

TERMS & CONDITIONS GOVERNING PARTICIPATION IN KAUN BANEGA CROREPATI – BHIM GOLDEN WEEK

A. CONTEST DESCRIPTION:

"Kaun Banega Crorepati – BHIM Golden Week" is a skill based online quiz contest ("**Contest**") organized as a part of the show "Kaun Banega Crorepati" which is being produced by and broadcasted by Culver Max Entertainment Private Limited ("**Broadcaster/Company/CMEPL**") for initial exhibition on the channel Sony Entertainment Television ("**Channel**") and which is being hosted by National Payments Corporation of India. ("**NPCI**") and can be played through the BHIM application

DEFINITIONS:

For the purposes of the Terms & Conditions, the expressions used as shown herein-under shall have the meaning ascribed to them as shown herein-below:

- a. **"Auditions"**: means the ground or online auditions held on certain dates and cities as informed to the selected Contestant(s).
- b. **"Auditionee(s)"**: The Participant(s) who is selected for participation in the Auditions.
- c. **"Back-up Participant(s)"**: The Auditionee(s) selected to participate in the Fastest Finger First round of the Show, only in case any selected Participant(s) does not appear for the shoot at the Studio, for any reason.
- d. **"Broadcaster" or "CMEPL" or "Company"** means Culver Max Entertainment Private Limited.
- e. **"Contestant(s)"** means the Participant(s), Back-up Participant(s), Hot Seat Contestant(s) all collectively referred to as "Contestant(s)".
- f. **"Kaun Banega Crorepati – BHIM Golden Week" or "Contest"** shall mean the special activity conducted on the BHIM application where in Participants can participate by clicking on the Contest banner available on the BHIM application and website between September 01, 2025 12AM and October 17, 2025 11:59PM. After clicking on the banner the Participant(s) will be re-directed to the App where they will be required to submit their profile details and answer the question of the day.
- g. **"Participant(s)"** means any individual who (i) has accessed the BHIM application and clicked on the contest banner (ii) attempted at least one question in the Kaun Banega Crorepati - BHIM Golden Week (iii) is above eighteen (18) years of age as on September 01, 2025; (iv) is a citizen of India and is residing in India, (v) is of sound mind and health (vi) has successfully filled the registration form between September 01, 2025 12:00 AM and October 17, 2025 11:59PM and (vii) participates in the Kaun Banega Crorepati - BHIM Golden

Week event in accordance with the Terms & Conditions stated on NPCI's website. For avoidance of doubt, employees of NPCI, CMEPL, or the advertising agency which has been appointed from time to time, and also employees of the 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 Hindi, are ineligible to enter the Show and in case they do participate or register to participate by misrepresentation, the CMEPL shall in its sole discretion disqualify and discontinue such participation.

- h. **Personal Information**": The term 'Personal Data' shall mean and include but is not limited to the name, phone number, photo identity documents such as passport, driving license, PAN, Aadhaar, document for age verification such as birth certificate, ration card, voter identity card or other details pertaining to the identity of the Participant (s).
- i. **"Reservation Criteria"** means a pre-defined criteria used by the Broadcaster to shortlist the Contestants for the Show. The criteria is decided as per the Broadcast Audience Research Council India viewership data for All India markets for 'Sony Entertainment Television' channel. over a period of Week 05'2025 – Week 12'2025 | Mon-Fri 0000-2359. The rules regarding the selection and all the decisions on the same will be taken solely by the Broadcaster.
- j. **"Show"** means the television series titled ***"Kaun Banega Crorepati – Season 17"*** produced by CMEPL and telecasted on its channel SET;
- k. **"Stipulated Time"** for the purposes of the Contest shall mean the period until which the Company permits a Participant to answer any question forming part of the Contest; The Stipulated Time of a particular question is from 12:00:00 AM of the day on which such question is displayed on the App to 11:59:59PM of the same day.
- l. **"Sony Liv" or "App"** means the Company's platform accessible as an application and through which registrations for the Contest will be conducted by the Company.
- m. **"Terms & Conditions"** means these terms and conditions governing the Contest, as stated herein in entirety and as may be amended by the Broadcaster and/or NPCI from time to time;
- n. **"Winners(s)"** shall mean Winner of the contest who will get the chance to play the Fastest Finger First Round during BHIM Golden Week of the Show.

B. ELIGIBILITY CRITERIA

In order to participate in the Contest, all the following conditions need to be fulfilled:

- Individuals should have accessed the BHIM application and clicked on the Contest banner

- Individuals should have attempted at least one (1) question during the Contest
- Individuals should have registered and / or participated in the Contest via the BHIM application only between September 01, 2025 12:00AM and October 17, 2025 11:59:59PM; and
- Individuals should be above eighteen (18) years of age as on September 01, 2025;
- Individual should be a citizen of India residing in India,
- Individual should be conversant in spoken Hindi
- Individual should be of sound mind and health;
- such individual is not an employee or an immediate family of the employees of NPCI, CMEPL, sponsors or the advertising agency which has been appointed from time to time.
- such individual voluntarily agrees to enter into and participate in the Contest in accordance with the Terms & Conditions as defined in this document; and

C. PROCEDURE TO PARTICIPATE IN THE CONTEST:

1) Participation

- (i) In order to participate, the Participant(s) should have the BHIM and SonyLIV applications downloaded and installed on their mobile phones. Please note, the application download is free of cost, however data charges may apply. For further details on data charges, please contact your service provider.
- (ii) Eligible Participants can participate in the Contest by clicking on the Contest banner available on the BHIM application between September 01, 2025 12AM and October 17, 2025 11:59PM.
- (iii) The Contest banner will direct the Participant to the Contest page on the App where he/ she will be required to follow the below process:
 1. Select language
 2. Enter your mobile number. Please note that we will be able to get in touch with you only if the mobile number you have shared is registered with the service provider in India.
 3. An OTP will be sent on the same mobile number
 4. Enter OTP
 5. Enter your name
 6. Enter your email Id
 7. Enter your DOB from the calendar provided. Please note that only those Registrants will be considered for participation in the Show who have completed 18 years of age as on September 01, 2025.
 8. Choose your gender.
 9. Please select your area of residence as per the options provided (you should have documented proof for your address)
 10. Select your occupation.
 11. Please select your answer option (A/B/C/ D) for the general knowledge-based question to complete the registration process. Once you have

submitted the answers to all the questions, you will get see a confirmation screen confirming the registration.

Note – The profile related information from the Participant will be collected only once during the registration. However, the Participant can answer the general knowledge based questions everyday during the Contest.

- (iv) The Contest will be available as per the below schedule:

