

BE A HOME SHARK – SHARK TANK INDIA - PLAY ALONG GAME

Frequently Asked Questions (FAQs)

1. What is Be A Home Shark?

Ans: Be A Home Shark (or "PAG") is an exciting concept which allows you to play along with Shark Tank India ("Show") being hosted by Culver Max Entertainment Private Limited ("Company") and broadcast on Sony LIV App ("App") starting January 05, 2026, and win exciting prizes. The application will display the questions and answer options in sync with the telecast of the Show on the App. The viewers will stand a chance to predict the investments made by the Sharks on the Show. There are various interactivities available as a part of the PAG:

- i. **"Predictor Question"** is a segment where questions related to the particular episode of the Show, where in a PAP will have to answer questions related to a particular pitch being shown during the episode, along with the Show. Every episode will have 3 pitches and each pitch will comprise of 2 Predictor Questions carrying 100 points each.
- ii. **"Be a Home Shark"** is a segment where a PAP will have to think like a Shark and predict the value of investment(s), percentage share and valuation at which the Sharks on the Show will make in a particular pitch. Every episode will have 3 pitches and each pitch will comprise of 1 Be a Home Shark question carrying 500 points each.
- iii. **"Trivia question"** means question based on facts linked to the sector/segment of the earlier pitch during a particular episode of the show. Every episode will have 3 pitches and each pitch will comprise of 3 Trivia questions carrying 200 points each.
- iv. **"Bonus question"** means that in each episode, 3 bonus questions shall be asked, and a PAP who answers any such question correctly shall be eligible to earn 200 points per correct answer.
- v. **"Rate the Pitch/Vote the Pitch"** refers to a segment in which a PAP is required to rate or vote on a question related to a pitch presented during an Episode. Each Episode shall feature 3 pitches, and each pitch shall include 1 question carrying 100 points each.
- vi. **"Bizz Quiz"** means offline quiz question asked on App to PAP apart from PAG. Daily 5 questions will be asked from Monday to Friday and for every question answered correctly, the PAP will earn 200 points. Please note that offline quiz will start from January 05, 2026 at 10 am.

Note: CMEPL shall have the discretion to make revisions to the number of questions/ points in case there is any revision in the number of pitches presented in an Episode.

**"Sony LIV " or "App" means the OTT platform accessible as an application, owned and operated by the Company where the PAG will be hosted.*

2. How do I get Be A Home Shark?

Ans: Players (hereby referred as 'Play Along Players' or PAPs) should download latest version of Sony LIV app (available for Android on Play Store / for iOS on App Store for free). Once installed you can click on the 'Be A Home Shark' banner or icon to access 'Be A Home Shark' and register yourself. Registration is mandatory for you to be able to participate and hence we would suggest you do this before the telecast of the Show starts so that you have enough time to register, get acquainted with the format and select your preferred language.

Note: Players residing in states where Be a Home Shark game is banned, will automatically be disqualified from participation and further winning of any prizes pertaining to the game.

3. How much time will I get to answer the question?

Ans: During each episode of the Show, the PAP will have to answer questions within the Stipulated Time as defined for each question and it will vary with each question. PAP(s) should ensure that they appraise themselves of the same before each question.

4. I gave a wrong answer, do I have to wait for the next pitcher/contestant to come?

Ans: No, you will have to wait till the next question is asked on the Shark Tank India Play Along Game.

5. How are you calculating my points?

Ans: PAG points are calculated based on every question answered correctly, the PAP will be awarded point(s) (as per the points table shown below).

- Every pitch will comprise of 2 Predictor Questions carrying 100 points each.
- Every pitch will comprise of 1 Be a Home Shark question carrying 500 points each.
- Every pitch will comprise of 3 Trivia questions carrying 200 points each.
- Every pitch will comprise 1 Rate the Pitch question carrying 100 points each.
- In the offline Bizz Quiz section, each correct answer will earn you 200 coins.
- Every episode will comprise 3 Bonus questions carrying 200 points each.

CMEPL (Culver Max Entertainment Private Limited) can change these points and add/discontinue such point winning activities or questions as it deems fit. CMEPL shall not entertain any claims made regarding this.

Note – The points displayed in the PAG are the final points earned that are computed and checked at the backend. CMEPL will not entertain any claims against the manner in which total points are calculated.

6. What will the PAG Leaderboard display?

Ans: The PAG Leader board shall display the winners of the Daily Top 10 Winner category for every episode. The winners of the previous episode will be displayed in the following episode. For further clarity, The Daily Top 10 Winners of episode 1 shall be displayed in episode 2's leader board. The points that are displayed on the PAG Leader board are the points earned by the PAP are accumulated across all interactivities of the PAG (including the Bizz Quiz) for a particular episode and any other point winning activity that might be introduced from time to time, which you would have participated in.

7. How do I give you feedback about the PAG? Where do I send my queries regarding PAG?

Ans: Your feedback helps us improve the PAG and we would love to hear from you. Please share your feedback by sending an email to us at livsupport@sonyLIV.com.

8. What happens if the network connection breaks, or I get a call or SMS while I'm playing the game?

Ans: If you get a call or SMS while playing, do not exit the Sony LIV app, but continue playing after your call has ended. However, the timer may have ended, in which case you will need to wait till the next question is asked on the episode.

In the event network connection breaks for any reason, you may be disqualified from continuing to play one or more questions. PLEASE remember to stay in an area with a good network connection when playing this game! And do try and avoid lifts, basements, and tunnels!

