

Terms and Conditions for "Dekho Aar Jeeto" Contest

The following terms and conditions ("**T&Cs**" / "**Terms and Conditions**") shall be applicable to contest being conducted by Sony Pictures Networks India Private Limited (formerly known as Culver Max Entertainment Private Limited), ("**Company**" or "**SPNI**"), relating to its show "Raandhuni Na Kaandhuni" on its channel "**Sony Aath**" ("**Channel**") which shall function in a manner as specified in this T&C ("**Contest**") This Contest T&C shall be available on Sony Aath's official website Sony Liv ("**Platform**") which shall function in a manner as specified in Specific T&C's at end of this T&C. ("**Contest**")

The T&Cs shall be in two parts (a) Basic T&Cs for the Contest and (b) Specific T&Cs for each Contest.

Basic T&Cs:

Following are the terms that shall be applicable to the Contest:

1. The Contest is open only to Indian citizens, residing in India, irrespective of their caste, race, ethnicity, colour, sex, religion, sexual orientation, gender identity, family status, disability, medical or genetic condition. Citizens and/or residents of countries other than India are not eligible to participate, save and except any government officials.
2. The Participants must be adults having attained the age of eighteen (18) years to participate in the Contest as on the date of the Contest.
(All persons fulfilling conditions mentioned in section 1 & 2 shall be hereinafter referred to as "*Participants*")
3. Government officials are not eligible to enter into this Contest.
4. The Contest shall be open for participation as per the timelines specified in the T&Cs for Contest.
5. Employees, agents and promoters (including their immediate family members) of SPNI and any of their divisions, affiliates and subsidiaries, and others associated with the Contest in any manner, are not eligible to participate in the Contest.
6. The Contest terms and conditions shall be mentioned on the Platform and/or on the official website of SPNI and the social media handles of the Platform. The Participants agree that by participating in the Contest, the Participants shall be bound by the terms and conditions provided on the Platform.
7. The specific requirements for the Contest shall be outlined in the T&Cs of the Contest.
8. For the Contest, each Participant must submit their complete entry in order to qualify as an entrant in the Contest ("**Entries**") through Specific Mode of Participation specified in Specific T&C's stated at end of this T&C.
9. The manner, day and the basis of choosing the winner (defined below) shall be specified in the T&Cs of the Contest.
10. The announcement about the Winners and the Prize(s) (defined below) shall be as per the T&Cs of the Contest.
11. Method and time of prize distribution: SPNI shall inform the Winners phone number provided by the Participants at the time of entering the Contest or any other mode as mentioned under the Specific T&Cs. SPNI may require Winners to provide additional information or documentation prior to handing over the Prize(s). SPNI may or may not announce the Winners via the Platform.
12. The distribution time and mode of distribution of the Prize(s) shall be at the sole discretion of SPNI.
13. The Participant can win only once in this Contest. Any subsequent wins of the Participant (if declared) will be automatically void.
14. Participants should ensure the accuracy of the information provided by them at the time of entering the Contest.
15. If applicable, SPNI shall make a maximum of 2 (two) attempts each attempt being within 1 (one) hour of each other, to contact the Winners via the email id provided by the Participants. SPNI shall not be held liable despite SPNI's best efforts, in the event the provided mobile numbers/email Id is unreachable/not replied due to the following reasons including but not limited to: 1) phone number provided by the Participant is incorrect. 2) Email ID or phone number belongs to a person other than the Participant 3) Mobile number answered but individual answering refuses to acknowledge SPNI, the Contest and/or any relation thereto. 4) Any other reason the Email ID or any other contact details provided by which Participant cannot be contacted.
16. The Prize(s), when the same are in form of some tangible goods or materials or vouchers, may be sent by post and/or courier to the Winners as per the address specified by them at the time of registering for the Contest. Alternatively, online vouchers shall be sent via email/phone number as provided by the Participant at the time of registration. SPNI shall not be responsible if any Prize(s) is damaged in the course of delivery through post and/or courier.
17. Please note, the participation in this Contest is free of cost. SPNI does not demand any participation fees or any monies from the participants or the winners. If someone pretends to be an officer from Sony and demands monies or any other form of identification from you, please do not entertain such request. Such a person is defrauding you and you should report this to the local police immediately. There are also no lotteries, prize monies, cash prizes etc. distributed by the Company.

