

**RULES & REGULATIONS GOVERNING**  
**“AIRTEL PRASNA MAADI PADIVELU MEEDI” CONTEST IN “MEELO EVARU**  
**KOTEESWARUDU”**

**I. CONTEST DESCRIPTION:**

“Airtel Prasna Maadi Padivelu Meedi” (“**Contest**”, “**APM**”) is a contest that will be held on the show “Meelo Evaru Koteeswarudu” (“**Show**”) for home viewers. The contest is telecast on Maa TV (“**Channel**”) which channel is owned by Maa Television Network Limited and/or its affiliates (together known as “**Company**”).

**II. DEFINITIONS:**

1. “**Participant (s)**”: Any person(s) who participates in the Contest and who (i) is above eighteen (18) years of age on date of participation in the Contest; (ii) is a citizen of India and residing in India and (iii) enters the Contest in accordance with the rules stated below. Employees of the Company, of the Producer, of the advertising agency which has been appointed from time to time, and also employees of the main sponsors; and members of their immediate family; persons other than Indian nationals, or Indian nationals living out of India, or those who do not qualify under the definition of resident of India as per the Income Tax Act, 1961 or those not conversant in spoken Telugu, are ineligible to enter the Contest. and in case they do participate by misrepresentation, then Company/Producer shall in its sole discretion discontinue with such Participants’ participation.
2. “**Contest**”: General knowledge quiz for Home Viewers entitled “**Airtel Prasna Maadi Padivelu Meedi**”.
3. “**APM Question**”: A question aired to call for entries for ‘Airtel Prasna Maadi Padivelu Meedi’
4. “**Shortlisted Participant (s)**”: A list of Participants per episodes who have given correct answer to a APM Question in the valid format and have been selected through a random selection for callouts
5. “**Episode Winner**”: The Shortlisted Participant who has answered the APM question correctly in the valid format and is selected. The Episode Winner is eligible for the Episode Prize.
6. “**Episode Prize (s)**”: The prize money of INR 10,000/- (Rupees Ten Thousands Only) that the Episode Winner is eligible for.
7. “**Show**”: “Meelo Evaru Koteeswarudu” which is being produced by the Producer for initial exhibition on the Channel. It also includes, but is not limited to, recordings of the Contest in the Studio (including any seasonal *special(s)* recording).

8. **“Home Viewers”**: Persons viewing the Show during its initial exhibition on the Channel
9. **“Episode”** An episode of the Show.
10. **“Producer”**: means the Producer of the Show which is Big Synergy Media Ltd.
11. **“Rules and Regulations”**: These Rules and Regulations governing the said Contest, stated herein in entirety, as may be amended from time to time at the sole discretion of the Company.

### **III. PROCEDURE TO PARTICIPATE IN THE CONTEST:**

#### **Questions on air**

1. The home viewer questions will be aired from 9<sup>th</sup> June '2014 to 31<sup>st</sup> July'2014. The question for the Contest will be broadcast at any given time between 21:00:00 hours to 22:30:00 hours of the same day, or around that time, as determined by Channel management. Post the completion of the Episode, the question will be available on the website (mek.maatv.com) until the closure of lines.
2. This Contest is open only to Airtel subscribers registered in the Telangana & Andhra Pradesh circles. They can participate in the Contest by calling on the IVRS or by sending an SMS through their Airtel Mobile Numbers from the Telangana & Andhra Pradesh circle. The telephone lines (mobile) and SMS acceptance for each question shall be as per the following schedule:

Epi No.	Question No.	Question Airing Date	Lines Open		Lines Close		Winner declaration date
			Date	Time	Date	Time	
1	1.	June 9, 2014	June 9, 2014	21:00:00	June 10, 2014	19:00:00	June 16, 2014
2	2.	June 10, 2014	June 10, 2014	21:00:00	June 11, 2014	19:00:00	June 16, 2014
3	3.	June 11, 2014	June 11, 2014	21:00:00	June 12, 2014	19:00:00	June 16, 2014
4	4.	June 12, 2014	June 12, 2014	21:00:00	June 13, 2014	19:00:00	June 16, 2014
5	5.	June 16, 2014	June 16, 2014	21:00:00	June 17, 2014	19:00:00	June 23, 2014
6	6.	June 17, 2014	June 17, 2014	21:00:00	June 18, 2014	19:00:00	June 23, 2014
7	7.	June 18, 2014	June 18, 2014	21:00:00	June 19, 2014	19:00:00	June 23, 2014
8	8.	June 19, 2014	June 19, 2014	21:00:00	June 20, 2014	19:00:00	June 23, 2014
9	9.	June 23, 2014	June 23, 2014	21:00:00	June 24, 2014	19:00:00	June 30, 2014

