditions**" are specific to Rest of India excluding Tamil Nadu. Winners will be asked whether they reside in Rest of India or Tamil Nadu.

4. It may be noted that, purchase of any ICICI Prudential Life Insurance product is not necessary to enter or participate in the Contest. This contest is applicable only for the videos created during the contest period and approved by representatives of the Company. The decision of the Company Judges shall be final with respect to the choice of the winner of the contest and any other disputes / clarification relating to the contest.
5. In order to participate in the Contest, the Participants will have to create an "Achche Bande" video by using the "Achche Bande app" hosted on www.facebook.com/icicprulife or by logging in to www.achchebande.com. The Company will scrutinize the video for any objectionable contents and pictures used in the Video. Post approval from the Company the videos created by the participants will get uploaded on the ICICI Prudential Life Insurance's Facebook page within 24 hours of being created.
6. The Videos will be posted by the Company only between 10:00 am – 07:00 pm on ICICI Prudential Life Insurance's Facebook page www.facebook.com/icicprulife.
7. Participants, their friends and family can share the videos from the ICICI Prudential Life Insurance's Facebook page. Once the videos created by the participant(s) is shared by the Company on the Participant's Facebook wall, it is the Participant's responsibility on how the video is further used and shared. The Company will not be responsible for any misuse of Video.
8. The winning videos will be decided as per the maximum "Likes" received on a video. In case, 2 or more videos have the same no. of "Likes" then the following method will be applied:
 - a. The video with the higher no. of "Shares" will be ranked above
 - b. In case the no. of "Shares" are also same, then the video with higher no. of "Comments" will be ranked above
 - c. In case no. of "Comments" are also same, then the video with higher no. of "Video plays" will be ranked higher
9. The Top 3 videos which gets the maximum no. of "Likes", will win an iPad mini with Wi-Fi 16GB.
10. Next 100 videos with maximum "Likes" wins Rs. 500 Flipkart gift vouchers
11. The "Like's" will be counted only for the posts which are made on the timeline of ICICI Prudential Life Insurance's Facebook page www.facebook.com/icicprulife page. The "Likes" which are received on an individual participant's wall will not be counted under the contest. Hence, it's important that the participant asks their Facebook friends to "Like" the post on ICICI Prudential Life Insurance's Facebook page www.facebook.com/icicprulife
12. Participation in this Contest is voluntary. Participation in this Contest will be construed as an acceptance of the terms and conditions stipulated herein.
13. The Company reserves the right to amend the competition end date at any time without any notice.

14. All entrants/participants agree to be bound by the Terms and Conditions of this Contest. Any breach of these Terms and Conditions will result in a forfeiture of the reward/prize.
15. The Company reserves the right to change the schedule of the Contest at any time without any notice. It shall be the sole responsibility of the contestant/participant(s) to check the schedule of the Contest before participating in the Contest.
16. The Company reserves all rights to amend/ alter the existing Terms and Conditions from time to time without prior notice or withdraw the Contest without prior notice for any reason whatsoever
17. The Company reserves the right to disqualify any contestant/participant(s) at any stage of the Contest, whose conduct appears in any way to: inhibit the enjoyment of others; tamper with the competition; violate these terms & conditions Rules; or act in an unsportsmanlike or disruptive manner.
18. The Company's decision will be final and binding in all matters relating to the Contest and no correspondences will be entertained regarding the said Contest.
19. This Contest cannot be clubbed with any other offer or contest conducted by the Company.
20. Contestant/participant's involvement in any mal-practice/fraud which defeats the objective of the contest or any attempt in that regard or any knowledge of the same, either solely or collectively disqualify his/ her participation in the contest. Also if any fraud is committed in any State then the Company reserves the right to withdraw the contest from that specific State.
21. Non-conformance by any participant, of the contest Terms & conditions of the Contest will disqualify the participant and/or the Winner from participation or winning, immediately, as the case may be. The decision shall be final and binding on the Participants.
22. The Company will publish a Dashboard with top videos basis the highest no. of **"Likes"** received on the www.facebook.com/iciprulife.
23. Participants may create multiple videos for the contest. However, only one video will be considered per participant and **"Likes"** of 2 videos cannot be combined as a total score for the Contest.
24. The participants can make an entry any time during the contest period but the winner selection will be only from amongst the valid entries.
25. The Company reserves the right to change the **"Prize"** of the Contest at any time without any notice. In the event, any change is made by the Company the Winner(s) shall not be entitled to claim any damages or any kind of monies from the Company. All

decisions made by the Company in connection to the aforesaid shall be final and binding on the Winner(s).