The only to participate in the Contest is in the manner detailed hereunder and any person who claims to be from SPNI and offers any lotteries, prize monies, cash prizes etc. to anyone is defrauding the person and you should report this to the local police immediately.

18. Participants shall not post any profanity or abusive comments on the respective social media pages of the Company or the Platform for in any other manner. In the event of any such profanity or abusive comments posted on foregoing pages, such Participants shall be disqualified forthwith and SPNI reserves its rights, in addition to removing such post, to take a legal action against such participant and/or user.
19. Participants agree no clarifications on the questions and the answers used in the Contest shall be entertained by SPNI.
20. By entering into the Contest, the Winners/Participants waive all copyrights including but not limited to Intellectual Property Rights (IPR) and moral rights, rights of publicity and any related rights and consents to SPNI's right to use the images, pictures, posts, paintings, comments etc. uploaded by the Participant(s) for the Contest ("**Materials**"), picture, tape or portray him/her as a Contest Winners, use the their profile pictures and social media handles, and to exhibit this material in any and all media now existing or hereinafter created, including without limitation television, film, radio and print media, without any compensation whatsoever for advertising and publicity purposes, except where prohibited by law. The Winners also consent to SPNI's right to use his/her name, voice or picture, or the content of his/her Contest Entry (collectively, the "**Publicity Rights**"). SPNI can allow to its agencies to exercise/exploit the Publicity Rights in conjunction with SPNI. SPNI shall also be free to use any ideas, concepts, know-how or techniques contained in the entries received for the Contest for any purpose.
21. By entering into the Contest, the Participant hereby provides SPNI shall have the unrestricted, unfettered, royalty-free, perpetual, irrevocable, sub-licensable, sub-assignable right to exploit the Materials, in any manner whatsoever, across all modes, mediums and platforms and in all languages, without any claims from the Participant.
22. By choosing to participate in the Contest, the Participants hereby consent to the collection, storage, use, disclosure, transfer, of your Personal Data which may be collected by SPNI for the purposes of this Contest. SPNI shall collection, storage, use, disclosure, transfer of Personal Data in compliance with all applicable laws including the Digital Personal Data Protection Act, 2023 (& the related rules). The Participants hereby agree and acknowledge that the collection, storage, use, disclosure, transfer, of the Personal Data by SPNI is for a lawful purpose and is necessary for facilitating your participation in the Contest. The term '**Personal Data**' shall mean and include the name, contact information, address, city of residence or other details pertaining to the identity of the Participants and other information as may be required for the purposes of disbursement of the Prize(s). Please refer to the Channel's Privacy Policy at <https://www.sonymarathi.com/in-en/basic-pages/privacy-policy/3>, which governs the use of your Personal Data.
23. The Personal Data obtained from the Participants will be processed by SPNI for the purpose of this Contest only. The Personal Data shared by the Participants shall be retained by SPNI till the Winners are declared and the promotions with respect to the Winners are completed. All Personal Data shall be purged from the SPNI servers and information base once the Contest is over.
24. Such Personal Data might also be shared/accessed by employees of SPNI, affiliates of SPNI (and their respective employees), advertising service providers, SPNI's associated partners, certain third-party vendors (for e.g., delivery partners, courier vendors, sponsors) for the selection of winners or for delivering or disbursing the Prize(s) to the Winners, but it shall be ensured that the parties mentioned above are also under contractual obligations to process the Personal Data only for the specified purpose(s) and implement technical measures to safeguard the Participant's Personal Data.
25. SPNI shall deal with any Personal Data that it receives from the Participant or otherwise collects, holds, uses and processes in the following manner: SPNI may also disclose Personal Data 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 upon prior written approval from SPNI.
26. In case you have any concerns with the collection and processing of your Personal Data, you can write to us on - livsupport@sonyliv.com. We advise the Participants to identify themselves correctly and detail or specify the Information requested to be accessed or corrected before submitting any such requests, to enable SPNI to resolve the concerns in a timely manner. We 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.
27. Participants confirm that the comments and answers uploaded by them or any part thereof do not infringe upon the statutory rights, common law rights, intellectual property rights including copyrights in literary, dramatic, musical or motion picture rights, patent rights or the trademark or trade names of any person, firm, corporation, association or entity whatsoever. Neither the comments nor any part thereof violate the statutory rights of, or the right of privacy, or constitute a libel or slander against any person, firm, corporation, association or entity whatsoever, or violate

any other rights not herein specifically enumerated. No comments or any part thereof shall be defamatory or contribute contempt of court or breach of contract, or breach of any provision of statute, nor hurt the sentiments of religious groups. In the event of any infringement and/or any unlawful usage of any Personal Data including pictures provided by the Participants, SPNI shall not be held liable on any account whatsoever.