Epi No.	Question No.	Question Airing Date	Lines Open		Lines Close		Winner declaration date
			Date	Time	Date	Time	
10	10.	June 24, 2014	June 24, 2014	21:00:00	June 25, 2014	19:00:00	June 30, 2014
11	11.	June 25, 2014	June 25, 2014	21:00:00	June 26, 2014	19:00:00	June 30, 2014
12	12.	June 26, 2014	June 26, 2014	21:00:00	June 27, 2014	19:00:00	June 30, 2014
13	13.	June 30, 2014	June 30, 2014	21:00:00	July 1, 2014	19:00:00	July 07, 2014
14	14.	July 1, 2014	July 1, 2014	21:00:00	July 2, 2014	19:00:00	July 07, 2014
15	15.	July 2, 2014	July 2, 2014	21:00:00	July 3, 2014	19:00:00	July 07, 2014
16	16.	July 3, 2014	July 3, 2014	21:00:00	July 4, 2014	19:00:00	July 07, 2014
17	17.	July 7, 2014	July 7, 2014	21:00:00	July 8, 2014	19:00:00	July 14, 2014
18	18.	July 8, 2014	July 8, 2014	21:00:00	July 9, 2014	19:00:00	July 14, 2014
19	19.	July 9, 2014	July 9, 2014	21:00:00	July 10, 2014	19:00:00	July 14, 2014
20	20.	July 10, 2014	July 10, 2014	21:00:00	July 11, 2014	19:00:00	July 14, 2014
22	21.	July 14, 2014	July 14, 2014	21:00:00	July 15, 2014	19:00:00	July 21, 2014
23	22.	July 15, 2014	July 15, 2014	21:00:00	July 16, 2014	19:00:00	July 21, 2014
24	23.	July 16, 2014	July 16, 2014	21:00:00	July 17, 2014	19:00:00	July 21, 2014
25	24.	July 17, 2014	July 17, 2014	21:00:00	July 18, 2014	19:00:00	July 21, 2014
27	25.	July 21, 2014	July 21, 2014	21:00:00	July 22, 2014	19:00:00	July 28, 2014
28	26.	July 22, 2014	July 22, 2014	21:00:00	July 23, 2014	19:00:00	July 28, 2014
29	27.	July 23, 2014	July 23, 2014	21:00:00	July 24, 2014	19:00:00	July 28, 2014
30	28.	July 24, 2014	July 24, 2014	21:00:00	July 25, 2014	19:00:00	July 28, 2014
32	29.	July 28, 2014	July 28, 2014	21:00:00	July 29, 2014	19:00:00	August 04, 2014
33	30.	July 29, 2014	July 29, 2014	21:00:00	July 30, 2014	19:00:00	August 04, 2014
34	31.	July 30, 2014	July 30, 2014	21:00:00	July 31, 2014	19:00:00	August 04, 2014
35	32.	July 31, 2014	July 31, 2014	21:00:00	Aug 1 2014	19:00:00	August 04, 2014

The above mentioned schedule could be added to, modified or cancelled based on programming requirements and in the event the Show is for any reason extended, cancelled or terminated early.

1. In case the calls and/or SMS (“Entry”) are made after the lines have closed, or calls are in progress when the lines are closed each day, or SMSs sent are not received by the timelines as defined above, the said Entry(ies) shall not be deemed as a valid Entry. Premium rates for SMS and calls shall be applicable. Please check with Airtel for the same. Roaming rates may apply. Please refer to Point 6 for charges applicable.
2. The cellular number from which the registration is received will be used to identify the Participant as a unique identification number. We urge participants to use numbers where they would be clearly identified as the Participant of the Contest. Each Participant shall be entitled to submit multiple entries. Entries sent each day shall be considered for the random selection process.
3. To participate in the Contest the Participant has to enter the correct answer by selecting the correct option and sending the entry in the manner prescribed in the grid below and as stated in the promos of the Contest:

This Contest is available to Airtel Cellular subscribers from the Telangana & Andhra Pradesh circles only. Any other subscribers will not be considered for the purpose of winner selection.

