

‘JHALAK DIKHLA JAA 7’

VOTING RULES AND REGULATIONS

The Voting Rules and Regulations shall be binding on each individual, who participates in VOTING ACTIVITY (“**Poll**”) by casting his/her vote, using the Voting Mechanism, for the Team competing in the program titled ‘**JHALAK DIKHLA JAA 7**’ (“**Program**”) which is produced by Viacom18 Media Private Limited (“**Viacom18**”) and is aired on Viacom18’s television channels “Colors” and “Aapka Colors” (hereinafter collectively referred to as “**Channel**”), as per the Principal Voting Rules and Regulations and General Rules (hereinafter collectively referred to as “**Rules and Regulations**”) stated hereunder:

PRINCIPAL VOTING RULES AND REGULATIONS:

1. The Program is a dance competition where famous personalities/celebrities are paired with professional choreographers (“**Team**”). Each Team competes against the other Team(s). A total of 12 Team(s) shall compete in the Program, as per the format of the Program, and proceed to next levels of the competition of the Program. The final scores of the Teams will be average of the previous week’s points given by the judges (on the basis of the Team’s performance in the previous episode) and number of votes received by Viacom18, within the Voting Cycle, for such Team. Every week and/or as per any other timeline in accordance with the format of the Program, the lowest scoring Team will get eliminated from the Program and other remaining Team(s) will be eligible to further participate in the subsequent episode(s) of the Program and/or be part of further competition in the Program, in accordance with the format of the Program. It is further clarified that the elimination is purely based on the average of the previous week’s judges’ scores and votes received. In accordance with the format of the Program, Viacom18 and/or the Channel shall be entitled to, at its discretion any time during the telecast of the Program re-introduce the eliminated Team(s) or introduce fresh Team(s) (“**Wild Card Entries**”), Viacom18 and/or the Channel reserve the right to modify the format of the Program and accordingly the Voting Rules and Regulation, at any time, at its discretion, during the telecast of the Program, or at any other time at its convenience.
2. The Channel will telecast an episode of the Program at the timings stated below:
 - (i) Every week on Saturday and Sunday at 21:00 hours.
3. The votes, for each of the episode, should be sent only during the timelines, as more particularly mentioned in rule 12 below. Votes sent outside of the timelines, shall not be considered and shall be deemed null and void.
4. To participate in the Poll, the viewers **must** watch the episodes of the Program being telecast on the Channel on every Saturday and Sunday, on the times as mentioned in rule 2 above. The viewers by participating in the Poll will get an opportunity to cast their vote for any Team(s) participating in that episode(s) of the Program.

5. The viewers interested in the Poll can participate by choosing any of the 2 (Two) mechanisms as mentioned below and shall be subject to the respective mechanism's requirements and rules:
- 6.1 Internet Mechanism: viewers will be required to have an account on either of the following websites for this purpose: (i) www.facebook.com, (ii) www.twitter.com, (iii) www.yahoo.com, (iv) www.gmail.com, (v) www.in.com. Once logged into their accounts on any of the aforementioned websites, viewers in all parts of the Territory except for the USA will be required to log on to www.colors.in.com/jhalak and follow the directions listed therein in order to cast their vote. Viewers in the USA will be required to log on to www.aapkacolors.com/jhalak and follow the directions listed there in order to cast their vote.
- 6.2 SMS Mechanism: By sending text message of Team's Keyword to 56882 ("Sms") and casting the vote;

All the above mechanism together shall hereinafter collectively be referred to as "**Voting Mechanism**".

