

## **TERMS AND CONDITIONS GOVERNING PARTICIPATION IN GHAR KI SUPERSTAR CONTEST**

### **A. CONTEST DESCRIPTION:**

"Tum Ho Na – Ghar Ki Superstar" contest is a skill-based interactivity which is being hosted on and can be played on the Sony LIV assist page on WhatsApp ("App").

### **B. 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:

- i. "Tum Ho Na – Ghar Ki Superstar" or "Contest" means the skill-based interactivity which will be played by the PAP (defined below) in accordance with the Terms & Conditions on the App, the Contest is also accessible via the WhatsApp web browsers on a laptop.
- ii. "Company" or "CMEPL" means 'Culver Max Entertainment Private Limited'.
- iii. "Channel" means Sony Entertainment Television (SET).
- iv. "Daily Mega Winner" means the top 1 PAP of an Episode who has (i) answered the question(s) for the particular day of the Contest correctly on the App (ii) been selected by the randomizer. The Daily Mega Winner is eligible to win gift products in this category as per the Company's discretion only once in this season. The Company at its sole discretion may also consider additional filters like gender etc. to shortlist the winners as they deem fit.
- v. "Daily Top 9 Winner(s)" means the top 9 PAPs of an Episode who have (i) answered the question(s) for the particular day of the Contest correctly on the App (ii) been selected by the randomizer. These Daily Top 9 Winner(s) are eligible to win gift vouchers as per the Company's discretion only once in this season. The Company at its sole discretion may also consider additional filters like gender etc. to shortlist the winners as they deem fit. "Weekly Top 1 Winner" means the top 1 PAP of a particular week of the Contest who has (i) cumulatively answered maximum questions for the week i.e. Monday to Friday of the Contest correctly on the App. The Weekly Top 1 Winner is eligible to win gift products as per the Company's discretion only once in this season. The Company at its sole discretion may also consider additional filters like gender etc. or use a randomizer to shortlist the winners as they deem fit.
- vi. "Episode" means an episode of the Show (as defined below);
- vii. "Play Along Participant(s)" or "PAP" means any person(s) who registers and / or participates in the Contest and who (i) is a Female above eighteen (18) years of age as on June 01, 2026; (ii) is a citizen of India residing in India (iii) is of sound mind and health and (iv) agrees to enter into and participate in the Contest in accordance with the Rules and Regulations as defined in this document (v) answers all the mandatory profile related questions correctly.
- viii. "Contest Partner(s)" means the sponsors that are onboarded by the Company to gratify the Winner(s) under different prize categories.
- ix. "Show" means the television series titled "**Tum Ho Na**" commissioned by the Company and telecasted on its television channel 'Sony Entertainment Television' ("SET") and streamed on Sony LIV.
- x. "App" means the Sony LIV assist page on WhatsApp application where the Contest will be hosted.
- xi. "Stipulated Time" for the purposes of the Contest shall mean the period until which the Company permits a PAP to answer any question forming part of the Contest.
- xii. "Terms & Conditions" or "Rules and Regulation" means these terms and conditions governing the participation of the PAP into the Contest, as stated herein in entirety and as may be amended by the Company, at its sole discretion, from time to time.
- xiii. "Winners" shall mean the Daily Mega Winner, Daily Top 9 Winner(s), Weekly Top 1 Winner(s) or any other winner as may be determined by the Company in terms of the Terms & Conditions.
- xiv. "Prize(s)" means the prizes awarded by the Contest Partners to the Daily Mega Winner, Daily Top 9 Winner(s), Weekly Top 1 Winner(s) or any other Winner(s) as may be determined by the Company as per the Terms and Conditions.

### **C. ELIGIBILITY CRITERIA**

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

- individuals should have registered and / or participated in the Contest via the App and provided their consents;
- should be Females above eighteen (18) years of age as on June 01, 2026;
- Should be a citizen of India residing in India provided that you are not residing in the state where use or redemption of the coupon/ product reward is not permissible as per terms and conditions available on the Contest Partner platform or as per applicable laws, as the case may be;
- Should be of sound mind and health; and
- such individual agrees to enter into and participate in the Contest in accordance with the Rules and Regulations as defined in this document.

Only a PAP that fulfills all the above-mentioned criteria (including any changes made thereof) shall be eligible to participate in the Contest ("**Eligible PAP**").