| Question | Details | Lines Open | | Lines Close | |
|----------|-------------|------------|---------|-------------|---------|
| | | Date | Time | Date | Time |
| 1 | Golden Week | 01-Sep-25 | 12:00AM | 01-Sep-25 | 11:59PM |
| 2 | Golden Week | 02-Sep-25 | 12:00AM | 02-Sep-25 | 11:59PM |
| 3 | Golden Week | 03-Sep-25 | 12:00AM | 03-Sep-25 | 11:59PM |
| 4 | Golden Week | 04-Sep-25 | 12:00AM | 04-Sep-25 | 11:59PM |
| 5 | Golden Week | 05-Sep-25 | 12:00AM | 05-Sep-25 | 11:59PM |
| 6 | Golden Week | 06-Sep-25 | 12:00AM | 06-Sep-25 | 11:59PM |
| 7 | Golden Week | 07-Sep-25 | 12:00AM | 07-Sep-25 | 11:59PM |
| 8 | Golden Week | 08-Sep-25 | 12:00AM | 08-Sep-25 | 11:59PM |
| 9 | Golden Week | 09-Sep-25 | 12:00AM | 09-Sep-25 | 11:59PM |
| 10 | Golden Week | 10-Sep-25 | 12:00AM | 10-Sep-25 | 11:59PM |
| 11 | Golden Week | 11-Sep-25 | 12:00AM | 11-Sep-25 | 11:59PM |
| 12 | Golden Week | 12-Sep-25 | 12:00AM | 12-Sep-25 | 11:59PM |
| 13 | Golden Week | 13-Sep-25 | 12:00AM | 13-Sep-25 | 11:59PM |
| 14 | Golden Week | 14-Sep-25 | 12:00AM | 14-Sep-25 | 11:59PM |
| 15 | Golden Week | 15-Sep-25 | 12:00AM | 15-Sep-25 | 11:59PM |
| 16 | Golden Week | 16-Sep-25 | 12:00AM | 16-Sep-25 | 11:59PM |
| 17 | Golden Week | 17-Sep-25 | 12:00AM | 17-Sep-25 | 11:59PM |
| 18 | Golden Week | 18-Sep-25 | 12:00AM | 18-Sep-25 | 11:59PM |
| 19 | Golden Week | 19-Sep-25 | 12:00AM | 19-Sep-25 | 11:59PM |
| 20 | Golden Week | 20-Sep-25 | 12:00AM | 20-Sep-25 | 11:59PM |
| 21 | Golden Week | 21-Sep-25 | 12:00AM | 21-Sep-25 | 11:59PM |
| 22 | Golden Week | 22-Sep-25 | 12:00AM | 22-Sep-25 | 11:59PM |
| 23 | Golden Week | 23-Sep-25 | 12:00AM | 23-Sep-25 | 11:59PM |
| 24 | Golden Week | 24-Sep-25 | 12:00AM | 24-Sep-25 | 11:59PM |
| 25 | Golden Week | 25-Sep-25 | 12:00AM | 25-Sep-25 | 11:59PM |
| 26 | Golden Week | 26-Sep-25 | 12:00AM | 26-Sep-25 | 11:59PM |
| 27 | Golden Week | 27-Sep-25 | 12:00AM | 27-Sep-25 | 11:59PM |
| 28 | Golden Week | 28-Sep-25 | 12:00AM | 28-Sep-25 | 11:59PM |
| 29 | Golden Week | 29-Sep-25 | 12:00AM | 29-Sep-25 | 11:59PM |
| 30 | Golden Week | 30-Sep-25 | 12:00AM | 30-Sep-25 | 11:59PM |
| 31 | Golden Week | 01-Oct-25 | 12:00AM | 01-Oct-25 | 11:59PM |
| 32 | Golden Week | 02-Oct-25 | 12:00AM | 02-Oct-25 | 11:59PM |
| 33 | Golden Week | 03-Oct-25 | 12:00AM | 03-Oct-25 | 11:59PM |
| 34 | Golden Week | 04-Oct-25 | 12:00AM | 04-Oct-25 | 11:59PM |
| 35 | Golden Week | 05-Oct-25 | 12:00AM | 05-Oct-25 | 11:59PM |
| 36 | Golden Week | 06-Oct-25 | 12:00AM | 06-Oct-25 | 11:59PM |
| 37 | Golden Week | 07-Oct-25 | 12:00AM | 07-Oct-25 | 11:59PM |
| 38 | Golden Week | 08-Oct-25 | 12:00AM | 08-Oct-25 | 11:59PM |
| 39 | Golden Week | 09-Oct-25 | 12:00AM | 09-Oct-25 | 11:59PM |
| 40 | Golden Week | 10-Oct-25 | 12:00AM | 10-Oct-25 | 11:59PM |
| 41 | Golden Week | 11-Oct-25 | 12:00AM | 11-Oct-25 | 11:59PM |
| 42 | Golden Week | 12-Oct-25 | 12:00AM | 12-Oct-25 | 11:59PM |
| 43 | Golden Week | 13-Oct-25 | 12:00AM | 13-Oct-25 | 11:59PM |
| 44 | Golden Week | 14-Oct-25 | 12:00AM | 14-Oct-25 | 11:59PM |
| 45 | Golden Week | 15-Oct-25 | 12:00AM | 15-Oct-25 | 11:59PM |
| 46 | Golden Week | 16-Oct-25 | 12:00AM | 16-Oct-25 | 11:59PM |
| 47 | Golden Week | 17-Oct-25 | 12:00AM | 17-Oct-25 | 11:59PM |

- (v) The above-mentioned schedule could be added to, modified or cancelled based on programming/ technical requirements of Broadcaster and/or Company or in the event the Show is for any reason rescheduled, extended, cancelled or terminated early, at the sole discretion of the Broadcaster.
- (vi) The mobile 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. It must be noted that the unique identification number can be used once only.
- (vii) A Participant can participate and answer the general knowledge question only once in a day as per the schedule mentioned above in Section 1.(iv). For further clarity, if a Participant wants to participate again in any of the subsequent days he/ she can do so by answering a new question displayed on the App the next day.
- (viii) Any entry for participation in the Contest is not transferrable.
- (ix) The Participant may be required to furnish necessary supporting documentation as proof of age, address, name, photo identity and nationality i.e., one original and attested photocopies of either (i) passport/driving license or (ii) PAN Card along with birth certificate and ration card or (iii) voter identity card with birth certificate (iv) UID/Aadhar Card (v) Recent copy of the phone bill used to register for the Show
- (x) The Broadcaster and/or Company has the right at any time to require proof of identity and/or eligibility. The failure to provide proof or affidavit of eligibility, including the proof of name, address and correct date of birth within the time as stipulated in the Terms & Conditions or upon request by the Broadcaster and/or Company may result in disqualification. The Company and/or the Broadcaster also reserves the right to disqualify a Participant in case where a discrepancy is found to exist in the information furnished/provided/stated by the Participant during the conversation with the Company and/or the Broadcaster or any of the Company's or Broadcaster's sub-contractors and vendors in the Contest, and/or in the information stated in the documents furnished by the Participant or at any time.
- (xi) The Company and/or Broadcaster may, at its discretion, contact the Participant(s), if required, for any clarifications needed for the information provided when contacted by the Company and/or Broadcaster.

2) Charges for participation in the Contest

- a) The SonyLIV and BHIM application download and participation in the Contest are free of cost, however data charges may apply. For further details please contact your telecom operator. The Company and/or Broadcaster will not be responsible for any charges and/ or surges in network or its connectivity in any manner, irrespective of the network being used.
- b) Please check with your telecom operator for any other applicable charges. In case any user registers while roaming in a different circle/zone/country, additional roaming rates may apply. Please contact your telecom operator for applicable rates.
- c) There is no levy of an entry fee for participation in the Contest. Any person who claims to be from the Broadcaster or the Company and asks the Participant for paying an entry fee for participation in the Contest or the Show or states

that the Broadcaster or the Company is distributing any lotteries or cash prizes, is defrauding the Participant(s) and he/she should report this to the local police immediately. There are also no lotteries, prize monies, cash prizes etc. distributed by the Broadcaster or the Company. The only way to participate in Contest and be selected for the Show is in the manner detailed herein.

3) Playing Rules

- a) From September 01, 2025 to October 17, 2025, the eligible Participant will have to answer the question as displayed on the App within the Stipulated Time.
- b) A Participant can participate and answer the general knowledge question only once in a day as per the schedule mentioned above in Section 1.(iv). For further clarity, if a Participant wants to participate again in any of the subsequent days he/ she can do so by answering a new question displayed on the App the next day.
- c) The Stipulated Time of a particular question is from 12:00:00AM of the day on which such question is displayed on the App to 11:59:59PM of the same day. Once the “Submit” button has been pressed, the Participant will not be allowed to change the answer. Please note that the Participant has to select the answer option and press the “Submit” button within the Stipulated Time.
- d) Post submission of the answer, the Participant(s) will not be permitted to modify / alter / change the answer submitted.
- e) Only the answers submitted and received within the Stipulated Time will be considered valid.
- f) The Company and/or the Broadcaster 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. The Company’s and the Broadcaster’s decision on the correctness or incorrectness of any answer is final and binding on all Participants.
- g) CMEPL including its divisions, affiliates and subsidiaries, and their respective agents and representatives, employees shall not be responsible for any loss of Participant entries and/or information for any reason whatsoever including, due to any technical problems on the BHIM application and/or the App during the Contest and/or during Participant entries.

4) Contest Winner Selection

- a) Any Participant who has (i) attempted and answered at least one question correctly; and (ii) has successfully filled the profile related questions asked during the Registration process on or before October 10, 2025; and (iii) participates in the Contest in accordance with the Terms & Conditions is eligible to be shortlisted for the Contest Winner Selection. The Winner selection and the eligibility thereof are specified in the below table.
- b) All Participants who have filled the form and the profile questions updated in the Contest registration section within the defined timelines (September 01, 2025 to October 17, 2025) are eligible to be shortlisted for the following gratification subject to Clause 5 (a) above:

| S No. | Sponsor/ Company | Description | Number of winners for the Show | Eligibility |
|-------|---------------------|--|---|--|
| 1 | NPCI | Chance to be on the hot seat with Amitabh Bachchan | 10 shortlisted Participants will get a chance to play the Show as Fastest Finger First contestants during the Kaun Banega Crorepati – BHIM Golden Week. | Participants who fill the registration form and answer the question of the day correctly (as mentioned above in Clause 1(iii) during the period (September 01, 2025 to October 17, 2025) |

** Note: The above gratification, winner selections, schedule and/or any other conditions may be added to, modified, or cancelled based on Company's and/ or Broadcaster's discretion.*

- c) The eligible Participants will be shortlisted on a pre-defined Reservation Criteria as defined by CMEPL, approximately 11,844 Participants (basis the correct answer provided) will be selected through a randomizer software as Auditionees for the Auditions. The Participants will be contacted through an Interactive Voice response (IVR) system by the Company. The Company reserves the right to modify the number of Auditionees.

Note: The above shortlisting criteria for the Contest may be modified based on the Broadcaster's discretion as they deem fit.