6. A viewer interested to cast his/her vote, by using **Internet Mechanism**, will be subject to the following:
 - 6.1. only viewers residing in India, United States of America (USA), United Kingdom (UK) and the Middle East and North Africa (MENA) region (which term shall include all MENA countries over which the Channel footprint extends) ("**Territory**") can participate through Internet Mechanism;
 - 6.2. the viewer needs to go to the Website and as per the details mentioned therein should login by using either his/her Facebook or Twitter or Yahoo or Gmail login or in.com's user and email ID. If a viewer does not have an existing user ID and password, he/she can create a new valid email ID by entering the mandatory fields required;
 - 6.3. once the viewer successfully logs to the required page of the Website, he/she can cast his/her vote for the Team he/she desires for a particular episode of the Program, as per the details mentioned on the Website and Rules and Regulations mentioned here. The vote should contain the keyword assigned to each of the Team of the Program, for each respective episode of the Program.
 - 6.4. after casting the vote, as per the Rules and Regulations mentioned here, the viewer should log-into the respective domain page (i.e. facebook, twitter, yahoo, gmail or in.com) and sign out/log out without fail. Any failure or usage of domain page by any authorized party, will not be considered by Viacom18 or the Channel to allow a viewer to vote again or withdraw any vote.
 - 6.5. The viewer will not be charged for login onto the page of the Website to cast the vote, however, there will be cost levied, at the applicable rate, by the network provider for using internet connection which should be checked by the viewer at his/her sole responsibility.
7. A viewer interested to cast his/her vote, by using **SMS Mechanism**, will be subject to the following:
 - 7.1. only viewers residing in India can participate through SMS Mechanism;
 - 7.2. the viewer needs to use a valid phone number, registered either with the network operators viz. **Aircel, Airtel, Idea, Reliance, Tata, Uninor, Videocon, Vodafone**;
 - 7.3. the viewer can cast his/her vote for the Team, he/she desires for a particular episode of the Program, by sending text message containing the keyword assigned to each of the Team of the Program, for each respective episode of the Program to the number 56882, as per the details

mentioned on the Application and Rules and Regulations mentioned here (for illustration purposes, to vote for Puja Banerjee, the viewer must send an SMS containing the Keyword “PUJ” to 56882).

- 7.4. Each sms shall be chargeable, at the applicable rate i.e. Rs.3/- as on date of upload of the rules and regulation, and any change in the charge of sms (due to law or network operators policy) shall be checked by the viewer at his/her sole responsibility.
8. For the purposes of the Poll of the Program, the keyword assigned to each of the Team of the Program, for the respective episode of the Program, as given below:

Sr. No.	Name	Keyword
1	Puja Banerjee	PUJ
2	Sophie Choudry	SOP
3	Mouni Roy	MOU
4	Shakti Mohan	SHA
5	Sreesanth	SRE
6	Kiku Sharda/Palak	KIK/PAL
7	Karan Tacker	KAR
8	Andy	AND
9	Ashish Sharma	ASH
10	Akshat Singh	AKS
11	Purab Kohli	PUR
12	Kritika Kamra	KRI
13	Sukhvinder Singh	SUK

Eg. If a user wants to vote for Puja Banerjee, he/she must select PUJ. Only the above 3-letter Keywords will be considered as valid votes.

9. The viewer should cast his/her votes for a particular Team, for respective episodes of the Program, during a particular Voting Cycle (as defined below) and any vote casted after the Voting Cycle shall neither be considered as vote for that episode nor for the next Voting Cycle.
10. Viewer(s) interested in voting for their favorite Team(s) in a particular episode of the Program, must send in their entries within the time period stated herein below:

For every episode, the period starting from Voting Start Date and Time and ending on Voting End Date and Time will be considered as voting cycle for that particular episode (“**Voting Cycle**”). The Poll will start from 9PM on Saturday and End on 9AM on Sunday for the Teams performed on Saturday and the voting will again start from 9PM on Sunday and continue till 9AM on Monday for Teams performed on Sunday. For the sake of clarification the voting lines shall remain open for a period of 12 hours from the time of telecast of each episode. For eg If the episode is telecast on Saturday 16th June, 2013 at 21:00 hrs then the voting lines will remain open

till Sunday 9:00 hrs. Similarly for the episode telecast on Sunday 17th June, 2013 at 21:00 hrs, the voting lines will remain open till Monday 09:00 hrs.