#### **D. PROCEDURE TO PARTICIPATE IN THE CONTEST:**

##### **1. Participation**

- a) Eligible PAPs can participate in the Contest by (i) accessing the main menu of SONY LIV assist page on WhatsApp under the Interactivity section. PAPs need to type in the keywords TUM HO NA or SUPERSTAR to initiate the contest flow (ii) scanning the QR code displayed during the telecast of the Episode. On scanning the QR code, the PAP will be redirected to the Contest page on WhatsApp where they will be required to type in the keywords TUM HO NA or SUPERSTAR. The Contest will be available on the App as per the following schedule:

<b>Ep No.</b>	<b>Date for when Contest is available for playing</b>
1	01-Jun-26
2	02-Jun-26
3	03-Jun-26
4	04-Jun-26
5	05-Jun-26
6	08-Jun-26
7	09-Jun-26
8	10-Jun-26
9	11-Jun-26
10	12-Jun-26
11	15-Jun-26
12	16-Jun-26
13	17-Jun-26
14	18-Jun-26
15	19-Jun-26
16	22-Jun-26
17	23-Jun-26
18	24-Jun-26
19	25-Jun-26
20	26-Jun-26

- b) The above-mentioned schedule could be added to, modified or cancelled based on programming/ technical requirements of the Company or in the event the Show is for any reason rescheduled, extended, cancelled or terminated early, at the sole discretion of the Company without any prior intimation.

- c) The mobile number from which the registration is received will be used to identify with the PAP as a unique identification number. We urge PAPs to use numbers where they would be clearly identified as the PAP of the Contest.
- d) Any entry for participation in the Contest is not transferrable.
- e) The PAP may be required to furnish necessary supporting documentation as proof of age, 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. The Contest by each PAP must be registered with the concerned PAP's name and the PAP may be required to furnish supporting documents as proof.
- f) The Company has the right at any time to require proof of identity and/or eligibility. The failure to provide proof of or affidavit of eligibility, including the proof of name and correct date of birth within the time as stipulated in the Terms & Conditions or upon request by the Company may result in disqualification. The Company also reserves the right to disqualify a PAP in case where a discrepancy is found to exist in the information furnished/provided/stated by the PAP during the conversation with the Company or any of the Company's sub-contractors and vendors in the Contest, and/or in the information stated in the documents furnished by the PAP or at any time.
- g) The Company may, at its discretion, contact the PAP(s), if required, for any clarifications needed for the information provided when contacted by the Company.

## **2. Steps for Registration**

- a) To participate in the Contest, (i) access the main menu of SONY LIV assist page on WhatsApp under the Interactivity section. PAPs need to type in the keywords TUM HO NA or SUPERSTAR to initiate the contest flow or (ii) scan the QR code displayed during the telecast of the Episode. On scanning the QR code, the PAP will be redirected to the Contest page on WhatsApp where they will be required to type in the keywords TUM HO NA or SUPERSTAR. Please note, the Contest is also accessible via the WhatsApp web browsers on your laptops.
- b) Click on "Participate Now".
- c) Read and accept the Terms and Conditions of the Contest.
- d) Confirm that you are above 18 years of age
- e) Agree to processing and storage of your personal data for the purposes of the Contest
- f) Answer Profile related questions (such as including Name, Email ID, Date of Birth (DOB), Gender, and City related questions as required).
- g) Answer the questions prompted for the particular day of the Contest within the Stipulated Time and click on Submit.
- h) In the event the PAP uses a SIM card not registered in her/his name for registration, the Company will not be responsible to track such PAP and such PAP will be disqualified.
- i) In the event, it is not possible to determine with certainty the person who registered from a particular mobile number, that entry would be disqualified. PAP(s) are requested to use mobile numbers which are unique to them.
- j) Taking part in the registration process shall be deemed to be acceptance by the PAP(s) to receive promotional messages from the Company or any third party so authorized by the Company. In the event the PAP wants to opt out from receiving any such promotional messages then the PAP can write to the Company at [livsupport@sonyLIV.com](mailto:livsupport@sonyLIV.com) .
- k) The procedures for registration and participation in the Contest are subject to the Terms & Conditions stated herein. Non-conformance by any PAP(s) to the Terms & Conditions will disqualify him/her from participation or winnings, immediately, as the case may be.