26. The criteria for a winning video can be changed at the discretion of the Company at any time without any notice.
27. The Company shall not be responsible in case of any network problems such as breakdown of machinery, unclear / slow internet speed, disruption in the network and/or usage of internet/bandwidth, video not getting created because of some application error. Any dispute in connection to the same should be settled directly between the participant(s) themselves and the network operator without involving the Company.
28. All guarantee / warranty of the prize shall rest with the respective manufacturers of the Prize and not with the Company.
29. The Winners shall be informed/ contacted by Company's representative only. Each of the Winner(s) of the Contest(s) will be awarded the Prize as specified under this Terms & conditions.
30. The Winners in order to receive the Prize under the contest, will have to produce a valid Identity and Age Proof to the Company representative.
31. The Winner(s) will be notified in the following manner, by the Company (i) The Company will send a Facebook message on their respective Facebook wall asking their contact details. The Company reserves the right to use any other method or medium deemed fit in its sole and absolute discretion for the purpose of announcing the Winners. The Company will make some best efforts to ensure to reach out to the winners, but in the event of non-accessibility (10 days from the date the first communication is sent out) it would be deemed that the winners have forfeited their rights and in such a situation an alternate winner will be in place of the forfeiting candidate. In such a circumstance the winner will not have the right to dispute the Company's decision to do so.
32. The Contest Prizes will be couriered by the Company to the Winners at the address given by the Winners within 4 weeks of submission of correct address by the Winner. The company will not be liable for any non-delivery of any Prize on account of any change in address or up-dation of in-correct address by the Winner.
33. The postal address for the Prize should be within the postal deliverable areas of India
34. No other Prize or compensation (monetary or otherwise) shall be awarded to the Winners. The Company will not be responsible for any damage to the prize that will be couriered. In case, the winner receives a damaged piece on delivery he/she should immediately bring it up to the notice of the Company. The Company will take up the issue with the courier company. However, resolution to the issue can't be promised in this case. The Company is under no obligation to provide replacement for prize or reimbursement for any costs incurred by the winner.

35. In case the winner does not receive the gift after the Company has properly delivered the same to the Courier Company / post office for delivery of the same to the winner, the Company shall not be liable for the same and Company would not be required to give the gift again or make any kind of payment in lieu of the gift
36. The Company's decision is based on a set of pre-determined criteria and their decision will be final and binding. No correspondence will be entered into about the Contest or the Company's decision(s). The Prize(s) are not transferable and not redeemable for cash. The Company accepts no responsibility for any variation in the value of the Prizes (or any part of them) or for lost, damaged or misdirected Prizes or mail. The Company reserves the right to substitute any Prize (or any part of them) for an item of similar value. The specifications and brand (as applicable) of the Prize(s) may change midway, before or after the commencement of the Contest at the sole discretion of the Company. The Company is not responsible for the service and support of the Prize(s) after they are delivered to the Winners.
37. If the Prize is declined, unclaimed or unable to be claimed, or if the Winners cannot be contacted from the details supplied, the Company may select the next best and valid entry from the entries received as an alternative Winner at its sole discretion. In such a circumstance the winner will not have the right to dispute the Company's decision.
38. By participating in the Contest, it shall be construed that the participant(s), the Winners of the Prize have waived their right to raise any dispute with regard to the Prize/contest and/or in any manner whatsoever in connection to the Prize/contest. Neither the Company shall be responsible for any reason whatsoever in this connection thereto.
39. The Participant(s) shall indemnify and hold harmless the Company in relation to any reputational loss caused to the Company due to any breach of the contest terms & conditions, acts, representations, misrepresentations, wilful misconduct.
40. The participant(s) should not have any civil or criminal conviction or should not be bound by any contract or agreement that would not permit the participant from participating in the Contest.
41. The Winners may, at the absolute discretion of the Company, be required to execute a deed of release and indemnity in a form prescribed by the Company in order to receive the Prizes.
42. The Company is not responsible for any travel or additional costs borne by the winner, or lost or damage/breakage of product (prize) while in transit and misplaced prizes of the winner.
43. The winner(s) agree that the Prize cannot be exchanged with other items and/or exchanged for cash equivalent. The Winner further agrees that the Winner shall not dispute the value of the Prize so offered to the Winner upon the Winner winning the Contest. If the Winner refuses to accept the Prize offered, the company shall not be responsible for the same and the Company, shall be released from any and all obligations towards the Winner in connection to the Prize won by the Winner. In such