- d) Once a mobile number is chosen and confirmed for the Auditions, it would not be chosen the second time. CMEPL reserves the right to alter/reduce/increase the number of Contestants (and the selection criteria thereafter) that will be selected to attend the Auditions at its sole discretion.
- e) The shortlisting of Participants as Fastest Finger First (FFF) Contestants for the Show have been detailed in Annexure 1. The shortlisted Contestant (s) who have been selected for an episode in the Contest to play the Fastest Finger First round shall be eligible to play for that Episode. However, in case of any special episodes or in case of cancellation of a particular episode for that week, the Participant(s) will not be eligible to play for such days as decided by CMEPL at their sole discretion.
- f) The details of the Winner selection will be intimated to such Participant(s) by the Broadcaster on the mobile number provided by such Participant(s) at the time of registration to the Contest.
- g) The Broadcaster reserves the rights to determine, modify, change and/or announce the timelines and the methodology of determining the Contest Winners from time to time.

5) Systems and Availability

- a) The Company and/or Broadcaster will not be responsible for any break or disconnection or disruption in network connectivity in any manner, irrespective of the network being used. Network issues can disrupt various aspects of the Contest such as receipt of questions and answer options, receipt of any sound, text, image or audio files related to the question, receipt of answer chosen by the Participant, etc. The Participant is advised to remain in an area with a strong and stable/ continuous mobile network signal of the telecom operator or internet service provider to ensure smooth functioning of the Contest.
- b) Any loss or outrage or dissatisfaction suffered by the course of participating in the Contest by a Participant would not be the responsibility of the Company and/or Broadcaster and/or its associates/ affiliates and the Company and/or Broadcaster or its associates/affiliates will not be responsible to make good any such loss or dissatisfaction.
- c) All attempts will be made to protect the data from loss and corruption, but in the event such data loss happens, the Company and/or Broadcaster may have to continue with whatever data is available, or in any other manner as it may deem reasonable. The Company and/or the Broadcaster should not be held responsible for any loss of data or the action taken on account of the same. The Company and/or the Broadcaster will not be held responsible to make good any such loss or dissatisfaction on account of such loss.
- d) In the event the response of the Participant is not for any reason received within the Stipulated Time period for the question, such Participant's response would not be considered valid even if such question(s) was/were correctly answered by the Participant. The Participant can however continue to answer questions once re-connected to the central game server(s). The Company or its vendors and partners are not responsible for any such instances.
- e) For sake of clarity, Participants are advised to participate in the Contest through one device only. In case multiple entries are received from a Participant for the same question, the Broadcaster has the right to choose the first answer entry received from that Participant. If multiple entries are received at the same time, then the Broadcaster will choose any of the answer entries received.
- f) The server used to communicate with the Participant has adequate redundancies built into it. However, in the rare cases, the server is down during the Contest period, the Company and the Broadcaster will, at its discretion but not as an obligation, determine such measures as it may deem fit, including cancelling certain sections or segments or question(s) from being scored or any other means at the discretion of the Company and the Broadcaster.
- g) The Participant acknowledges that all possible issues may not have been identified by the Company and/or its partners and agrees to hold harmless the Company and/or its partners for the application, network, process, technical or any other failures. Any losses, injury, discomfort, loss of privacy, inability to participate or any other discomfort of any sort caused to the Participant or the Participant's property or device shall not be the responsibility of the Company or its partners.
- h) No person (i.e., either the Participant, or any person on behalf of the Participant) shall initiate litigation against the Broadcaster and/or Company or its associates in any

manner without first providing the Broadcaster the complaint at kbcresponse@setindia.com and providing the Broadcaster an opportunity to address the complaint.

- i) In case any unauthorized activity is observed during the Contest, that particular Participant will be disqualified to participate till such time as the Company deems fit. The Company would not be responsible in any manner whatsoever on account of such disqualification.
- j) The Company shall not be liable for any failure of BHIM application or App server or system in the course of playing the Contest.
- k) The Company shall endeavor to make all reasonably practicable arrangements, it cannot guarantee or assure seamless connectivity or continuous availability of the application, server, system or software to the Participants during the conduct of the Contest as these are dependent on external utilities/ service providers and factors which could be beyond control of the Company.
- l) The Company and the Broadcaster and its sub-contractors are not responsible for delayed receipt or non-receipt or incomplete receipt or corrupt receipt of answers.
- m) The Company and/or the Broadcaster accepts no liability and shall not be responsible and/or liable in any manner whatsoever in case the Participant(s) are unable to participate in the Contest due to failure on the part of the telecom operator, facility provider, etc., or due to capacity constraints.
- n) It shall not be open for the Participant(s) or any of their representatives to require an audit or verification of the randomizer/ selection software or any other criteria, process or system adopted by the Company and/or the Broadcaster as part of the process of conduct of the Contest or selection of Winners resulting therefrom. No enquiries, appeals, verbal or written, shall be entertained in this regard.

6) Confidentiality

- a) The Company and/or Broadcaster shall keep all the Personal Data collected from the Participant(s) (including any sensitive personal data collected) confidential and shall use the same for the purpose of the Contest. Each Participant, by electing to participating in the Contest, hereby explicitly consents to the collection, storage and processing of such Personal Data collected from him/her. The Company and /or Broadcaster agrees that such Personal Data shall be collected and processed only for the purposes of the Contest and/or the Show.
- b) None of the Contestants 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 and/or Show. The Contestants shall not disclose any information whatsoever relating to the Company to any other party. violation of this clause shall immediately disqualify the Contestant's prospects of further participation.
- c) The Contestant shall at all times keep confidential all particulars and details regarding the Contest and/or the Show.

7) Intellectual property rights and Publicity

- a) The Contestant (s) hereby agree and consent to the collection, recording, processing and storing any images, videos, name of the Contestant (s) or any other attributes submitted to the Company and/or Broadcaster or recorded by the Company and/or Broadcaster during the Contest or registration procedure shall on submission / creation become the property of the Company and/or Broadcaster (“**Materials**”) and shall be available to the Company and/or Broadcaster for exploitation throughout the world in perpetuity. The Contestant (s) hereby waives off all the rights that they may have with respect to such Materials. The Contestant (s)) shall ensure that the photos or videos submitted by them in any public domain shall not be obscene, vulgar, defaming, denigrating women or children, hurting religious sentiments, depicting violence or shall not infringe the rights of a third person. In the event of any violation to the aforementioned, the Contestant (s) shall immediately be disqualified from taking part in the Contest or any further rounds of participation and such Contestant (s) shall solely remain liable for any action (criminal/civil) arising therefrom.
- b) All the Intellectual Property Rights of the Contestant (s) in respect of the Materials including but not limited to the copyright, rights of publicity, moral rights and any related rights shall vest with the Company and/or Broadcaster or shall stand waived (as maybe applicable), and Contestant (s) agree not to claim or enforce any of the aforementioned rights in any court, tribunal or any other forum whether in India or anywhere else. Contestant (s) also consent to the Company and/or Broadcaster’s right to reproduce his/her picture provided by the Contestant (s) or portray the Contestant (s) 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 of the Contest or the Show, except where prohibited by law. The Contestant (s) also consent to the Company and/or the Broadcaster’s right to use Contestant (s) name, voice or picture, without any further permission or compensation for such use in any and all media now known or in commercial use or developed based on media now known or in commercial use. The Contestant (s) grants the Company and the Broadcaster irrevocable consent in perpetuity to the use of the sound recordings, photographs, video tape, and illustrations taken during or in connection with the Contest, in any and all applications including but not limited to advertising, commercials, promotion, stories, text, articles, illustrations, copy and commercial exploitation, in any and all media forms, including but not limited to radio, broadcast and television, newspapers and magazines at any time without the Contestant (s) further knowledge or consent. The Contestant (s) hereby further consents to the Company and/or the Broadcaster using any photos, videos, handles, profiles or attributes of the Contestant (s) as uploaded by the Contestant (s) on the SonyLIV application or on any social media platform that the Contestant (s) has used to register on. The Contestant(s) duly understand that the Company may grant any third party including the Broadcaster the aforesaid rights consented by the Participant(s) for the purpose of the Contest/the Show as may be required.