28. SPNI including its divisions, affiliates and subsidiaries, and their respective agents and representatives, employees shall not be responsible for any loss of Entries for any reason whatsoever including, due to any technical problems for Entries received after the deadline as a consequence of computer service delays, interruptions, electronic failures or overloads, or for lost, misdirected or misplaced Entries or 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.. The Entries are void if unreadable, inaccurate, incomplete, damaged, tampered with, falsified, mechanically reproduced, not in prescribed format, irregular in any way or otherwise not in compliance with these Terms and Conditions.
29. SPNI reserves its right to select and declare or not to declare the Winners. Decision of SPNI in this regard is final and no correspondence in this regard will be entertained.
30. While accepting the Prize(s), the Winners may be required to sign an "indemnity and release of claims" form provided by SPNI, as the case may be, which shall release SPNI of all liability. Failure to complete and sign any documents requested by SPNI may result in disqualification and selection of an alternate Winner. All decisions of SPNI are final in this regard.
31. Mere participation/submitting Entries in the Contest do not entitle the Participants to win the Prize(s)/ win the Contest.
32. The Prize(s) will be awarded to the Winners pursuant to verification and in accordance with these Terms and Conditions.
33. SPNI may refuse to give the Prize(s) to Participant(s) in the event of his/her fraud, dishonesty or non-entitlement to participate in the Contest under these Terms and Conditions.
34. The Prize(s) shall be delivered to the Winners subject to submission of all relevant documents, if required in accordance with these Terms and Conditions of the Contest.
35. The Prize(s) are not transferable, assignable or exchangeable for cash equivalent. Only the prize Winners and no other person or agent, may claim the Prize(s).
36. In case the Winners is / are found to be in violation of any and all rules of the Contest, SPNI reserves the right to initiate legal proceedings against such person(s) including but not limited to having the concerned Winners to refund the Prize(s) won.
37. SPNI has the right to substitute the Prize(s) with other prizes of equal value, as determined by SPNI in its sole discretion.
38. SPNI has the right to amend (add, delete or modify) the Terms and Condition governing the Contest, prospectively or retrospectively, at its discretion and without prior notice.
39. SPNI reserves the right to disqualify any participant if it has reasonable grounds to believe that the Participant has breached any of these Terms and Conditions. SPNI may also disqualify any participant at its own discretion.
40. SPNI is not responsible for any errors or omissions in the terms and conditions contained herein. All information provided in the Contest is provided "As is" without warranty of any kind. SPNI makes no representations and disclaims all express, implied, and statutory warranties of any kind to the Participant and/or any third party including, without limitation, warranties as to accuracy, timelines, completeness, merchantability or fitness for any particular purpose.
41. The Participant(s) and/or the Winner shall fully indemnify, defend and hold harmless, SPNI its affiliates, officers, directors, employees and agents (collectively the "Indemnified Persons") from and against any and all losses, claims, actions, damages, liabilities, penalties, costs and expenses, (including without limitation reasonable attorneys' fees and court fees) (collectively "Losses"), that the Indemnified Person may incur or suffer or likely to incur or suffer as a result of or arising out any (i) breach of any terms hereunder; (ii) willful misconduct or negligent acts or omissions; (iii) any claims by any third party for any losses, damages, costs, expenses, injuries suffered by such third party, arising out of or in relation to the Participant(s) and/or the Winner during the Contest and/or enjoyment of the Prize(if any).
42. Under no circumstance, unless due to wilful misconduct or gross negligence, shall SPNI and/or their directors, employees, officers, affiliates or subsidiaries, be liable to the Participant and/or any third party for any lost profits or lost opportunity, indirect, special, consequential, incidental, or punitive damages whatsoever. The Participant specifically agrees not to file in person/through any family member and/or any third party any applications, criminal and/or civil proceedings in any courts or forum in India against SPNI their directors, employees, officers, affiliates or subsidiaries to claim any damages or relief in connection with the Contest.
43. SPNI does not make any commitment, express or implied, to respond to any feedback, suggestion and, or queries of the Participants or furnish any reason or explanation for inclusion and, or, exclusion of any particular submission of the Entry of a Participant at any stage of the Contest.
44. Under no circumstance shall SPNI including the Platform and/or their directors, employees, officers, affiliates or subsidiaries, be liable to the Participant and/or any third party for any lost profits or lost opportunity, indirect, special, consequential, incidental, or punitive damages whatsoever, even if SPNI has been advised of the possibility of such damages.