an event, the Company shall have the right to declare another person as the Winner of the Contest and transfer the Prize to that person.

44. The Winner/ participant of the Contest agrees that he/she shall make himself/herself available from time to time and co-operate with the Company and participate in any activity and/or campaign (Promotional Activity) of any nature whatsoever without any money payable to the Winners/ participant. Further, the Winners/ participant shall at no point of time refuse or disagree to participate in any such Promotional Activity for any reason whatsoever. The Winner/ participant agree that the video created with regard to contest shall vest with the Company, including but not limited to all intellectual property rights and any other rights for worldwide and in perpetuity. Company will have the right to use the photos, names & other non-personal/personal details about the winner in any kind of PR & promotional activity inclusive of this activity.
45. Participating in the Contest it shall be construed that the Winner has undertaken to hold harmless the Company its employees, officers , directors, or any other person in relation to any injury/damage/harm/loss suffered by him/her while participating in the Contest while carrying out activities or for any reason whatsoever in connection with the Prize(s).
46. The Company is in any manner whatsoever not responsible and/or liable in any manner whatsoever, for any physical injury, death, mental trauma caused to the any of the Winners or any person related to them, in any manner whatsoever, including but not limited to in relation to the Contest and/or Prize.
47. If the Winner(s) is required to pay any kind of taxes, including gift tax, duties, charges, levies to the Indian Government in relation to the Prizes as required under law, the same shall be solely and exclusively borne by the Winners.
48. The participation of the contestant(s) in the Contest shall mean that the contestant(s) has read, understood, accepted and agrees to abide with all the Contest Terms & Conditions.
49. The Terms & Conditions shall be construed in accordance with the laws of India and the courts of Mumbai have sole and exclusive jurisdiction.
50. In case of any dispute or difference in respect of the contest, the same shall be referred to a sole arbitrator appointed solely by the Company. The decision of the arbitrator appointed shall be final and binding on all concerned. The arbitration shall be as per the provisions of the Arbitration and Conciliation Act, 1996. The language of Arbitration shall be English.
51. The competition is in no way sponsored, endorsed or administered by, or associated with, the social networking platform and the social networking platform has no association or jurisdiction over the contest.
52. Unless otherwise indicated the Company shall deem the information voluntarily supplied during the course of the Contest and /or personal information provided by the

Participant / winners as non-confidential, which hereby discharges all obligations of confidentiality.

53. No reimbursement of telephone charges / postal charges / courier charges etc. if any incurred by the Participants, will be reimbursed by the Company. The Company do not hold any responsibility for the same.
54. The Company will not be responsible and liable for any claims of Winner's including third party claim against the Winner's
55. If any provision of these Terms and Conditions is found to be invalid or unenforceable by a court of competent jurisdiction, such provision shall be severed from the remainder of these Terms and Conditions, which will otherwise remain in full force and effect.

IRDA Regn No. 105.

© 2014, ICICI Prudential Life Insurance Co. Ltd. Registered Address:- ICICI Pru Life Towers, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai-400025. Insurance is the subject matter of the solicitation.

CIN: U66010MH2000PLC127837

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS

IRDA clarifies to public that

- IRDA or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums.
- IRDA does not announce any bonus. Public receiving such phone calls are requested to lodge a police complaint along with details of phone call, number.