- c) Acceptance of these Terms & Conditions by the Contestant(s) constitutes permission for the Company and/or Broadcaster and its affiliates to click photographs, record videos of the Contestant (s) and use or authorize any third party to use the Contestant (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.
- d) By participating in the Contest, each Contestant expressly agrees and consents that, if declared a Winner, the Company may without further notice or compensation, use the Winner's name, photograph likeness, city or any other details submitted as part of the Contest for the purposes advertising, publicity or promotional in any media now known or hereafter developed, worldwide in perpetuity. The Contestant hereby waives any right to inspect or approve the finished material and releases the Company from any claims or liabilities arising from such usage., Any photographs, videos etc. submitted by the Contestants to the Company or recorded, shall on submission / creation become the property of the Company and shall be available to the Company for exploitation across all mediums throughout the world in perpetuity. The Contestants shall ensure that the photos or videos submitted by them in any public domain, or their performances shall not be obscene, vulgar, defaming, denigrating women or children, hurting religious sentiments, depicting violence or shall not infringe the rights of a third person. The Contestants (s) shall solely remain liable for any action (criminal/civil) arising therefrom
- e) As part of Contestant's contribution to the Contest, the Company and/or Broadcaster may request one or more Contestant to participate in any online/interactive activity relating to Contest. It is a further condition of entry and participation in the Contest that the Participant(s) shall adhere to and where necessary, procure from any and all contributors thereto, their necessary agreement and execution of the release form as devised from time to time by the Company and/or the Broadcaster.
- f) The Winner(s) of the Contest as announced by the Company and/or the Broadcaster from time to time, agrees that he/she shall make himself/herself available from time to time and co-operate with the Company and/or the Broadcaster and participate in any activity and/or campaign of any nature whatsoever ("**Promotional Activity**") without any additional money payable to the Winner(s). Further, the Winner(s)/ Contestant (s) shall at no point of time refuse or disagree to participate in any such Promotional Activity for any reason whatsoever if required by Company and/or the Broadcaster. The Winner(s)/ Contestant (s) agrees that the footage of any nature shall vest with the Company and/or Broadcaster, including but not limited to all intellectual property rights and any other rights for worldwide and in perpetuity.
- g) Acceptance of these Terms & Conditions by the Contestant constitutes permission for the Company, the Broadcaster, including its affiliates, to click photographs, record videos of the Contestant (s) and use the Contestant (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.

8) **Liabilities and other disclaimers**

- a) The Company and/or CMEPL 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 Contestant (s) and/or the Winner (s) in any manner whatsoever, in relation to Contest or the Show and/or gratification(s).
- b) The Company, CMEPL, the host, the advertising agencies, the sub-contractors used by the Company or CMEPL for the Contest or the Show, and any person or entity connected with the production (including the format owners and the broadcasters of the Show) (the “**Relevant Parties**”) shall be under no liability whatsoever to the Contestant (s) and/or the Winner(s), in respect of any loss, damage suffered by the Contestant (s) and/or the Winner(s) 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 Contestant (s) and/or the Winner(s) at any stage of the Contest or the Show whether or not caused by (1) the administration (including scheduling) of the Contest or the Show; (2) the Contestant’s or any third party’s participation in the Contest, or being selected or disqualified; (3) as a result of the decisions of the Company or CMEPL; (4) as a result of any comment, remark, judgment, view, criticism, critique, opinion and/or observation made and/or passed by the host and/or the Company and/or CMEPL; and/or (5) any printing, typographical or technological errors in any materials associated with 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 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 Contestant (s); or circumstances beyond the Relevant Parties including the Broadcaster’s reasonable control.
- c) The Contest, BHIM application and website, SonyLIV application and website are provided on an "as-is" basis without any warranties of any kind. To the fullest extent permitted by applicable law, the Company and the Broadcaster, disclaim all warranties, express or implied, including, but not limited to, implied warranties of merchantability, fitness for a particular purpose and non-infringement in respect of the Contest and the BHIM application.. Without limiting the foregoing, the Company and the Broadcaster specifically disclaim any warranty (a) that the BHIM application will be uninterrupted or error-free, (b) that defects will be corrected, (c) that there are no viruses or other harmful components that exist on the BHIM application and website (d) regarding the security of information submitted, and (e) regarding correctness, accuracy, or reliability. If Participant’s use of the BHIM application or website, online entry form results in the need for servicing or replacement of Participant(s) or another’s equipment or data, the Company and/or the Broadcaster are not responsible for those costs.

- d) The Winner(s) and/or the Participant(s) of the Contest agrees that he/she shall hold harmless CMEPL, the Company, its employees, officers, sub-contractors or any other person in connection with the gratification won by him/her and/or in relation to the Contest and/or Show including but not limited to the procedure in the Contest, any third party claims including but not limited to any claims of infringement of any third party rights 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 the sponsor and/or CMEPL/the Company to claim any damages or reliefs.
- e) The Company and/or the Broadcaster shall not be responsible for:
- i. Any delivery failures relating to the registration or submission of answers;
 - ii. The Company and/or Broadcaster not receiving or rejecting any data;
 - iii. Any lost, late or misdirected computer transmission or network, electronic failures of any kind or any failure to receive entries owing to transmission failures or due to any technical reasons and
 - iv. Other conditions/situations or failures beyond its control.
- f) The Company and/or the Broadcaster and any of its respective affiliates will not be liable for any loss of earnings, employment or otherwise caused to the Contestant (s) and arising as a result of his/her participation in the Contest. The Company and/or the Broadcaster and its respective sub-contractors cannot and shall not be held accountable/liable for any disruptions / stoppages / interruptions or cancellation of the Contest or the Show, on account of any factors beyond their control.
- g) The Contestant (s) and/or any party that accesses the BHIM application specifically for the participation in the Contest, agrees that neither the Company nor CMEPL nor any third party content or service providers involved in the Contest will be liable to Participant(s) for any loss or damages, either actual or consequential, arising out of or relating to these Terms & Conditions, Participant's use or inability to use the BHIM application, or to Contestant's reliance upon information obtained from or through the BHIM application or website, or use or misuse of any gratification. In particular, neither the Company nor CMEPL nor its third party or service providers will have liability for any consequential, indirect, punitive, special or incidental damages, whether foreseeable or unforeseeable (including, but not limited to, claims for defamation, errors, loss of data, or interruption in availability of data), arising out of or relating to the awards, terms of use, Contestant's use or inability to use the BHIM application, or to Contestant's reliance upon information obtained from or through the BHIM application or website, participation in the Contest or use or misuse of any gratification, whether based in contract, tort, statutory or otherwise.
- h) The Contestant (s) or the Winner(s) or his / her legal heirs will have no other rights or claims against the Company and/or CMEPL.

9) Data Privacy

- a) The Participant acknowledges that the Company will need to collect their Personal Data for the purpose of the Contest. By providing their explicit consent, the Participant agrees to the collection, storage, use, disclosure, transfer, of their Personal Data which may be collected by the Company for the purposes of the Contest. The term 'Personal Data' shall mean and include but is not limited to the name, phone number, photo identity documents such as passport, driving license, PAN, Aadhaar, document for age verification such as birth certificate, ration card, voter identity card or other details pertaining to the identity of the Participant and other information as may be required for the purposes of the Contest.
- b) By choosing to log in to the Sony LIV App using the social media accounts i.e. Google account and Facebook, the Participant hereby consents to the Company collecting the personal information shared by the Participant with such social media accounts. In the event the Participant wants to withdraw the consent with respect to sharing of the personal information by the social media accounts, then the Participant shall contact the social media website directly.
- c) The Company reserves the right to deny participation, registration, audition, or qualification for any further rounds or overall qualification to the Contest, especially if the Participant is unable to or refuses to provide or verify their Personal Data or if the Participant does not consent to or withdraws the consent provided to for collection or processing of their Personal Data. The Company may, at its discretion, contact the Participant(s), if required, for any clarifications needed for the information provided in the registration.
- d) The Company reserves the right to require proof of identity and/or eligibility, at any time. Failure to provide such proof within a reasonable time could result in disqualification from the Contest. Further, in case there is any mismatch of Participant(s) details in any round of the Contest, the Participant(s) may be disqualified from further participation in the Contest, if Participant is unable to resolve discrepancies.
- e) The Company shall collect, process, storage, use, disclosure, transfer of Personal Data in compliance with all applicable laws including the Digital Personal Data Protection Act, 2023 (related rules as and when notified), the Information Technology Act, 2000, the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011. Any information shared by the Participant with the Company shall be handled by the Company in terms of the privacy policy of the Company, available at <https://www.sonyliv.com/privacy-policy>. In addition to these the Company's Privacy Policy and Terms and Conditions, where applicable, participation in the Contest and the collection and processing of Personal Data of the Participant shall also be subject to the privacy policies and terms and conditions of third-party service providers (including but not limited to BHIM application or any other platforms that may be engaged by the Company). Participants are advised to

familiarize themselves with the terms and conditions and policies of such third parties.