Mode of participation	Airtel Subscribers
IVR	509095 01-04
SMS	509095

4. How to answer through SMS? (Available only for Airtel Subscribers from the Telangana & Andhra Pradesh circles)
  - a. APM<Space>A/B/C/D to 509095
  - b. In case of error in SMS format, the response message will read “Invalid format. SMS APM<space>A/B/C/D to 509095. Charges upto Rs.5/SMS. T & C on mek.maatv.com”
  - c. The acknowledgement message will read “Thank you for participating in APM Contest. We will call you back on this number if you are shortlisted. Upto Rs. 5/SMS. T&Cs on mek.maatv.com”
5. How to answer through IVR (Available only for Airtel Subscribers from the Telangana & Andhra Pradesh circles)?
  - a. Call on 50909501 for option A, 02 for option B, 03 for option C and 04 for option D)
  - b. The call will end with a thank you note/play back option. Thank you message will inform Participants that if they are selected, they will be called back on the same number.

## 6. CHARGES:

SMS : Every SMS sent to the participation numbers will be charged as mentioned below:

Upto Rs.5 /- per SMS – 509095 (AIRTEL Subscribers).

SMS sent in the wrong format or with the incorrect answer are also chargeable.

IVR : All calls made to the participation numbers will be charged as below.

- Upto Rs.5/- per minute – 509095 (AIRTEL Subscribers from the Telangana & Andhra Pradesh circles)

\*Available only for AIRTEL mobile subscribers from the Telangana & Andhra Pradesh circles. T&Cs on mek.maativ.com

- Roaming charges may apply. Kindly check with Airtel, for the applicable rates

### **Episode Winner Selection**

1. A winner will be selected from all valid entries for each question. The selection of winner per episode will be as per the following schedule:

Epi No.	Question No.	Question Airing Date	Lines Open		Lines Close		Winner declaration date
			Date	Time	Date	Time	
1	1.	June 9, 2014	June 9, 2014	21:00:00	June 10, 2014	19:00:00	June 16, 2014
2	2.	June 10, 2014	June 10, 2014	21:00:00	June 11, 2014	19:00:00	June 16, 2014
3	3.	June 11, 2014	June 11, 2014	21:00:00	June 12, 2014	19:00:00	June 16, 2014
4	4.	June 12, 2014	June 12, 2014	21:00:00	June 13, 2014	19:00:00	June 16, 2014
5	5.	June 16, 2014	June 16, 2014	21:00:00	June 17, 2014	19:00:00	June 23, 2014
6	6.	June 17, 2014	June 17, 2014	21:00:00	June 18, 2014	19:00:00	June 23, 2014
7	7.	June 18, 2014	June 18, 2014	21:00:00	June 19, 2014	19:00:00	June 23, 2014
8	8.	June 19, 2014	June 19, 2014	21:00:00	June 20, 2014	19:00:00	June 23, 2014
9	9.	June 23, 2014	June 23, 2014	21:00:00	June 24, 2014	19:00:00	June 30, 2014
10	10.	June 24, 2014	June 24, 2014	21:00:00	June 25, 2014	19:00:00	June 30, 2014
11	11.	June 25, 2014	June 25, 2014	21:00:00	June 26, 2014	19:00:00	June 30, 2014
12	12.	June 26, 2014	June 26, 2014	21:00:00	June 27, 2014	19:00:00	June 30, 2014
13	13.	June 30, 2014	June 30, 2014	21:00:00	July 1, 2014	19:00:00	July 07, 2014
14	14.	July 1, 2014	July 1, 2014	21:00:00	July 2, 2014	19:00:00	July 07, 2014