9. If I change my phone number, can I continue to play the game?

Ans: Your phone number is your identity in the Sony LIV app. Using a different phone number would mean you are a new participant as far as we are concerned. So, to maximise your points, stick to one phone number. And don't play with another person's phone number - or that person will be the one winning the points and prizes, if any!

10. Can anyone play the game?

Ans: Only persons who are 18 years or above as on January 05, 2026, are Indian citizens, and are of sound mind are permitted to participate. For more details on the eligibility criteria, please refer to Terms & Conditions available on.

11. What prizes am I eligible to win? How are the winners selected?

Ans: Following are the different categories of winners in this PAG:

1. Daily Top 10 Winner

- a) "Daily Top 10 Winner(s)" means the top 10 PAPs who have earned the highest points across all interactivities (detailed in clause 4 above) available for a particular episode of the Show (or part thereof).

- b) Each Winner from the "Daily Top 10 Winner(s)" category is eligible to win a gift voucher worth INR 500. Further, the Winners will be informed about the prizes and details in 'My Earnings' section of the PAG by clicking on it.
- c) A user with the same name/ email id/ date of birth/ city/ state participating through multiple mobile numbers will be treated as the same user for the purpose of any gratification and will be gratified only once.
- d) Winners can redeem the coupon reward in 'My Earnings' section of the PAG by clicking on it which will redirect to the brand page for further processing and redemption. Winners will only be able to use or redeem such prize coupon in accordance with the terms and conditions laid down by the PAG Partner on their platform and shall always be subject to compliance by the Winners of each of such terms and conditions.
- e) PAP shall review and understand the PAG Partner's platform terms and conditions before participation to PAG in order to understand if there are any restrictions that prohibits PAP from using or redeeming the coupon reward PAP may win in PAG, and that PAP shall not participate in the PAG in case there is prohibition of using or redeeming the coupon rewards, as per the PAG Partner's platform terms and conditions.
- f) Documentation might be sought to process prize gratification. Should the Winners fail to provide such documentation or fail to provide the same within the time period and the form and manner in which it is requested by the Company, then might be unable to remit the prize to such Winners and the Company shall in no manner be liable for the same.
- g) In case of a mismatch between the social username used for participation and submitted government documents, the shortlisted winner should submit a valid proof to verify the registered mobile number belongs to the winner along with a signed declaration as deem fit by the Company.
- h) A PAP can win in the "Daily Top 10 Winner" category only once during the entire season.

Please note – CMEPL can decide to alter / modify the number of winners, prize category and winning amounts under each prize category at its sole discretion. CMEPL shall not entertain any claims regarding the same.

12. How will I know if I have won any prizes?

Ans: The Winners (of any category as mentioned in the section above) will be declared the following day /week depending on the category for which they have won the prize, with all the points accumulated and the same will be updated on the PAG shall be considered final. The distribution of the prize shall be done in the manner as detailed in and subject to the Terms & Conditions. Winners will be intimated by the Company to each such winner on the mobile phone number provided by such PAP at the time of registration, on a best effort basis. The prize details will be available to the PAPs in the 'My Earnings' section in the PAG. Details such as gratification partner/ sponsor name will also be made available on the same. Further, the Winners will be informed about the prizes and details in 'My Earnings' section of the PAG by clicking on it.

13. I can see there are some coupons in the 'My Earnings' section of the PAG. How do I redeem these coupons?

Ans: You can redeem these coupons by clicking on them which will take you into the respective brand's page for further processing and redemption. Please note that any gratifications being redeemed by the winners are being done through third party platforms and at all times shall be subject to the terms and conditions of the said third-party platforms. The Company shall in no manner be responsible for any failure on the part of such third-party gateways to gratify the declared winners.

14. I have come across a WhatsApp message and/or social media post stating that the Company is providing a lottery prize and that I need to call and register to claim the prize. Is this true?

Ans: No. The Company is only providing only this play along game in relation to the Show and the only way to any prize is by participating in this PAG as per the Terms and Conditions. This entire process is transparent and monitored by an independent validator. Any person claiming that there is any lottery prize is defrauding you. Please contact your local police and report this person immediately.

15. I can see my name on Daily Top 10 winner leaderboard for the Shark Tank India Play Along Game. How do I claim/redeem my prize?

Ans:

- a) Winners of Daily Top 10 category for Shark tank India Play Along game will be informed about the prizes and details in 'My Earnings' section of the PAG by clicking on it.
- b) Winners of Daily Top 10 category can redeem the coupon reward in 'My Earnings' section of the PAG by clicking on it which will redirect to the PAG Partner website/app for further processing and redemption. Winners will only be able to use or redeem such prize coupon in accordance with the terms and conditions laid down by the PAG Partner on their platform and shall always be subject to compliance by the Winners of each of such terms and conditions, including but not limited to, all state specific applicable laws/guidelines basis which such prize coupon can be utilised.

Please note the company may, in its sole discretion, exclude a PAP from participating in any part of the PAG or from claiming/redeeming any prize(s), which may include without limitation (i) circumstances which, in the Company's view, renders the PAP unfit/ineligible to participate therein; (ii) inability to produce documentation specified by the Company, to the satisfaction of the Company, proving the identity of the PAP; (iii) any other reason that, at the discretion of Company, would adversely impact the Company or the PAG. At no point of time will the Company be obliged to notify unsuccessful PAPs of its decision.