45. Non-conformance by any Participant and /or Winners of the Contest will result in immediate disqualification of the Participant from participation or winning the Prize(s) as the case maybe.
46. SPNI reserves the right to withdraw or discontinue and/or terminate the Contest at any stage without prior notice and without any liability whatsoever to the Participants.
47. The decisions of SPNI and its representatives shall be final and binding on all aspects of the Contest.
48. Your participation in the Contest by posting the Entries will be deemed as an acceptance of the above stated Terms and Conditions.
49. All taxes, levies and duties due and owing under applicable and statutory laws in connection with all Prize(s) if any, and all other costs, including insurance, incidental costs, gifts, gratuities and taxes, are the sole responsibility of the Prize(s) Winners.
50. The Contest is void where prohibited by law. All relevant national and local laws apply.
51. The Contest shall be governed by and construed in accordance with the applicable laws in India. All matters with respect to the Contest are subject to the jurisdiction of the Courts at Mumbai only.
52. For any queries on the Contest and/or the Terms and Conditions, please visit the official website or email on livsupport@sonyliv.com

“Dekho aar Jeeto” – Specific T&Cs

Dates of the Contest (“Contest Period”)	7 th October, 2026 to 30 th October, 2026
Contest Days	Each Saturday during the Contest Period only
Start and End Timing of the Contest	Start Time: 8.00 PM IST End Time: 9.00 PM IST on each Contest Days
Platform on which Contest shall be available	Channel Sony Aath, Sony Liv and Whatsapp
Territory	India
Specific Terms of Participation/Process of Participation	Participants can participate in the Contest in the of the following manner: - 2 (two) questions will be posted as on the aston bands during the telecast of each episode on the Channel on each Contest days during the Contest Timings. - In order to participate, the Participant must scan a QR code and be redirected to the WhatsApp journey or Sony LIV journey. - Participants will be required to register by providing details such as Name, Mobile Number and Email Address. - Participants must answer episode-related questions within a specified time window. - Daily 1 lucky winner who answers correctly will be selected through a randomiser process every week throughout the Contest Period (“Winner”). - The Winners will have to provide the following details: a. Name b. Mobile Number c. Email Address d. Location (State/City) Note: While participating in the Contest, Participants shall ensure that the entries: • shall not violate the rights of any third party, including, but not limited to, privacy rights, copyrights, trademark rights and/or any other intellectual property rights; • is not abusive, harmful, harassing, blasphemous, defamatory, obscene, libellous, invasive of another's privacy, hateful, or racially, ethnically objectionable, disparaging, relating or encouraging money laundering or gambling, or otherwise unlawful in any manner whatever; • does not harm minors in any way; • does not violate any law for the time being in force; • does not deceive or mislead about the origin of such messages or communicates any information which is grossly offensive or menacing in nature; • does not contain software viruses or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer resource; • shall not create any liability for the Company or any of its respective parents, subsidiaries, affiliates, successors, assigns, employees, agents, directors, officers and shareholders;
Specific Process for choosing the Winners	i. Winners: Daily 1 lucky winner will be selected through a randomiser process every week throughout the Contest Period. (“Weekly Winners”) Winners will be finalized after the completion of the KYC verification. ii. The number of winners selected is subject to change and shall be determined by the Company at its sole discretion. iii. By choosing to participate in the Contest, each Participant agrees not to question, challenge or demand any explanation from the Company with respect to any aspect of the Contest including the method for choosing the winners. Further, participating in the Contest or being selected as a winner, does not provide any participant with an opportunity to be a part of the Show or any other shows, events, contest, etc of SPNI in any manner. The sole gratification for the Contest is as detailed in the Specific TCs herein.
Prize	Daily 1 Winner will earn a chance to win vouchers worth INR 2,000/- (Indian Rupees Two Thousand Only)
Announcement of winners	Winners will be announced on the Aston band on the Channel and Platform along with official social media handles of the Channel