SONY VIZHA – "VIZHAVODU VILAIYADU" CONTEST

Frequently Asked Questions (FAQs)

1. What is the Vizhavodu Vilaiyadu contest?

Ans: Vizhavodu Vilaiyadu contest ("Contest") is an exciting concept in the form of daily quizzes and voting activity introduced by Sony Pictures Network India Private Limited ("SPNI" or "Company") which allows you to register and participate online in the contest run for the shows (*"Notebook 90s – Kadhal Flashback", "Celebrity MasterChef" and "Tamil Idol*") that are being broadcast on the Sony Vizha TV channel. The contest is available on the Sony LIV application ("App") between 24th November 2026 and 25th December 2026. Participants will need to register on the Sony LIV application and post participating in the contest you may stand a chance to win exciting prizes.

Participants shall answer questions displayed on the App during the live telecast of the Shows. The gameplay will be as per described below and a set of questions made available on a particular day of the week shall form part of the daily quiz ("Daily Quiz"):

Show Name	Day	Question Time (in IST)	Activity type
Notebook 90s - Kadhal Flashback	Monday - Friday	7:30pm - 8pm	Daily multiple-choice quiz based on the Show content
Notebook 90s - Kadhal Flashback	Monday - Friday	7:30pm - 8pm	Prediction question based on Show content
Notebook 90s - Kadhal Flashback	Monday - Friday	7:30pm - 8pm	General knowledge-based trivia
Celebrity MasterChef	Monday - Friday	8pm-9:30pm	Daily multiple-choice quiz based on the Show content
Celebrity MasterChef	Monday - Friday	8pm-9:30pm	General Knowledge based trivia
Celebrity MasterChef	Monday - Friday	8pm-9:30pm	Prediction question based on Show content
Tamil Idol	Saturday & Sunday	8pm-9:30pm	Daily multiple-choice quiz based on the Show content
Tamil Idol	Saturday & Sunday	8pm-9:30pm	General Knowledge based trivia
Tamil Idol	Saturday & Sunday	8pm-11pm	Public voting activity (Every alternate week). Each Valid Vote (defined below in the scoring scheme) submitted by the Participant during the Contest Period and telecast of Tamil Idol will also carry points described below in the scoring mechanism section

Please note: The above-mentioned gameplay may be altered/ modified/ cancelled by the Company at its sole discretion based on programming requirements.

2. Who is eligible to participate in the Contest?

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

- Individuals must register and participate in the Contest via the App;
- They must be eighteen (18) years of age or above as on November 24, 2026;
- They must be Indian citizens residing in India;
- They must have the legal capacity to participate and agree to the Contest Terms and Conditions; and
- The Participant/s must not be employees, agents and promoters (including their immediate family members) of the Company or the production house or any of their divisions, affiliates and

subsidiaries; auditors/ executing agencies, or others associated to its advertising, promotion and or anyone else professionally connected with the above, in any manner.

3. How do I access the Contest?

Ans: The following steps need to be followed for registration and participation:

a) Participants will be required to register themselves on the App. The App can be downloaded from the application store. The application download is free of cost; however, data charges may apply. Please contact your telecom operator for the applicable charges. The Contest is only accessible on Android/ iOS smartphones and not accessible through browsers on PCs, laptops or other devices.
b) A first-time user shall complete the registration steps displayed on the App. Participation in the Contest requires a mobile number registered in the Participant's own name and verified through an OTP. Each Participant shall use one profile and one mobile number across all Shows. A Participant using multiple mobile numbers but identified by the same verification documents shall be treated as the same individual for prize eligibility.
c) Once registered, you will be prompted to provide your basic details such as Date of Birth, Gender and State/City etc.
d) Click on "Sony Vizha - Vizhavodu Vilaiyadu" banner/ Access "Sony Vizha - Vizhavodu Vilaiyadu" from the menu.
e) Select Language Preference (English/ Tamil).
f) Click on the "Play Now" tab. Post clicking on "Play Now" the Participant will enter the Contest environment where in the Participant will be presented multiple choice questions (A/ B/ C/ D). The Participant will be required to selection an answer option and click on "Submit" to move to the next question of the Daily Quiz.
g) The Participant shall log in to the Contest using a Google or Facebook account, in addition to completing registration on the App with a verified mobile number and a single profile. Any linking of social media accounts is for verification purposes, including verification that the person accessing the Contest is eighteen (18) years of age or above and is not a robot.

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

Ans: For each question presented during the Daily Quiz the Participant will have to answer questions and submit them within the time limit as decided by the Company ("Stipulated Time"). The Stipulated Time varies for each question.

5. I did not select 'Submit' after selecting the answer, would my answer be recorded?

Ans: No. 'Submit' tells us that you are confident about the answer and want to submit that answer. If you do not submit the answer, it will be treated as unanswered.

6. How are you calculating my points?

Ans: The following scoring scheme will be used to calculate the points as per the gameplay conducted on the App -

Activity	Contest points
Correct quiz answer submitted within the Stipulated Time during the Daily Quiz	20 (twenty) points per correct answer
Vote casted for Tamil Idol subject to the vote being submitted within the Stipulated Time ("Valid Vote")	1 (one) point per Valid Vote; subject to a maximum 50 (fifty) votes converting to 50 (fifty) points per Participant for the respective applicable Episode, across all voting windows for that Episode or activity
Wrong, unanswered or late quiz response	0 (zero) points; no negative marking
Speed or other bonus points	No additional bonus points

Note – The scores displayed during the gameplay are the final scores that are computed and checked at the backend. SPNI can change these points and add/discontinue such point winning activities or questions as it deems fit. No claims will be entertained regarding the same.