- f) The Participant(s) hereby agree and acknowledge that the collection and processing of the Personal Data by the Company is for a lawful purpose and is necessary for facilitating their participation in the Contest. The Personal Data shared by the Participant(s) shall be retained by the Company till the Winners are declared and the promotions with respect to the Winners are completed.
- g) Access to Personal Data will be limited to the employees of the Company, and affiliates of the Company (and their respective employees). For the purposes of the Contest, the Company may contract with the service providers to perform functions or services on its behalf. Such service provider may have limited access to the Personal Data needed to perform their functions but shall be restricted from using such Personal Data for purposes other than providing services to the Company solely in connection with the Contest. Such service providers shall be subject to the same level of privacy protection as is required by applicable laws including the Digital Personal Data Protection Act, 2023 (and related rules as and when notified).
- h) In addition to the service provides engaged by the Company: a) Company may also disclose Personal Data including sensitive personal information, if any, to governmental agencies and regulators (e.g., tax authorities), social organizations (e.g., the social security administration), human resources benefits providers (e.g., health insurers), external advisors (e.g., lawyers, accountants, and auditors), courts and other tribunals, and government authorities, to the extent required or permitted by applicable legal obligations of the Company.
- i) The Participant can opt-out of processing of their Personal Data, at any time, by writing to CMEPL on kbcresponse@setindia.com..... It is advised the Participant identify themselves correctly before submitting any such requests, to enable the Company to resolve the concerns in a timely manner. The Participant(s) understand that the collection and processing of their Personal Data is imperative for their participation in the Contest. Therefore, in the event the Participant withdraws their consent for collection and/or processing of their Personal Data, the Participant shall not be entitled to participate in the Contest any further. The Participant(s) agrees that by accepting the Terms and Conditions, the Participant(s) agrees to not raise any claims against the Company in this regard.
- j) In case Participant(s) have any concerns with the collection and processing of their Personal Data, Participant(s) can write to CMEPL on kbcresponse@setindia.com..... It is advised that the Participant(s) identify themselves correctly before submitting any such requests, to enable the Company to resolve the concerns in a timely manner. The Company may decline to process requests that are unreasonably repetitive or systematic, requiring

disproportionate technical effort, jeopardizing the privacy of others, or would be extremely impractical or for which access is not otherwise required.

- k) All Personal Data 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(s) from the Contest in its sole discretion, should the Participant(s) at any stage supply untruthful, inaccurate, unverifiable or misleading Personal Data and/or information.
- l) If at any time, including after disbursement of prize, any information (including Personal Data) submitted by the PAP(s) is found to be incorrect, false, or otherwise misrepresented or misleading, the PAP(s) shall be liable to refund all amounts received from the Company.
- m) The Participant(s) hereby agreed that they shall not file any claim against the Company for collection, processing or sharing such Personal Data.

10) General Terms and Conditions

- a) The participation in the Contest shall be considered to be acceptance of these Terms & Conditions. All Participant(s) agree to conform to the Terms & Conditions stated herein along with any Terms & Conditions which may govern the Show.
- b) The Contestant 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 enter into an agreement with the Company and/or Broadcaster or its affiliates, as the case may be.
- c) The Contestant shall undertake, warrant and guarantee to the Company and/or Broadcaster that the Participant has the full legal capacity to participate in the Contest in accordance with these Terms & Conditions.
- d) Any requirement by the Company and/or Broadcaster for the Contestant to link his/her social media accounts hereunder, shall not be deemed to an endorsement of any of such social media platform/accounts and the information accessed by the Company and/or the Broadcaster from such social media accounts shall at all times be subject to the terms and conditions of such social media website.
- e) The Contestant acknowledges 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.
- f) In the event of any fault, misunderstanding or dispute concerning any part of the Contest, and/or the operation of the telephone system, the selection of Winner at any stage, or the validity of any question or answer options, the decision of CMEPL shall be final and binding on all Contestant (s) and other persons. CMEPL are empowered to take a decision on any case or instances not covered by the present Terms & Conditions.

- g) The Company and CMEPL reserve the right to amend (add, delete or modify) the Terms & Conditions prospectively or retrospectively, at its discretion and without prior notice, in order to improve the Contest or remedy any issues that occur.
- h) The Company and CMEPL have the right at any time to terminate or postpone the Contest without any prior intimation or notice to the public or Contestant and also Company and/or CMEPL, is not obligated in any manner whatsoever to compensate any person or persons who have participated in the Contest.
- i) Registration or participation in the Contest does not guarantee a gratification or award.
- j) If the operation of the Contest; the recording or broadcast of any/all of the Show is prevented by an event of force majeure or otherwise, the Company and/or CMEPL may cancel all or any part of the Contest or take such other decision as it deems fit. Further, CMEPL shall have the right to conduct the Contest on platforms, other than the BHIM application at any given time.
- k) In case the Winner(s) is found to be in violation of any and all rules/process of the Contest, the Company and/or CMEPL reserve the right to initiate legal proceedings against such person(s) including but not limited to having the concerned Winner to refund the prize money (if any) together with penalty interest as deemed fit by the Company and/or CMEPL. 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)/Winner(s) shall be liable to refund all amounts received from the Company and/or the Broadcaster and the Broadcaster and/or the Company is liable to reclaim the prizes from the Participant(s).
- l) If any provision of these Terms & Conditions is held by any court or other competent authority to be void or unenforceable in whole or part, the other provisions of these Terms & Conditions and the remainder of the affected provisions shall continue to be valid.
- m) These Terms & Conditions and the Contest shall be governed by and construed in accordance with the laws of India and the Participants(s) submit irrevocably to the jurisdiction of the Courts in Mumbai.
- n) The Company and CMEPL are empowered to take a decision on any case not covered by the present Terms & Conditions.
- o) These Terms & Conditions have been originally written in English and translated in Hindi. In case of any conflict in the interpretation of the clauses between the Hindi and English Terms & Conditions, the interpretation of the English Terms & Conditions shall prevail.

Annexure 1: TERMS & CONDITIONS GOVERNING PARTICIPATION IN
'KAUN BANEGA CROREPATI – BHIM GOLDEN WEEK'

I. CONTEST DESCRIPTION:

"Kaun Banega Crorepati -BHIM Golden Week" is a skill based online quiz contest ("Contest") organized as a part of the show "Kaun Banega Crorepati" which is being produced by and broadcasted by Culver Max Entertainment Private Limited ("Broadcaster/CMEPL/ Company") for initial exhibition on the channel Sony Entertainment Television ("Channel") and which is being hosted by National Payments Corporation of India ("NPCI") and can be played through the BHIM application.

II. DEFINITIONS:

1. **"Auditions"**: means the ground or online auditions held on certain dates and cities as informed to the selected Contestant(s).
2. **"Auditionee(s)"**: The Participant(s) who is selected for participation in the Auditions.
3. **"Back-up Participant(s)"**: The Participant(s) selected to participate in the Fastest Finger First round of the Show, only in case any selected Participant(s) does not appear for the shoot at the Studio, for any reason.
4. **"Broadcaster" or "CMEPL" or "Company"** means Culver Max Entertainment Private Limited
5. **"NPCI"** means National Payments Corporation of India
6. **"Contestant(s)"**: means the Participant(s), Back-up Participant(s), Hot Seat Contestant(s) all collectively referred to as "Contestant(s)".

Any Contestant who has been shortlisted for the audition rounds of the current season; or made it once to the Hot Seat of the current or any of the previous seasons of the Show, he/she will not be eligible to participate in this segment of the current season of the Show. The same is subject to change as per the Broadcaster's discretion.

7. **"Episode"** means an episode of the Show.
8. **"Fastest-Finger First/FFF"** means that part of the Show where a question is asked to the selected on-show Participant(s), who in turn shall answer the same. The first on-show Participant to correctly answer the question in the least time shall be entitled to proceed to the Hot Seat as the Hot Seat Contestant;
9. **"Hot Seat Contestant(s)"** means the winning Contestant(s) of the Fastest Finger First round and who occupies the Hot Seat before the host of the Show to participate further in the Show.
10. **"Kaun Banega Crorepati – BHIM Golden Week" or "Contest"**: shall mean the special activity conducted on the BHIM and SonyLIV applications where in Participants can participate by clicking on the Contest banner available on

the BHIM application and website between September 01, 2025 12AM and October 17, 2025 11:59PM. After clicking on the banner the Participant(s) will be re-directed to the App where they will be required to submit their profile details and answer the question of the day.

11. **“Participant(s)”** means any individual who (i) has accessed the BHIM application and clicked on the contest banner (ii) attempted at least one question in the Kaun Banega Crorepati - BHIM Golden Week (iii) is above eighteen (18) years of age as on September 01, 2025; (iv) is a citizen of India and is residing in India, (v) is of sound mind and health (vi) has successfully filled the registration form between September 01, 2025 12:00 AM and October 17, 2025 11:59PM and (vii) participates in the Kaun Banega Crorepati - BHIM Golden Week event in accordance with the Terms & Conditions stated on NPCI’s website. For avoidance of doubt, employees of NPCI, CMEPL, or the advertising agency which has been appointed from time to time, and also employees of the 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 Hindi, are ineligible to enter the Show and in case they do participate or register to participate by misrepresentation, the CMEPL shall in its sole discretion disqualify and discontinue such participation.
12. **“Personal Data”** The term ‘Personal Data’ shall mean and include but is not limited to the name, phone number, photo identity documents such as passport, driving license, PAN, Aadhaar, document for age verification such as birth certificate, ration card, voter identity card or other details pertaining to the identity of the Participant (s)
13. **“Reservation Criteria”** means a pre-defined criteria used by the Broadcaster to shortlist the Contestants for the Show. The criteria is decided as per the Broadcast Audience Research Council India viewership data for All India markets for ‘Sony Entertainment Television’ channel. over a period of Week 05’2025 – Week 12’2025 | Mon-Fri 0000-2359. The rules regarding the selection and all the decisions on the same will be taken solely by the Broadcaster.
14. **“Show”** means the television series titled “Kaun Banega Crorepati – Season 17” (“KBC”) produced by Culver Max Entertainment Private Limited and telecasted on its channel Sony Entertainment Television (“SET”);
15. **“Schedule”**: An Episode or a set of Episodes to be recorded and/or recording dates as pre-determined by the Broadcaster
16. **“Studio”**: means the Studio at “Film City, Goregaon (East), Mumbai” or any other studio as decided by the Broadcaster where the shoot for the Show / part of the Show / promos of the Show takes place.