15	15.	July 2, 2014	July 2, 2014	21:00:00	July 3, 2014	19:00:00	July 07, 2014
16	16.	July 3, 2014	July 3, 2014	21:00:00	July 4, 2014	19:00:00	July 07, 2014
17	17.	July 7, 2014	July 7, 2014	21:00:00	July 8, 2014	19:00:00	July 14, 2014
18	18.	July 8, 2014	July 8, 2014	21:00:00	July 9, 2014	19:00:00	July 14, 2014
19	19.	July 9, 2014	July 9, 2014	21:00:00	July 10, 2014	19:00:00	July 14, 2014
20	20.	July 10, 2014	July 10, 2014	21:00:00	July 11, 2014	19:00:00	July 14, 2014
22	21.	July 14, 2014	July 14, 2014	21:00:00	July 15, 2014	19:00:00	July 21, 2014
23	22.	July 15, 2014	July 15, 2014	21:00:00	July 16, 2014	19:00:00	July 21, 2014
24	23.	July 16, 2014	July 16, 2014	21:00:00	July 17, 2014	19:00:00	July 21, 2014
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2. A list of 5 shortlisted Participants will be selected by the randomizer. A telephonic call will be made to the Participant shortlisted 1st in the list of 5 shortlisted Participants. If the 1<sup>st</sup> call is unsuccessful, 2 more attempts each after 15 mins will be made to connect with the Participant, each after 15 minutes interval. In case all the 3 attempts are unsuccessful, call will be made to the next Participant on the list. In case all 3 attempts to all 3 shortlisted Participants are unsuccessful, another shortlist of 5 participants will be generated using the randomizer software.. The Shortlisted Participants will be asked to provide the following details:
- Name of the Shortlisted Participant
  - Age and date of birth of the Shortlisted Participant
  - Nationality of the Shortlisted Participant
  - City of the Shortlisted Participant

3. Calls to the Shortlisted Participant will be made in the order in which the randomizer has shortlisted the Participants. The Episode Winner of the Contest will be selected if the Shortlisted participant is 18 years or above and is an Indian citizen. A Shortlisted Participant who has already been declared as an Episode Winner of the Contest in any previous Episode of the Show will not be eligible to be declared as an Episode Winner for future Episodes. The Channel reserves the right to not award the prize money to the same Winner more than once.
4. The randomization process to select the Shortlisting Participant(s) will be undertaken with the help of randomizer software developed specifically for the purpose of selection. In the event of a software failure, Channel management may adopt any other methodology or criteria to select the Shortlisted Participants, depending upon requirement and availability of time.
5. Timelines and methodology of determining winners are subject to change based on programming / creative requirements, degree of participation, technical issues, force majeure reasons, etc.

### **Call back**

1. Channel and Company are not responsible if the call-back is not successful due to:
  - a. Line being busy
  - b. Congestion on the network
  - c. No answer received
  - d. Poor call conditions / unclear reception
  - e. Number engaged
  - f. Call drop
  - g. Other reasons that could render a call unsuccessful or terminate it.
2. In spite of making 3 attempts for all Shortlisted Participants, if the Company / Producer is unable to contact them, the Company shall not be held responsible by the Shortlisted Participant on grounds of not being contacted.
3. The selected Participant will receive a call from the Company / Producer and the selected Participant must provide with the details asked for by the Company / Producer immediately. The Company/ Producer will ask the Participant to confirm if he/she has sent the Entry for participation in the Contest. If the confirmation required or the other information asked for is not provided on the call, then the Company / Producer will call the Shortlisted Participant twice again after an interval of 15 minutes each, asking for the same details. Failure to provide such details during the third call shall lead to disqualification of such Participant from the selection process. The Company will attempt to arrange for the call backs between 9 am and 9 pm only.
4. The first person who answers the registered phone number and claims/confirms that he/she is the Participant, will be considered as the Participant as per the Rules

and Regulations of the Contest. The Company / Producer will not be responsible to determine the correct Participant in the event of more than one Home Viewer having participated from a particular number, or the incorrect person answers the call and claims to be the Participant, or refuses to permit the actual Participant to continue the call.