Territory	Saturday Episode			
	Voting Lines Open		Voting Lines Close	
	Local Time	IST	Local Time	IST
India @ 9pm	Saturday 21:00:00 Hrs	Saturday 21:00:00 Hrs	Sunday 09:00:00 Hrs	Sunday 09:00:00 Hrs
UAE @ 9pm	Saturday 21:00:00 Hrs	Saturday 22:30:00 hrs	Sunday 09:00:00 Hrs	Sunday 10:30:00 hrs
UK @ 9pm	Saturday 21:00:00 Hrs	Sunday 01:30:00 hrs	Sunday 09:00:00 Hrs	Sunday 13:30:00 hrs
USA @ 9pm	Saturday 21:00:00 Hrs <u>ET</u>	Sunday 06:30:00 hrs	Sunday 09:00:00 Hrs <u>ET</u>	Sunday 18:30:00 hrs
Territory	Sunday Episode			
	Voting Lines Open		Voting Lines Close	
	Local Time	IST	Local Time	IST
India @ 9pm	Sunday 21:00:00 Hrs	Sunday 21:00:00 Hrs	Monday 09:00:00 Hrs	Monday 09:00:00 Hrs
UAE @ 9pm	Sunday 21:00:00 Hrs	Sunday 22:30:00 hrs	Monday 09:00:00 Hrs	Monday 10:30:00 hrs
UK @ 9pm	Sunday 21:00:00 Hrs	Monday 01:30:00 hrs	Monday 09:00:00 Hrs	Monday 13:30:00 hrs
USA @ 9pm	Sunday 21:00:00 Hrs <u>ET</u>	Monday 06:30:00 hrs	Monday 09:00:00 Hrs <u>ET</u>	Monday 18:30:00 hrs

11. The viewers who use the Internet Mechanism or SMS Mechanism understand that as per the Rules and Regulations, the maximum number of votes that he/she can cast, for their favorite Team per episode, during the Voting Cycle, is limited to a maximum of 100 votes per user mobile number and e-mail id. In the event any viewer is using both Internet Mechanism and SMS Mechanism, then the total number of votes that he/she can cast, for their favorite Team per episode, during the Voting Cycle, is limited to a maximum of 100 votes per user Mobile Number and e-mail id. In the event, any viewer is using Sms Mechanism, the maximum number of votes that he/she can cast by sending text, for their favorite Team per episode, during the Voting Cycle, is limited to a maximum of 100 votes per valid and registered phone number.
12. The votes sent after the first 100 votes of any user and email ID or phone number, shall not be counted and will be considered null and void. Thus, for e.g., a viewer has sent 110 votes per episode, during the Voting Cycle, then the vote casted by the viewer vide his/her user and e-mail id after the 100th vote i.e. 101st to 110th for that particular episode during that particular Voting Cycle will not be counted and would be considered null and void.
13. The vote through any of the Mechanism will be deemed to have been casted and and has received an acknowledgment of receipt of his/her vote shall be considered for counting only when such vote reaches the server of the concerned telecom/mobile/internet operator. Any unclear/incorrect/incomplete vote, including wrong characters in SMS or absence of valid user and e-mail id, incomplete vote, incomplete keyword of team, shall be considered invalid vote and deemed null and void.