17. **“Terms & Conditions”** means these terms and conditions governing the Contest, as stated herein in entirety and as may be amended by NPCI and/or the Broadcaster from time to time.
18. **“Winner”**: The Participants selected to participate in the FFF round of BHIM Golden week in the Show.

PROCEDURE TO PARTICIPATE IN THE SHOW:

LEVEL 1

- a) Any Participant who has (i) attempted and answered at least one question correctly within the Stipulated Time of the Contest; and (ii) has successfully filled the profile related questions asked during the registration process between September 01, 2025 12:00AM and October 17, 2025 11:59PM; and (iii) participates in the Contest in accordance with the Terms & Conditions will be considered as a valid entry (“Valid Entries”).
- b) From among all the Entries received, a total of approximately 11,844 Valid Entries will be selected by the randomizer software based on the Reservation Criteria.
- c) Once a mobile telephone number is chosen, it would not be chosen the second time during any further rounds of shortlisting.
- d) The Entries will be shortlisted by the randomizer daily from the Valid Entries received for each day (defined as the period from 12:00AM to 11:59PM of the same day).
- e) The shortlisting of Valid Entries by the randomizer will use the pre-defined reservation criteria on reasonable endeavors basis which is as follows:

| Zone # | Level 1 Grid (in percentages) | Males + Others | | | Females | | |
|--------|--|----------------|-------|------|---------|-------|------|
| | | 18-30 | 31-50 | 51+ | 18-30 | 31-50 | 51+ |
| | | 15% | 21% | 14% | 17% | 20% | 13% |
| Zone 1 | Mumbai, Delhi | 3.4% | 3.4% | 2.2% | 3.0% | 3.3% | 2.1% |
| Zone 2 | Gujarat, Daman & Diu, Dadra & Nagar Haveli | 2.6% | 2.8% | 1.6% | 2.3% | 2.8% | 1.8% |
| Zone 3 | Maharashtra (except Mumbai), Goa | 2.1% | 3.0% | 1.9% | 2.6% | 2.9% | 1.7% |
| Zone 4 | Punjab, Haryana, Chandigarh, Himachal Pradesh, Jammu & Kashmir, Ladakh & Rajasthan | 2.2% | 4.0% | 2.9% | 2.3% | 3.3% | 2.9% |
| Zone 5 | Madhya Pradesh, Chhattisgarh | 1.5% | 2.8% | 1.1% | 2.0% | 2.4% | 1.3% |
| Zone 6 | Uttar Pradesh, Uttarakhand, Bihar & Jharkhand | 2.0% | 2.7% | 2.1% | 2.3% | 2.8% | 1.8% |
| Zone 7 | West Bengal, Odisha, Assam, Sikkim & North Eastern States | 1.1% | 2.1% | 1.4% | 1.5% | 2.3% | 1.1% |
| Zone 8 | Rest of India | 0.2% | 0.4% | 0.5% | 0.6% | 0.5% | 0.4% |

(Source: *The weightages in the reservation grid have been allocated as per the Broadcast Audience Research Council India viewership data for All India markets for ‘Sony Entertainment Television’ channel over a period of Week 05’2025 – Week 12’2025 | Mon-Fri 0000-2359)

- f) In the event one or more cells of the grid are not capable of being completed by the randomizer software due to inadequate Valid Entries, the balance may be filled at the discretion of the Company. Shortages in the grid on any one day could either be made up from other correct registrations of that day, incorrect registrations of that day, or in subsequent days.

- g) A total of approximately 11,844 Valid Entries shortlisted through the randomizer will be called-back through an IVR call on the number used for registration as per the details available with the Company, from October 14, 2025 to October 31, 2025 [*Note: Timelines are subject to change based on degree of participation, technical issues, force majeure reasons, etc.*]
- h) The IVR call flow will be as follows:
- The Participant will receive a call on their registered mobile number. If Participant is busy or not reachable then 2 more attempts will be made to call the Participant at interval of 30 minutes each from the time of the previous attempt.
 - The IVR will welcome the Participant and asked for preferred language option which is press 1 for Hindi and 2 for English
 - The Participant will be asked to confirm if the Participant has registered for KBC BHIM Golden Week (1 for Yes, 2 for No). ***If Participant selects 'No' then the IVR will tell the Participant that they cannot participate further, and the call will get disconnected.***
 - The Participant will then be informed that if they get selected for final round, they would be required to attend ground audition and the show shoot between a specified time period and ask for their confirmation for attendance (1 for Yes, 2 for No). ***If Participant selects 'No' then the IVR will tell the Participant that they cannot participate further, and the call will get disconnected.***
 - The Participant will be asked to enter age in completed years as on September 01, 2025 (for e.g. if a person is 25 years and 11 months old, they will have to enter 25)
 - The Participant will be asked to enter gender (1 for male, 2 for female, and 3 for others)
 - The Participant will be asked to confirm if Participant has reached the hot seat of the current season or any of the previous KBC Hindi seasons of the Show? (1 for Yes, 2 for No). ***If Participant selects 'Yes' then the IVR will tell the Participant that they cannot participate further, and the call will get disconnected.***
 - The IVR will then ask the Participant to give answers to two 'skill based' questions with multiple choice asked one after another. It is mandatory for the Participant to answer the skill-based questions to be eligible for further shortlisting.
 - The call will end with a thank you note informing them that if they are selected for the next stage i.e. Level 2, they will be contacted within ten (10) days.

If any of the information requested during the IVR is not provided by the Participant(s) as per the instructions of IVR within four (4) seconds then the instruction will be repeated once again, after which also if the answer is not received for further four (4) seconds then a termination message will be played and the call will end. If answer is not received in the correct format, or is not from amongst the acceptable answer options, the question will be repeated once again; if an invalid response is received a second time, then a call termination message will be played, and the call will end.

Channel and Company are not responsible if the IVR call is not successful due to including but not limited to the following reasons:

- i. Line being busy.
- ii. No answer received.
- iii. Call drop
- iv. Other reasons that could render a call unsuccessful or terminate it.

The Company shall not be liable in the event the Participant is not able to participate in the following rounds of selection due to any delay or non-receipt of such call back to the Participant.

LEVEL 2

- a) On successful completion of Level 1, all selected Participants will be evaluated and shortlisted by the randomizer for the Ground Auditions as per the Company's discretion. Approximately, 1,000 Participants who have cleared Level 1, will be selected by the randomizer to attend the Ground Auditions as Auditionees.
- b) In the event, there are less than the required number of Participants, the Participants with less than the required number of correct answers may be selected.

Note - The Company at its sole discretion may also consider additional filters like occupation, education etc. to shortlist the participants for further rounds as they deem fit.

- c) The shortlisting of Auditionees by the randomizer will use the Reservation Criteria on reasonable endeavors basis which is as follows:

| Zone # | Level 1 Grid (in percentages) | Males + Others | | | Females | | |
|--------|--|----------------|-------|------|---------|-------|------|
| | | 18-30 | 31-50 | 51+ | 18-30 | 31-50 | 51+ |
| | | 15% | 21% | 14% | 17% | 20% | 13% |
| Zone 1 | Mumbai, Delhi | 3.4% | 3.4% | 2.2% | 3.0% | 3.3% | 2.1% |
| Zone 2 | Gujarat, Daman & Diu, Dadra & Nagar Haveli | 2.6% | 2.8% | 1.6% | 2.3% | 2.8% | 1.8% |
| Zone 3 | Maharashtra (except Mumbai), Goa | 2.1% | 3.0% | 1.9% | 2.6% | 2.9% | 1.7% |
| Zone 4 | Punjab, Haryana, Chandigarh, Himachal Pradesh, Jammu & Kashmir, Ladakh & Rajasthan | 2.2% | 4.0% | 2.9% | 2.3% | 3.3% | 2.9% |
| Zone 5 | Madhya Pradesh, Chhattisgarh | 1.5% | 2.8% | 1.1% | 2.0% | 2.4% | 1.3% |
| Zone 6 | Uttar Pradesh, Uttarakhand, Bihar & Jharkhand | 2.0% | 2.7% | 2.1% | 2.3% | 2.8% | 1.8% |
| Zone 7 | West Bengal, Odisha, Assam, Sikkim & North Eastern States | 1.1% | 2.1% | 1.4% | 1.5% | 2.3% | 1.1% |
| Zone 8 | Rest of India | 0.2% | 0.4% | 0.5% | 0.6% | 0.5% | 0.4% |