5. Company will use their best efforts to contact the selected Participant, but will not be responsible or liable in any way whatsoever if the Participant cannot be reached by telephone, on the number provided, in next 2 attempts after initial contact is made or after the first attempt of reaching the Participant
6. The following process will be followed by the Company / Producer once connected with the randomly selected Shortlisted Participants for the telephonic call-back:
  - a. Company will use their best efforts to contact the selected Participant, but will not be responsible or liable in any way whatsoever if the Participant cannot be reached by telephone, on the number provided, within the next 2 attempts at an interval of 15 mins each after initial contact is made or after the first attempt of reaching the Participant
  - b. In-spite of making 3 attempts for all Shortlisted Participants, if the Company / Producer is unable to contact them, the Company shall not be held responsible by the Shortlisted Participant on grounds of not being contacted.
  - c. If the receiver of the call confirms that he/she is the Participant, then the Participant will have to choose between Telugu & English language options.
  - d. The Company / Producer will then ask the Participant to provide his/her Name, Age, Date of Birth and Address and Nationality
  - e. The Company / Producer will confirm the details provided by the Participant
  - f. If the Participant is a minor and/or Participant's nationality is not Indian and/or has won in the previous questions of the APM contest, then only one further opportunity will be provided to such selected Participant to revise/confirm their answer, after which the call will be terminated and the Participant deemed disqualified and thus ineligible to receive the prize money.
  - g. A shortlisted participant is eligible to win the APM prize money only once during the entire contest of the season. If at any point, the Company determines that the Participant has already won in the previous questions then the Participant shall be deemed disqualified and thus ineligible to receive the prize money.
  - h. If the details match, the Episode Winner will be declared on the Monday's episode of the subsequent week.
8. The call back process made by the Company/Producer to the Shortlisted Participant will be recorded.



## **Winner Declaration and Pay-out**

1. The Shortlisted Participant selected as the Episode Winner is required to send self-attested copies of one of the following documents as valid name, citizenship and age proof to support the claim as per the call back process, by Registered AD post within 7 working days from date of the call.
  - a. Passport
  - b. Voter's ID
  - c. Driver's License
  - d. UID / Adhar card

In addition, the Participant is required to send self-attested copies of one of the following documents as valid address proof:

- a. Passport
- b. Voter's ID
- c. Driver's License
- d. Ration card
- e. UID / Adhar card

Apart from the above documents the Shortlisted Participant would also need to share a bank certificate on the respective banks letter head verifying the account details for Shortlisted Participant.

2. In addition, the Episode Winner is required to send in a self-attested copy of his / her PAN card. PAN card copy and bank certificate (verifying the Winner's bank account credentials) are compulsory for pay-out. After receipt and verification of the following documents, the Company will send the Winner a copy of a Release Form which needs to be signed by the Winner and returned to the Company. The payment will be issued only on the basis of receipt of a signed Release Form.
3. The documents should be sent to the following address, by Registered AD post only:

Airtel Prasna Maadi Padivelu Meedi Contest  
C/o. Programming Department  
Maa Television Network Limited,  
Plot No-6-3-663/B, M.R.L. House,  
Behind Topaz Building,  
Punjagutta,  
Hyderabad – 500 082.

The Company will not be responsible in case of any delays or loss of the documents in transit and no requests / complaints will be entertained with respect to the same.

4. Upon completion of successful verification, the Participant will be declared as the Episode Winner and will be paid out as per the standard payment process followed by the Company. Tax will be deducted at source for any such payment, as per applicable rates.

#### **IV. GENERAL TERMS AND CONDITIONS**

##### **Participants**

1. Participation in the Contest by sending Entries in any manner as described herein shall be considered to be acceptance of these Rules and Regulations.
2. Contest is open to citizens of India who have completed 18 years of age on the date of participating in the Contest, and the citizen should be of sound health and mind.
3. Persons must enter the Contest on their own behalf and entry(ies) by proxy will not be accepted, even for their immediate family members.
4. An entry is not transferrable.
5. Employees of the Company, Producer, the advertising agency, appointed from time to time, other related parties, employees of the main sponsors and members of their immediate family; persons other than Indian nationals, or Indian nationals living out of India, or those who do not qualify under the definition of resident of India as per the Income Tax Act, 1961 or those not conversant in spoken Telugu, are ineligible to enter the Contest. Failure to provide proof or affidavit of eligibility, including the correct date of birth within the defined time, upon request by the Company may result in disqualification and non-payout of prize. The Company also reserves the right to disqualify a Participant in case a discrepancy is found to exist in the information furnished/provided/stated by the Participant during the conversation with the Producer / Company or any of the Company's sub-contractors and vendors used by them in the Contest, and in the information stated in the documents furnished by the Participant.
6. The Participant hereby represents that he / she is not under any exclusive contracts with any other third party / agency or is not under any kind of disqualification under law to participate in the Contest, as the case may be.
7. The Participant shall undertake, warrant and guarantee to the Company that the Participant has the full legal capacity to participate in the Contest in accordance with these Contest Rules.
8. The Participant(s) shall acknowledge that he/she has voluntarily chosen to participate in the Contest at his / her free-will and is willing to bear all risk, costs & consequences arising from such participation in the Contest.
9. If entries are received for participation, it is assumed that the person sending in the entry has provided us with permission to send SMSs to or call him / her, whether or not such sender is registered on the National Do Not Call registry