7. Are the points displayed on the leader board only for a single Daily Quiz?

Ans:

SPNI will reveal the leaderboard of the Daily Quiz winners and an overall season winner during the applicable subsequent episodes on TV and App. For the purposes of winning the gratifications, the final winners declared during the Contest by the Company, shall be considered as the final winners for the contest. This is subject to the winners adhering and complying with any and all additional information and requirements that may be specified by the Company from time to time. The Leader Board is indicative, and the Leader Board data cannot be used as evidence in any manner. The Company reserves the right to display a subset of the leaderboard in the manner it deems fit.

Your points are accumulated throughout the season – across the contest and any other point winning activity that might be introduced from time to time, which you would have participated in. SPNI may also decide to separately display the leader board of certain sponsor driven quizzes from time to time as it deems fit.

8. How do I give you feedback about the Contest? Where do I send my queries regarding the same?

Ans: Your feedback helps us improve the overall quality of the Vizhavodu Vilaiyadu contest and we would love to hear from you. Please share your feedback by sending an email to us at livsupport@setindia.com.

9. What happens if the network connection breaks, or I get a call or SMS during my gameplay?

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 contest environment.

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!

10. If I change my phone number, can I continue to play?

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!

Sony LIV identifies users through their unique registered phone numbers. Hence, in the event of sharing of login ID/ password, multiple logins, multiple registrations through your registered phone number, loss of registered phone number or other such instances, SPNI will send winning prizes to the participant profile through which the game was played and won the prize.

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

Ans: You are eligible to win the following –

Prize Category	Who can win?	Rules for winner selection
Daily Prize	The top 01 Participant who has scored the highest number of points in the at the end of the Daily Quiz of that particular day. Participants who have won prizes or gratifications in current season of KBC i.e. KBC Season 18 or Kon Honaar Crorepati (KHC) i.e. KHC Season 5 shall remain ineligible to win prizes in this Contest.	An eligible Participant can win only once during the entire contest duration. For further clarity, Daily Prize winner can also be eligible to win the Season Prize or any other prize category.

Prize Category	Who can win?	Rules for winner selection
	Each eligible Participant could win INR 1,00,000 subject to the winning participant submitting all required documents within the required timelines and contest Terms and Conditions on www.sonyliv.com	
Season Prize	The top 01 Participant who has scored the highest number of cumulative points at the end of the contest duration/ season Participants who have won prizes or gratifications in current season of KBC i.e. KBC Season 18 or Kon Honaar Crorepati (KHC) i.e. KHC Season 5 shall remain ineligible to win prizes in this Contest. Each eligible Participant could win a car subject to the winning participant submitting all required documents within the required timelines and contest Terms and Conditions on www.sonyliv.com	An eligible Participant can win only once during the entire contest duration. For further clarity, Season Prize winner can also be eligible to win the Daily Prize or any other prize category.
Milestone based scratch-card rewards	Reaching the applicable base threshold of points shall instantly unlock vouchers in the form of a digital scratch card. The required threshold shall be announced / displayed on the App. Milestone rewards include vouchers or any other gratification as decided by the Company subject to available reward inventory and the disclosed allocation conditions.	These rewards are separate from the Daily Prize and Season Prize. Receiving or redeeming a milestone reward does not affect eligibility for either prize, subject to the otherwise applicable eligibility and verification requirements.

Note: The Company reserves the right to change the prizes and also alter/ modify the winner selection criteria as it deems fit. The Company also reserves the right to apply certain region-based filters for winner selection.

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

Ans:

I. **Daily Prize/ Season Prize:**
   a. The Daily/ Season winners shall receive a call from the Company to (i) verify the details of the Winner provided at the time of registration (ii) provide details regarding document submission and verification. The Daily/ Season winner will have to submit their Aadhar and PAN card documents along with a cancelled check and passport size photograph suitable for on-air display within the stipulated timelines by emailing the documents on livsupport@setindia.com in order to claim the Prize.
   b. The winners will need to ensure that their name, address and mobile numbers and/or other contact details are correctly updated on the documents in order to claim this gratification. The Company reserves the right to forfeit the prize of a particular winner if it finds any duplication in the contact details submitted by the winner and/or if winner has not verified his identity to the satisfaction of the Company.
   c. Post complete document verification, the Company shall contact the winner and provide details on the further steps to claim the respective prize.
   d. As per government regulations, the Company shall deduct all applicable taxes on the Daily prize i.e. 1,00,000 respectively and gratify the remaining balance amount to the winner(s). In case of the Season Prize i.e. car, all applicable taxes will have to be borne by the winner. Participants should also note that the provisions of this clause may change subject to change in government regulations.

II. **Milestone based Rewards:**

The digital scratch card will directly be available for redemption in the “My Earnings” section of the contest gameplay environment. On clicking the respective prize coupon, the winner will be directed to a third website for redeeming the voucher and the terms and conditions of the respective third party shall be applicable in order to claim the prize.

For further details on the contest kindly refer to the detailed terms and conditions available on the Sony LIV application and website www.sonyliv.com.