*(Source: *The weightages in the reservation grid have been allocated as per the Broadcast Audience Research Council India viewership data for All India markets for 'Sony Entertainment Television' channel over a period of Week 05'2025 – Week 12'2025 | Mon-Fri 0000-2359)*

- d) In the event one or more cells of the grid are not capable of being completed by the randomizer software due to inadequate number of Auditionees, the balance may be filled at the discretion of the Company.
- c) The Auditionees will be called-back through an IVR call on the number used for registration as per the details available with the Company from October 15, 2025 to October 22, 2025 [Note: Timelines are subject to change based on degree of participation, technical issues, force majeure reasons, etc.]
- d) The Auditionees will be allotted a venue, date and time slot by the Company as per their discretion and they are required to mandatorily adhere to the same.

e) The IVR call flow will be as follows:

- a. The Participant will receive a call on their registered mobile number. If Participant is busy or not reachable then 2 more attempts will be made to call the Participant at interval of 30 minutes each from the time of the previous attempt.
- b. The IVR will welcome the Participant and asked for preferred language option which is press 1 for Hindi and 2 for English.
- c. The Participant will be asked to confirm if the Participant has registered for KBC BHIM Golden Week (1 for Yes, 2 for No). ***If Participant selects 'No' then the IVR will tell the Participant that they cannot participate further, and the call will get disconnected.***
- d. The Participant will be asked to enter the age in completed years as on September 01, 2025 (for e.g. if a person is 25 years and 11 months old, they will have to enter 25).
- e. The Participant will then be informed that they have been selected for the ground audition round to be held as per specified date and time and ask for their confirmation for attendance (1 for Yes, 2 for No). ***If Participant selects 'No' then the IVR will tell the Participant that they cannot participate further, and the call will get disconnected.***
- f. The Participant will then be informed that they would be required to provide proof of identity, proof of address and recent bill copy of the registered mobile number as per any of the specified documentation.
- g. The Participant will then be provided guidelines regarding the ground audition with respect to registration, GK test and instructions for the in-person interview round.
- h. The call will end with a thank you note.

If any of the information requested during the IVR is not provided by the Participant(s) as per the instructions of IVR within four (4) seconds then the instruction will be repeated once again, after which also if the answer is not received for further four (4) seconds then a termination message will be played, and the call will end. If answer is not received in the correct format, or is not from amongst the acceptable answer options, the question will be repeated once again; if an invalid response is received a second time, then a call termination message will be played, and the call will end.

Channel and Company are not responsible if the IVR call is not successful due to including but not limited to the following reasons:

- i. Line being busy.
- ii. No answer received.
- iii. Call drop
- iv. Other reasons that could render a call unsuccessful or terminate it.

Note: Travel, accommodation, and all other expenses in relation to the participation of the Auditionee, will be at the Auditionees' own costs and only the Auditionee will be permitted to enter the Audition venue upon submission of the below mentioned documents and photographs as defined under section Level 3.1.f.

The Company shall not be held liable for telephone system difficulties, downtime of systems, back-up of data, telephone system capacity and other technical impediments during the registration process.

The Company shall not be responsible and/or liable in any manner whatsoever in case the Auditionee(s) is unable to participate in the audition process due to failure in delivery of the confirmatory call.

The Company at its sole discretion may decide to conduct the callouts manually through Call Centre Executives (CCEs) at any given time as they deem fit.

LEVEL 3 – Audition

1) Ground Audition

- a) The shortlisted Auditionees from Level 2 are eligible to proceed further. The Audition for selecting the Contestants participating in the FFF rounds will be conducted on November 02, 2025 respectively. The audition dates are subject to change as per the Company's discretion. The timings for registration of Auditionees will be intimated and cannot be changed or modified to suit Auditionee's requirements.
- b) The Auditionees will have to be present at the allotted Audition venue on the date and time allotted to such respective Auditionees along with the documents and photographs required (both in original and attested photocopy).

Note: Travel, accommodation, and all other expenses in relation to the participation of the Auditionee, will be at the Auditionees' own costs and only the Auditionee will be permitted to enter the Audition venue upon submission of the above-mentioned documents and photographs.

- c) All Auditionees will be required to report at the venue at the designated date and time slot provided by the Company. The Auditionees will be required to report at the venue at 6:00:00 AM.
- d) Late entrants may stand disqualified from the Audition process at the discretion of Company. Each Auditionee will be provided a unique registration number, which Auditionee must always carry with him/her while at the Audition. The Auditionees will have to sign the registration form along with the release form and any other documents as required by the Company to participate in the Auditions. Company's authorized representatives will have the final right to refuse registration/eligibility at their sole discretion.
- e) Subject to completion of formalities as prescribed by Company, the Auditionees will have to first go through a written GK test. Basis the scores of the GK test, the Auditionees who have cleared the cut-off score as decided by the Company will be

selected to appear for a Video Audition. Please note that the actual number of Auditionees to be shortlisted for the Video Audition shall be communicated by the Company at the Audition venue. If the selected Auditionees fail to complete both the Written Test and Video Audition, then the Auditionee shall be disqualified from further participation.

(i) Written Test for the Individuals

- The Auditionees will be seated in a hall for the entrance test.
- Auditionees arriving later than the allotted and communicated time slot will not be eligible for participation in the Auditions. The Company reserve the right to increase / decrease / alter the number of Auditionees at any audition centre or conduct the audition slot wise.
- The Auditionees will be given a certain fixed amount of time to fill out their answer options (A / B / C / D), on their answer sheet.
- In the event the answer sheet is lost, unreadable, incomplete, or untraceable e.g., the Auditionee's name / number is not mentioned on it, such Auditionee may be disqualified.

(ii) Video Audition

- The Auditionees who have cleared the cut-off score in the Written Test will have to undergo a personal interview. For further clarity, the Company is not obliged to communicate the cut-off score to any of the Auditionees appearing for the Audition.
- The Company reserves the right to increase/decrease the number of Auditionees to be shortlisted for the Video Audition as they deem fit. In such a case, the final number of Auditionees to be shortlisted for the Video Audition round shall be communicated by the Company to the Auditionees at the Audition venue.
- The Video Auditions will be taped for future reference by the Company.
- In the event of any unforeseen loss of recordings, Company at its own discretion may request Auditionees to appear for a repeat Audition session.
- The Company reserve the right to increase / decrease / alter the number of Auditionees at any audition centre or conduct the audition slot wise.

f) The Auditionees will have to carry with them the following documents to the audition venue:

1) For valid name proof (any one of the following):

1. PAN Card along with Birth certificate
2. Passport
3. Voter ID or
4. Driver's License
5. UID / Aadhar card

2) For Valid address proof (any one of the following):

1. Landline Phone / Electricity Bill

2. Passport
3. Voter ID
4. Driver's License or
5. Ration card
6. UID / Aadhar card

3) For verification of the registered mobile number:

1. UID / Aadhar card
2. Recent copy of the phone bill used to register for the Show

The Auditionee will need to carry the original document and 2 attested photocopies of each document. All the above-mentioned documents must be in English or Hindi only.

(Submission of the aforesaid documents/photos of the Auditionee does not imply that the Auditionee has been selected for further participation in any manner whatsoever.)

- g) All Auditionees shall maintain the decorum of the Audition venue and shall abide by the Terms and Conditions thereof. Further the instructions of the Company shall be adhered to strictly. Any Auditionee who acts in contravention to the instructions of the Company or creates nuisance either to the Company or to any other person, shall immediately be disqualified from participating in the Audition and the Show and shall be asked to leave the Audition venue.
- h) The decision of the Company in connection with the Audition including but not limited to short listing the Auditionees will be final & binding and is non-contestable. In case of any dispute or difference in respect of this Audition, the decision of the Company shall be final and binding on all concerned.
- i) The auditions can be moved to an online platform to abide by the Central or State Government issued guidelines or regulations related to Covid-19 pandemic. In such cases, the Company will not be liable to reimburse any travel and accommodation expenses.
- j) The Company reserves the right to amend the audition process for select auditionees at its sole discretion or conduct online personal interviews (PI) as they deem fit of the auditionees who could not attend the ground auditions for any reason.

LEVEL 4

1. From among the eligible Auditionee who have participated in the Auditions as per this terms and conditions, such number of Auditionee will be selected by CMEPL, as may be determined by it at its sole discretion, on the basis the cumulative highest score and other selection criteria as mentioned herein this terms and conditions, to participate in FFF Round. Once a mobile number is chosen and confirmed for FFF Round, it will not be chosen the second time.
2. The selected Auditionees will be contacted basis the highest score in the Audition using a pre-defined selection criteria on reasonable endeavors basis.