## **3. Charges for the Contest**

- a) The downloading of WhatsApp and participation in the Contest are free of cost; however data charges may apply. For further details please contact your telecom operator.
- 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 the applicable rates.
- c) There is no levy of an entry fee for participation in the Contest. Any person who claims to be from the Company and asks the PAP for paying an entry fee for participation in the Contest or operation of Contest on any platform other than App or states that the Show or the Company is distributing any lotteries or cash prizes, is defrauding the PAP(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 Company or the Show. The only way to participate in the Contest and win the prizes is in the manner detailed hereunder. The

Company do not take any responsibility for intentional or otherwise participation made by any individual to any such deceptive schemes or defrauding practices by any third party, and hence we strongly urge you to beware of such malpractices.

#### **4. Playing Rules**

##### **5.1. Process**

- a) During each Episode of the Show, the PAP will have to answer questions as displayed on the App within the Stipulated Time.
  - b) The Stipulated Time may vary for each question, and the PAP(s) should ensure that they appraise themselves of the same before each question.
  - c) There are no scores allotted to the questions asked as a part of the Contest. Hence, in order for the PAP to maximize his/ her chances to be selected in the randomization pool of Winner determination, the PAP will be required to answer maximum questions correctly. For further clarity, answering all questions correctly during the entire or part of a Contest does not guarantee the PAP a Prize.
  - d) The Company can change the manner of Winner selection, Winner determination or add/discontinue such winning activities or questions as it deems fit. No claims will be entertained about this.
- 5.2. An on-going PAP could lose the opportunity to play one or more questions, in any of the following scenarios:
- i. Where a PAP answers a call / message / etc. on the device where he/she is playing Contest or watching a video on the Contest;
  - ii. Where a PAP exits the application being used by the PAP in the course of playing the Contest or watching a video on the Contest;
  - iii. Where there is a network drop or battery drain-out in the course of playing the Contest or watching a video on the Contest;
  - iv. Where the device on which Contest is being played hangs during the course of playing the Contest or watching a video on the Contest;
  - v. Where the Contest or the ability of a PAP to participate in the Contest is affected by any other network / IT / phone issues. Where a PAP exits the Contest in the middle of a session, the PAP will be permitted to rejoin the Contest only when the next question is asked.
- 5.3. In the event a Contest is terminated mid-session for any reasons whatsoever, the PAP will have to wait till the next question is asked on the Show in order to maximise his/ her chance of winning.
- 5.4. Once the "Submit" button has been pressed, the PAP will not be allowed to change the answer. If the "Submit" button does not disappear, the server has not received the response and the PAP would be required to press the button again. Please note that the PAP has to select the answer option and press the button within the Stipulated Time.
- 5.5. Post submission (locking) of the answer, the PAP(s) will not be permitted to modify / alter / change the answer submitted.
- 5.6. Only the answers received within the Stipulated Time will be considered valid.
- 5.7. The Company 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.
- 5.8. The Company's decision on the correctness or incorrectness of any answer is final and binding on all PAPs.

#### **5. Winners Selection**

- a) For the Daily Mega Winner and Daily Top 9 Winner categories, the Winner determination will be based on (i) the question of the day answered correctly by the PAP (ii) selection through the randomizer software for that particular Episode. For the Weekly Top 1 Winner category, the Winner determination will be based on the maximum number of questions answered correctly by the PAPs for the particular week i.e. Monday to Friday. In case of a tie in the Weekly Top 1 Winner category, the Company may at its discretion decide to use a randomizer software to determine the Winner.
- b) A PAP is eligible to win a particular Prize in a particular Winner category only once in the entire season of the Show. However the PAP can win in the other Prize categories in the subsequent weeks of the Show with the exception being that a Daily Top 9 Winner can win in the Weekly Top 1 category in the same week.

- c) The Company shall have the sole discretion to modify/ alter the category wise prize-winning rules at any time during the current season of the Show.
- d) A PAP with the same PAN and Aadhar ID documents participating through multiple mobile numbers will be treated as the same user for the purpose of any gratification.
- e) The Company shall have the sole discretion to modify the number of Winners, Winner and Prize categories as it deems fit. The Winners hereby undertake not to question or to make any claims against the same.
- f) The Winners who are eligible to Prizes shall be informed about the Prizes and details via the registered mobile number.