##### **Information**

10. Participant is required to furnish necessary supporting documentation which is in English language only (refer list of documents in Winner Declaration and Pay-out section or any such document as requested by the Company) to confirm the eligibility of the Participant.
11. Participant (s) is / are required to send the necessary supporting documentation to the Company within 7 working days from receipt of the call via Registered AD post only. Failure to comply with the above, will result in disqualification and subsequent

ineligibility to receive the prize money. Proof of delivery to Company is not eligible as a proof of receipt by the Company.

12. Company may, at its discretion contact the Participant(s), if required, for any clarifications needed for the information provided in the participation entry.
13. The Company has the right at any time to require proof of identity and/or eligibility. Failure to provide such proof within a reasonable time could result in disqualification from the Contest and subsequent ineligibility to receive the prize money.
14. In case there is any mismatch of Participant(s) details in any round of the Contest, the Participant(s) will be disqualified and subsequently become ineligible to receive the prize money.
15. Disbursement timelines of prize money will be at the discretion of the Company as per its standard day-to-day operating payment procedure.
16. All personal details and information requested by and supplied to the Company by each Participant must be truthful, accurate and in no way misleading. The Company reserves the right to disqualify any Participant from the Contest at its sole discretion, should the Participant at any stage supply untruthful, inaccurate or misleading personal details and/or information.
17. If at any time, including after disbursement of prize, any information submitted by the Participant(s) is found to be incorrect, false, or otherwise misrepresented or misleading, the Participant(s) shall be liable to refund all amounts received from the Company.

### **Speaking to the media and third persons**

18. None of the Participants shall, without the prior written approval of the Company, speak to the press or any other media or any third person, nor give any interviews or comments relating to any aspect of the Contest or write blogs, post any messages in social networking or any site including but not limited to Facebook and Twitter. The Participant shall not disclose any information whatsoever relating to the Company, or the Contest to any other party.

### **Telephony**

19. In the event the Participant uses a phone not registered in his name for participation, the Company will not be responsible to track the Participant.
20. In case the Company is unable to reach the Participant, the participation entry will be deemed as invalid.
21. In the event it is not possible to determine with certainty the person who participated from a particular telephone number, that entry would be disqualified. Participants are requested to use phone numbers which are unique to them and where they do not foresee such difficulties.
22. Company / Producer shall not be liable for any failure of the IVR or SMS server or system, or incomplete entries submitted by Participant(s).
23. Post submission of the entry via SMS or IVR, the Participant(s) will not be permitted to modify / alter / change answer submitted.
24. Only the Entries received after the Contest questions are broadcast on the Channel will be considered valid. Time of receipt of Entry will be the time of receipt at the servers of the telephony partners contracted by the Company. For IVR, the call

start date and time will be considered.

25. The Company shall endeavor to make all reasonably practicable arrangements to minimize telephone system difficulties, ensure uptime of systems, back-up of data, telephone system capacity, and prevent other technical impediments, but can make no guarantee thereof.
26. Company and its sub-contractors are not responsible for delayed receipt or non- receipt or incomplete receipt or corrupt receipt of participation entries.
27. The Company shall not be responsible and/or liable in any manner whatsoever in case the Participant(s) are unable to participate in the entry process due to failure on the part of the telecom operator, facility provider, etc, or due to capacity constraints.