3. In the event, there are less than the required number of Participants for a particular cell in of any week, then the same will be filled-up from the remaining Participant.
4. Any Contestant who has been shortlisted for the audition rounds of the current season; or made it once to the Hot Seat of the current or any of the previous seasons of the Show, he/she will not be eligible to participate in this segment of the current season of the Show. The same is subject to change as per the Broadcaster's discretion
5. The number of Participants to be selected for the Fastest Finger First round of the Episode are as under:
 - 10 (ten) FFF Contestants for 1 week of KBC BHIM Golden Week
6. In addition to this Back-up Participant(s) will be selected to participate in the Show, in case any selected Participant fails appear for the shoot, for any reason.
7. In addition to the Backup Participant(s), 10 (ten Participants maybe shortlisted from Mumbai (again in descending order of performance evaluation) as "stand-by" in order to replace any confirmed shortlisted Participant fails appear for the shoot, for any reason. Being on "stand-by" does not guarantee any selection and no monetary sum will be paid out by the Company. The Company shall not be responsible for any opportunity loss of any kind, at any stage of the Show.
8. In addition, there will be special/ celebrity episodes/ weeks for which shortlisting of Participants will be performed through an alternate process of registration/casting by the Company.
9. Based on the Company's requirement and creative discretion, the final selection of Contestants for Fastest Finger First round of any Episodes/week of the Show will be made from amongst the shortlisted pool of Participants. Once a Participant is selected as a Contestant for Fastest Finger First round of any Episodes/week, the following process will ensue:
10. The representatives of CMEPL ("**Representatives**") will notify the selected Auditionees of their selection for the Fastest Finger First round and ask for confirmation of their details (name, gender, date of birth and address), after which the Representatives will inform the selected Contestants of the shoot date and documentation requirements, based on finalized shooting schedules. The Contestant is requested to carry a valid English/Hindi Identity proof and 3 passport size color photographs of the Contestant to the Studio for the shoot. In case of non-availability of Contestant or of the Contestant's supporting documentation, further participation will not be permitted.
11. The Company may require the Contestant to sign an undertaking or declaration any other similar documents prior to them attending the shoot, with regard to their participation. The Contestant hereby agrees to sign all such documents that may be

required by the Company and any refusal by the Contestant to sign such documents shall give Company the right to disqualify such Contestant. Based on Broadcaster's requirement and creative discretion, the final selection of Contestants for Fastest Finger First round of any Episodes/week of the Show will be made from amongst the shortlisted pool of Participants. Once a Participant is selected as a Contestant for Fastest Finger First round of any Episodes/week, the following process will ensue:

12. For the shoot, the Broadcaster may cluster the shortlisted Contestants into different groups, based on creative requirements of the Show. No questions / queries will be entertained based on the same. The Broadcaster reserves the right to alter or modify the clusters without providing any reasons / justifications for the same to any person or Contestant(s).
13. Upon confirmation by the selected Contestant of the Contestant's availability for the Fastest Finger First round, Contestant shall qualify for the said round.
14. The Contestant will be permitted to bring along one companion for the shoot of the Episode. The Contestant(s) and the Contestant's respective companion will travel at their own risk.
15. The Broadcaster shall be responsible for the travel (shortest route possible) and hotel stay arrangements of the Contestant(s) and one companion who have confirmed attendance with the Broadcaster. The travel and stay arrangements will be made as per the Broadcaster's discretion and any request in this regard by the Participants or their companions shall not be entertained. However, in case of Contestant(s) residing in Mumbai the Broadcaster shall not be responsible for making any accommodation arrangements.
16. Contestant(s) who have been selected for the KBC BHIM Golden Week special episode to play Fastest Finger First round shall be eligible to play for that episode. However, in case of any special episodes or in case of cancellation of a particular episode for that week, the Contestant(s) will not be eligible to play for such days as decided by the Broadcaster at their sole discretion.

General Terms and Conditions:

1. All Participant(s) agree to conform to the Terms & Conditions stated herein along with any Terms & Conditions which may govern the Show.
2. The Terms & Conditions have been originally written in English and translated in Hindi. In case of any conflict in the interpretation of the clauses between the Hindi and English Terms & Conditions, the interpretation of the English Terms & Conditions shall prevail.
3. Contestant(s) will not be confirmed as Contestants for the Show if they are suffering from any Covid19 symptoms or any kind of ill health, medical problems (viz.: heart ailment, blood pressure ailment, final stages of pregnancy, etc.). It is the responsibility of the Contestant(s) to be medically fit for participation. Nevertheless, the final decision regarding their participation in the Studio part of

the Show rests entirely with the Broadcaster. If the Contestant suffers from any medical condition or is diagnosed with any medical conditions during the shoot of the Show, such that the Contestant will be unable to shoot of the Show any further or his/her presence on the sets might put the others on the sets at risk of contracting the same medical conditions/issues, then the Broadcaster may choose to cancel such Contestants participation, at whatever stage the same might be. Should the Contestant not be completely fit to travel, it is hereby advised that the Contestant inform the Broadcaster of the same. The Broadcaster may advice such Contestant not to travel and the Contestant may stand eliminated/disqualified at the discretion of the Broadcaster.

4. If the Broadcaster has reasons to believe that the Contestant shows any symptoms of having contracted COVID -19 or any other communicable infections/diseases, then the Broadcaster shall have, in its sole discretion, the right to cancel their participation, at any given stage and the Contestant hereby agrees not to make any claims in this regard. The Broadcaster shall at no time be responsible for any medical expenses of the Contestant and/or their companions, either during or after the shoot. The Contestant hereby undertakes to keep the Broadcaster promptly inform in the event he/she is feeling unwell or has any symptoms of having contracted COVID-19 virus. Any delay or failure on part of the Contestant to inform the Broadcaster of his/her symptoms can lead to disqualification.
5. The Contestant hereby undertakes to adhere to all health and safety guidelines issued by the Broadcaster. The Contestant shall ensure that the Contestant follows and abides by all the instructions given by the Broadcaster with respect to the shoot of the Show including but not limited to all instructions issued by the Broadcaster or any production house designated by the Broadcaster with respect to the curbing the spread of the COVID -19 virus. The Broadcaster reserves the right to terminate the participation of any Contestant at any stage in the event the Contestant fails to follow any instructions of the Broadcaster with respect to the Show.
6. The Broadcaster may require the Contestant to sign an undertaking or declaration any other similar documents prior to them attending the shoot, with regard to their participation. The Contestant hereby agrees to sign all such documents that may be required by the Broadcaster and any refusal by the Contestant to sign such documents shall give the Broadcaster the right to disqualify such Contestant.
7. The Contestant hereby undertakes that in the event, he/she is unable to reach at the designated time slot/date for shoot or is unable to participate for the Fastest Finger First round of the Show on the given date due to any reasons, including any Central or State Government issued guidelines or regulations, any disruption in travel etc, the Broadcaster shall not be liable to conduct the audition or the reschedule the shoot for such Contestant and the Contestant may stand eliminated/disqualified at the discretion of the Broadcaster.

8. The Contestant shall be responsible for compliance with Covid19 related guidelines issued by the Central/State Government or any concerned authority for himself/herself and/or their companions. The Contestant and/or their companions are advised to always abide by the advisories issued by the Government with respect to social distancing and wearing masks for their own safety and for the safety of the other around them. It is advisable that should the facility be easily available in your hometown, you take a COVID test prior to travelling for auditions.
9. The Contestant acknowledges that no insurance is required for the purpose of participation on the Show. The Contestant acknowledges that should the Contestant and/or their companion fall ill during the course of travel or on/before/after their arrival in Mumbai for the shoot, or during or after the shoot, the Broadcaster shall not be responsible for the same. It is hereby clarified that the Broadcaster shall not be bearing any hospital or medical expenses of the Contestant and/or their companion.
10. The Contestant and/or their companion shall not hold the Broadcaster responsible, at any time and in any manner whatsoever, for any reason whatsoever regarding the process, policy or any protocols to be followed during the audition process and/or the shoot. The decision of the Broadcaster shall be final in all regard with respect to any aspect of the Show.
11. The Contestant and/or their companion agree that by choosing to travel to Mumbai and participating in the Show, they are doing so at their own risk, and agree to release the Broadcaster, to the maximum extent allowed by law, from any liability, direct or indirect, connected to or resulting from any Covid19 connected illness that may be suffered by the Contestant and/or their companion.
12. These Terms & Conditions shall be governed by and construed in accordance with the laws of India and the Participant(s) submit irrevocably to the jurisdiction of the Courts in Mumbai
13. The Broadcaster reserves the right to amend (add, delete or modify) the Terms & Conditions prospectively or retrospectively, at its discretion and without prior notice, in order to improve or remedy any issues that occur.
14. The Broadcaster has the right at any time to terminate the Contest/Show without any prior intimation or notice to the public and also the Broadcaster is not obligated in any manner whatsoever to compensate any person or persons who have participated in the Contest.
15. The Broadcaster is empowered to take a decision on any case not covered by the present Terms & Conditions.