## **6. Daily Mega Winner**

- a) "Daily Mega Winner" means the top 1 PAP who has (i) answered the question available for a particular Episode of the Show (or part thereof) correctly (ii) been selected by the randomizer software.
- b) The Daily Mega Winner is eligible to win a gift product as per the Company's discretion. Further, the Winner(s) will be informed about the Prize by the Company through a manual callout made by Company representatives.
- c) The Prize will be shipped to the Winners on the address mentioned on the KYC documents provided by the Winner to the Company. The Company shall use the name, age, gender and mobile number mentioned by the Winner at the time of registration for verification and communication purposes. The Daily Mega Winner(s) will need to ensure that their name, address and mobile numbers and/or other contact details are correctly updated 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. The Company also reserves the right to forfeit the Prize of a particular Winner if it finds any mismatch between the details submitted during registration and details mentioned in the submitted proof of documentation.
- d) Documentation will be sought to process the 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, the Company might be unable to remit the prize to such Winners and the Company shall in no manner be liable for the same. For further clarity, if the Daily Mega Winner fails to provide the required documentation in the manner requested by the Company within the timelines communicated, the Prize shall be forfeited and no replacement Winner will be chosen.
- e) A PAP can win in the "Daily Mega Winner" category only once during the entire season. However, such winning PAP would still be eligible to win a prize under the "Daily Top 9 Winner" or "Weekly Top 1 Winner" in the subsequent weeks during the season of the Show.

## **7. Daily Top 9 Winner(s)**

- a) "Daily Top 9 Winner(s)" means the top 9 PAPs who have (i) answered the question available for a particular Episode of the Show (or part thereof) correctly (ii) been selected by the randomizer software.
- b) The Daily Top 9 Winners are eligible to win a gift voucher. Further, the Winner(s) will be sent the gift vouchers via email from the official email address of the Company.
- c) Winners can redeem the coupon reward by clicking on the gift voucher sent by the Company's official communication channel. Upon clicking the coupon reward, the Winner will be redirected to the Contest Partner's platform 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 Contest Partner on their platform and shall always be subject to compliance by the Winners of each of such terms and conditions.
- d) PAP shall review and understand the Contest Partner's platform terms and conditions before participation to Contest in order to understand if there are any restrictions that prohibits PAP from using or redeeming the coupon reward PAP may win in Contest, and that PAP shall not participate in the Contest in case there is prohibition of using or redeeming the coupon rewards, as per the Contest Partner's platform terms and conditions.
- e) 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.
- f) In case of a mismatch between the user profile details (submitted at the time of Contest registration) used for participation and submitted government documents, the shortlisted winner should submit valid proof to verify the registered mobile number belongs to the winner along with a signed declaration as deem fit by the Company.

- g) A PAP can win in the "Daily Top 9 Winner" category only once during the entire season. However, such winning PAP would still be eligible to win a prize under the (i) "Weekly Top 1 Winner" in the same week of the Show and (ii) "Daily Mega Winner" in the subsequent weeks during the season of the Show.

## **8. Weekly Top 1 Winner**

- a) "Weekly Top 1 Winner" means the top 1 PAP who has (i) answered the maximum number of questions available for a particular week of the Show i.e. Monday to Friday of the week correctly. In case multiple PAPs are eligible to be the "Weekly Top 1 Winner", the Company at its sole discretion may decide to use a randomizer to determine the Weekly Top 1 Winner of the particular week.
- b) The Weekly Top 1 Winner is eligible to win a gift product as per the Company's discretion. Further, the Winner(s) will be informed about the Prize by the Company through a manual callout made by Company representatives.
- c) The Prize will be shipped to the Winners on the address mentioned on the KYC documents provided by the Winner to the Company. The Company shall use the name, age, gender and mobile number mentioned by the Winner at the time of registration for verification and communication purposes. The Weekly Top 1 Winner(s) will need to ensure that their name, address and mobile numbers and/or other contact details are correctly updated 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. The Company also reserves the right to forfeit the Prize of a particular Winner if it finds any mismatch between the details submitted during registration and details mentioned in the submitted proof of documentation.
- d) 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 the Company might be unable to remit the prize to such Winners and the Company shall in no manner be liable for the same. The Company in such a scenario shall select the next eligible PAP as the Weekly Top 1 Winner and no claims will be entertained regarding the same.
- e) In case of a mismatch between the user profile details (submitted at the time of Contest registration) used for participation and submitted government documents, the shortlisted winner should submit valid proof to verify the registered mobile number belongs to the winner along with a signed declaration as deem fit by the Company.
- f) A PAP can win in the "Weekly Top 1 Winner" category only once during the entire season. However, such winning PAP would still be eligible to win a prize under the "Daily Mega Winner" or "Daily Top 9 Winners" in the subsequent weeks during the season of the Show.