14. Neither Viacom18 nor the Channel shall be responsible in case of any kind of network problem, technical failure whatsoever and/or the data charges/costs charged by the network operator(s) and/or any other problems which may occur due to the failure of the Mechanism or misuse of the Mechanism or any kind of problems in connection thereto. Any dispute in connection to the same should be settled directly between the viewer/subscriber and the operator(s) without involving Viacom18 and/or the Channel in any manner.
15. Neither Viacom18 nor the Channel shall be responsible for any unauthorized access to user data and/or for any compromise on private / confidential user related, or any other data, including but not limiting to user ids, email address, names, or any other user related details.
16. In case of any network failure, technical problem and/or for any reasons whatsoever, Viacom18 reserves the right to change the voting system/Voting Mechanism and/or cease from accepting votes of the viewers for any and/or all the episode(s) of the Program, or take such necessary steps as it may deem fit.
17. Upon the viewer's voting for the favorite Team(s), the user and email id or phone number from which the viewer(s) has voted during the Voting Cycle would get registered with the respective network provider(s) who will collate the total number of votes received for each Team and send the same to Viacom18.
18. The viewer(s) can cast their votes for only those Team(s) of the Program who have participated in that episode of the Program. Any votes sent by the viewers for the Team(s) who were not a part of that particular episode due to elimination or for any other reason whatsoever, will not be considered and shall be null and void.
19. The judges of the Program shall have the sole discretion to bring any eliminated Team(s) back in the Program as a wild card entry for participation in the further rounds of the Program and thereafter such wild card entry shall be subject to the voting pattern stated in this Rules and Regulations. In no event shall the Team(s) or the viewer(s) dispute the decision made by the judges of the Program, Viacom18 and/or the Channel in this regard.
20. It is expressly stated that this is a Poll to enable the viewers to choose their favorite Team(s). Therefore, there are no winners being declared or any prize(s) being distributed for participating in the Poll.
21. The elimination of the Teams and/or the decisions made by judges of the Program, Viacom18 and/or the Channel shall be final and binding and in no event shall the viewer(s) dispute the decision made by the judges of the Program, Viacom18 and/or the Channel.

GENERAL RULES

1. Viacom18 or the Channel reserves all rights to make amendments to the existing Rules and Regulations of the Poll, or withdraw the Poll, change the schedule of the episodes of the Program, Teams of the Program, the Voting Mechanism, any details of the Program etc, at any time, without

prior notice to the viewer, for any reason whatsoever. It shall be the sole responsibility of the viewers to check the Rules and Regulations of the Poll for the Program on the website of Viacom18.

2. The viewer interested in participating in the Poll must be above the age of 18 years.
3. The voter(s) of the Poll agrees that he/she shall hold harmless the Channel, Viacom18, its employees, officers or any other person in relation to any injury/damage/harm/loss suffered by him/her, in any manner, whatsoever in connection with the Poll 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 anywhere in the World against the sponsor and/or the Channel and/or Viacom18 to claim any damages or relief's or otherwise.
4. The Channel and/or Viacom18 is in no manner whatsoever responsible and/or shall not be held liable in any manner whatsoever, for any injury, death, mental trauma caused to the viewer/voter in any manner whatsoever, in connection to the Poll.
5. Viacom18 and/or the Channel reserves the right to disregard the vote(s) in the event Viacom18 observes any irregularity in the voting pattern of the vote(s) sent by the viewer(s) and/or if Viacom18 in its knowledge has reason to believe that the viewer(s) has acted in a fraudulent manner and/or engaged in any deceitful activity in sending the said vote(s).
6. Employees of and/or consultants of and/or persons hired on contract by the Channel, Viacom18 and the main sponsors of the Program, if any, and the members of their immediate family are ineligible for voting for the Program through this Poll.
7. By the act of voting by the viewer(s) it is deemed that the viewers have gone through these Rules and Regulations and agrees that he/she shall hold harmless the Channel, Viacom18, its employees, officers or any other person in relation to any injury/damage/harm/loss suffered by him/her, in any manner, whatsoever in connection with the Program and/or otherwise and shall also not file in person and/or through any family member and/or third party any applications, criminal and/or civil proceedings in any courts or forum anywhere in the World against the Channel and/or Viacom18 to claim any costs, damages and/or relief's or otherwise.
8. All decisions made by Viacom18 and/or the Channel shall be final and binding on all the viewers and in no event shall the viewer and/or the voter shall dispute the decision made by Viacom18, Channel and/or its employees in connection to the same.
9. The elimination of the participant(s) and/or the decision(s) made by the Channel and/or Viacom18 regarding the Program shall be final and binding on all the viewers and in no event shall the viewer(s) dispute the decision made by Viacom18, Channel and/or its employees in connection to the Program or otherwise.
10. By voting it is deemed that the viewers have read, understood, accepted and agree to abide with all the Rules and Regulations of the Poll.

11. The terms of this Rules and Regulations shall be construed in accordance with the laws of India and incase of any dispute or any other matter arising in reference to the Poll shall be governed by the laws of India and jurisdiction of Mumbai court.