### **Winner Declaration**

28. Decision by the Company with respect to selection of Winner, shortlisting of Participants in terms of numbers, methodology, timelines and prize money will be binding on all Participants.
29. The Participant(s) understand that their selection will be based on a random selection through a software. No claims / requests to review records of the same will be entertained.
30. The Company will not entertain and permit the Participant(s) or any of their representatives to check / audit / challenge the logic of the randomizer or selection software.
31. At no point of time will the Company/Producer be obliged to notify unsuccessful Participants of its decision.
32. All attempts will be made to protect Contest entry data from loss and corruption, but in the event such data loss happens, and because of the intricate timelines of the selection process, Company may have to continue with whatever data is available, or in any other manner as it may deem reasonable.

### **Intellectual property rights and access to personal information**

33. On request of the Company, the Participant(s) shall also make arrangements for the Company to have access to his / her residence, work place, favorite hangouts, pets, etc. and obtain necessary permissions from his / her parents, siblings, friends, colleagues to be photographed, interviewed and to record or click their photographs, videos etc.
34. The Episode Winner(s) 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 winner(s). Further, the Winner(s)/Participant(s) shall at no point of time refuse or disagree to participate in any such Promotional Activity for any reason whatsoever if required by the Company.
35. Acceptance of the Terms & Conditions by the Participant constitutes permission for the Company, and its affiliates to click photographs, record videos of the Participant(s) and use the Participant(s) name, photographs, likeness, voice and comments for advertising and promotional purposes in any media worldwide for

purposes of advertising and trade without any additional compensation whatsoever. All videos, photographs, screenplay, etc., shall be the intellectual property of the Company alone and shall be held till perpetuity.

### **Questions and answers**

36. The Company or the Producers will not entertain any claims / questions / queries with respect to the authenticity or correctness of any questions and answers for the questions asked in any round of the Contest
37. The Company's decision on the correctness or incorrectness of any answer is final and binding on all Participants

### **Prizes**

38. The Episode Prize which can be won in the Contest is Rs.10,000/- (Rupees Ten Thousand Only).
39. Any and all taxes and/or levies applicable on the prize money won by the Participants, under the laws of India shall be borne by the Participants in relation to the Episode Prize. These taxes will be deducted prior to making the payment by the Company.
40. The Company may refuse to pay the Prize or reclaim all sums paid to Participant(s) in the event of his/her fraud, dishonesty or non-entitlement to participate in the Contest under the Rules.
41. Company reserves the right to revise the prize money for the Episode as per their discretion.

### **General terms**

42. The procedures for participation in the Contest are subject to the Rules and Regulations stated herein. Non-conformance by any Participant(s) to these Rules and Regulations of the Contest will disqualify them from participation or Prize, immediately, as the case may be.
43. In the event of any fault, misunderstanding or dispute concerning any part of the Contest, and/or the operation of the telephone system, Call-backs, the selection of Winners at any stage, or the validity of any question or answer options, the decision of the Company shall be final and binding on all Participants.
44. The Company reserves the right to amend (add, delete or modify) the Rules & Regulations governing the Contest, prospectively or retrospectively, at its discretion and without prior notice, in order to improve the Contest or remedy any issues that occur. The Company is not liable to inform the Home viewers, the Participants or the Winner about the amendments to the Rules and Regulations.
45. The Company has the right at any time to terminate the Contest without any prior intimation or notice to the public and also the Company is not obligated in any manner whatsoever to compensate any person or persons who propose to participate in the Contest.
46. All participations shall be subject to completion of the procedures by the Participant as per instructions received on the Channel / by the Company.