## **9. Winners Leaderboard**

- a) The Company shall maintain and update an Episodic and Weekly Leaderboard. The Company shall display the Episodic Leaderboard at the end of each Episode and Weekly Leaderboard at the end of the following Monday's Episode on the Channel.
- b) The Leaderboard is indicative only and may not be up to date across all PAPs and the Leader Board data cannot be used as evidence in any manner.
- c) The Company may also decide to display a subset of the overall Leaderboard which will show the region/city wise top PAPs.

## **10. Winner Declaration and Pay-out/ Prize disbursement**

- a) The Winners will need to ensure that their mobile numbers and/or other contact details are correctly updated in order to claim their gratification. The Winners can claim the prizes or gratifications latest by October 31, 2026 following which the unclaimed gratification will lapse.
- b) The Company shall have the sole discretion to decide whether or not to declare the Winners or the manner in which the Winners are announced, and the Winners hereby undertake not to question or to make any claims against the manner in which the names of the Winners are declared by the Company.
- c) The selection of any Winners further depends upon the completeness of their profiles. The Company will use the full name and location of the Winners as available to the Company submitted by the PAPs during registration, to display the Winners on the Leaderboard. In the event, any PAPs so selected have not updated their details for the Company to use or

the profile name provided is not suitable for broadcast (such decision shall be at the Company's discretion), then the Company shall have the sole discretion to disqualify such PAP. The Company shall also have the right to replace such disqualified PAP with the next eligible Winner as per the defined Winner determination criteria.

- d) The Company and/or its authorized agents, affiliates and representatives will rely upon only such information as may be provided by the PAP at the time of participation in the Contest (or registration on the App). The PAPs are hereby required to keep their information updated.
- e) Any payments or price redemption being made to the Winners hereunder may be done through third party payment 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 payment gateway to make payments to the Winners or third-party platform (including the Contest Partner's) to allow Winners to redeem their coupon reward. Further, the Company shall not be responsible in any manner whatsoever for any errors, omissions or failures or inability on the part of the e-wallets, if any, where such prizes are being transferred or third party platform, where such coupon reward are being redeemed. The PAP hereby undertakes that he/she shall not raise any claims against the Company in this regard and shall keep the Company indemnified to that extent.
- f) The Winners should also note that TDS maybe deducted as applicable on gratifications exceeding INR 10,000 earned by the concerned PAP cumulatively by participating in different play along games offered by the App for other shows of the Company. Further documentation might be sought in order to process the payments exceeding INR 10,000. Should the Winners fail to provide such additional 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) The Company reserves the right, at its discretion, to institute one or more prizes for the PAPs and their supporting terms and conditions thereto, including whether such prizes are daily, weekly, grand, cumulative, non-cumulative or any combination thereof. The Company may decide not to declare any prizes in a particular week or Episode.
- h) The Company reserves the right to withdraw any of the prizes as provided herein, at any point of time, including after they have been announced already and the Company shall not entertain any queries in this regard from the PAPs.
- i) The Company may, in its sole discretion, exclude a PAP from participating in any part of the Contest or from claiming any prizes, 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 Contest. At no point of time will the Company be obliged to notify unsuccessful PAPs of its decision.
- j) The Company will use the number used to register on the App by the PAP to identify the Winner of the prizes won, if any. Inability on the part of the PAP to accordingly show or provide the required identification proof could entitle the Company to disqualify the PAP from any winnings, if any.
- k) Whilst the Company shall make all reasonable endeavors to (i) enable PAP(s) to proceed with participation in the Contest (ii) to contact all Winner(s) at each relevant juncture of the Contest, the Company can make no guarantee thereof and the Company shall in its sole discretion be entitled to proceed with the next entitled PAPs who are eligible to be Winners under the Terms & Conditions, in case it is unable to successfully contact and communicate with PAP(s)/ Winner(s) in terms hereof.
- l) The Company will have no liability to a PAP who is unable to take part in the Contest for whatever reason and the Company shall be entitled to disqualify the PAP(s) from the Contest at any time, at the discretion of the Company.
- m) The Company further reserves the right to replace at its discretion any Winner(s) who for any reason fails or is disqualified from or unable to participate in the Contest with another PAP who (i) has answered the same number of questions correctly (ii) is selected by the