47. Participation shall be deemed to be consent by the Participant to receive promotional messages about the Contest of the Company from the Company or any third party so authorized by the Company.
48. Company shall keep all the information collected from the Contestants confidential and shall share the same with the Producer for the purpose of inviting the Contestants, if selected. Company shall ensure that the Contestants are contacted by the Producer or on behalf of the Producer only for the purpose present Program and all such information collected by the Company/Producer shall be destroyed if the Contestant's are not selected. Company shall not share the information so collected with any party, save and except for the purpose of the present Competition. The Contestants by providing the aforesaid sensitive personal information hereby agree that the company shall have the right to share the information so collected with such other third party and the Producer as required for the purpose of the Competition and hereby agreed that they shall not file any claim against the Company for sharing for such personal information.
49. If the operation of the Contest (including without limitation the operation of the related telephone systems, call centre operations, and software systems); the recording; broadcast of any/all of the Show is prevented by an event of force majeure, the Company may cancel all or any part of the Contest/Show, or take such other decision as it deems fit.
50. The Company reserves the right to re-schedule the date(s) of participation, call-backs, and broadcast, at its discretion.
51. In case the Winner(s) is / are found to be in violation of any and all rules of the Contest, the Company reserves the right to initiate legal proceedings against such person(s) including but not limited to having the concerned winner to refund the prize money won with penalty interest as deemed fit by the Company.
52. If Participants are unclear as to the Rules and Regulations he/she will have to send an email to mekresponse@maatv.com. The Company shall endeavor to the best of its ability to respond thereto. The above shall not, however, be a ground for extension of time / deadlines as specified herein.
53. The Company / Producer reserves the right to change the structure of the Contest as it sees fit including without limitation by adding / reducing / altering rounds to the Contest.
54. If any provision of these Contest Rules is held by any court or other competent authority to be void or unenforceable in whole or part, the other provisions of these Rules and the remainder of the affected provisions shall continue to be valid.
55. These Rules and the Contest shall be governed by and construed in accordance with the laws of India and the Participants submit irrevocably to the jurisdiction of the Courts in Hyderabad alone.
56. Participation does not guarantee the selection as Winner and such selection shall be as per the sole discretion of the Company or its affiliates
57. The Company / Producer of the Contest is empowered to take a decision on any case not covered by the present Rules and Regulations

### **Liability**

58. The Company and/or the Channel 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 any Participant(s) and/or the Winner (s) in any manner whatsoever, in relation to the Contest and/or prize.

59. The Company, Producers, the advertising agencies, the sub-contractors used by Company for the Contest, and any person or entity connected with the production (including the format owners and the broadcasters of the Show), the Contest or the Show (the "Relevant Parties") shall be under no liability whatsoever to the Participants, in respect of any loss, damage suffered by the Participants arising from or pursuant to the Contest or for any and all loss, damage, cost, expense or injury to life or property sustained by the Participants at any stage of the Contest. Notwithstanding the generality of the foregoing, the Relevant Parties expressly exclude liability for all direct, indirect and consequential loss or damage, including but not limited to loss or damage to other equipment or property or for loss of profit, business, revenue, goodwill or anticipated savings pursuant to the Contest. In no event will the measure of damages include, nor will the Relevant Parties be liable for, any amounts for indirect, incidental, consequential, or punitive damages of any party, including third parties; or for damages attributable to the Participants; or circumstances beyond the Relevant Parties including the Producer's reasonable control.
60. The Winner(s) and/or the Participant(s) of the Contest agrees that he/she shall hold harmless the Channel, Company, its employees, officers, sub-contractors or any other person in connection with the prize won by him/her and/or in relation to the Contest including but not limited to the procedure in the Contest and shall also not file in person/ through any family member and/or third party any applications, criminal and/or civil proceedings in any courts or forum in India against sponsor and/or the Channel/Company to claim any damages or reliefs.
61. The Company / Producer or any of its affiliates will not be liable for any loss of earnings, employment or otherwise caused to the Participant and arising as a result of his/her participation in the Contest.
62. Company / Producers and its sub-contractors cannot and shall not be held accountable / liable for any disruptions / stoppages / interruptions or cancellation of the Contest on account of any factors beyond their control.
63. Company / Producer and its sub - contractors shall not be held responsible or accountable to any of the Participant(s), for any loss, injury or any other liability which may arise, while participating in the Contest. The Participant(s) agree to release, discharge, and covenant, not to sue the Company or any of its associate agencies and each of their respective officers, directors, agents, representatives and employees, and/or any other agencies or individuals connected with the Contest in any manner, from any and all claims, actions, damages, liabilities, losses, costs and expenses, in any way arising out of or resulting from the Participant(s) involvement in the Contest
64. The Participant(s) hereby agree to indemnify the Company or its affiliates against any claims that might arise from their actions or omissions while participating in the Contest
65. The only way to enter the "Airtel Prasna Maadi Padivelu Meedi" contest is through participation in the contest as described in Rules and Regulations. There is no other way of entering the contest. This entire process is transparent and monitored by an independent validator. Any person claiming that he/she can help / get you win for a consideration is defrauding you. Please contact your local police and report this person immediately.