randomizer software and is otherwise eligible to be a Winner, notwithstanding that such PAP may have been previously eliminated from the Contest and each PAP shall agree to collect the prize as and when required by the Company to do so.

- n) If at any time, it is determined by the Company that any person has tampered with the App, the Contest, or any data / servers / database / etc. related to the Contest, the Company reserves the right at its discretion to revoke or cancel points or winnings of any such PAP and / or initiate litigation as deemed fit and necessary by the Company.
- o) The Winners hereby agrees that he/ she shall not hold the Company responsible for any delays and/ or disputes and/or claims arising out of the prizes to be won and shall indemnify the Company against any and all such claims.
- p) The Winners hereby agree that any in case of any disputes/ claims arising out of the prizes to be won, the same shall be addressed directly to the sponsors that are gratifying the winners and the Company shall not be held responsible for the same.
- q) The Company may refuse to pay winnings or reclaim all sums paid to Winners in the event of any fraud, dishonesty or non-entitlement on the part of any of such Winner(s) to participate in the Contest under the Terms & Conditions as well as delay/refusal to submit documents on time.

## **E. SYSTEMS AND AVAILABILITY**

- a) The Company 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 PAP, etc. The PAP 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 playing the Contest by a PAP would not be the responsibility of the Company and/or its associates/ affiliates and the Company 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 may have to continue with whatever data is available, or in any other manner as it may deem reasonable. The Company should not be held responsible for any loss of data or the action taken on account of the same. The Company 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 PAP is not for any reason received within the Stipulated Time period for the question, such PAP would be not be able to get points in the event that question(s) was correctly answered by the PAP. The PAP can continue to answer questions once re-connected to the central Contest game server(s). The Company or its vendors and partners are not responsible for any such instances.
- e) For sake of clarity, PAPs are advised to play the Contest through one device only. In case multiple entries are received from a PAP for the same question, the Company has the right to choose the first answer entry received from that PAP. If multiple entries are received at the same time, then the Company will choose any of the answer entries received. points calculated basis this will be considered final and would be updated on the Contest subsequently at a later date.
- f) Prior to start of play of the Contest, the PAP must check that the App is operational and functioning correctly. The PAP is advised to keep adequate RAM and phone memory available to ensure smooth functioning of the Contest. Quitting other applications on the device will also help towards smoother gameplay in case of some phones.
- g) PAP is advised to keep the device from which the Contest is played, adequately charged. Low battery will result in shut down of the network and / or device and that will result in the PAP not being in a position to play along.

- h) The server used to communicate with the PAP has adequate redundancies built into it. However, in the rare cases, the server is down during the Contest, the Company 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 and/or awarding points to all the players for that section, or any other means at the discretion of the Company.
- i) Every effort will be made to coordinate the timing of the Contest questions with the SD & HD feeds of the Show, such that the answer reveal of the Contest questions coincides with the answer reveal on the Show. However, since this is heavily dependent on satellites, networks, receivers, connectivity, cloud issues and various forms of latency, there could be instances of inaccurate alignment. These would be outside the control of the Company or its affiliates/associates and neither the Company nor its affiliates or associates will be responsible for any consequences or liability arising therefrom, to any part whatsoever.
- j) All PAPs need to adjust the device display, font and resolution to default size or lower to ensure that they are able to play the Contest on their devices properly. If not, then the "Submit" button might not appear on the device screen during gameplay. In case the PAP is not able to play the Contest on account of this, the Company will not be responsible in any manner whatsoever.
- k) The PAP acknowledges that all possible issues may not have been identified by the Company and its partners and agrees to hold harmless the Company and 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 PAP or the PAP's property, or device shall not be the responsibility of the Company or its partners.
- l) No person (i.e., either the PAP, or any person on behalf of the PAP) shall initiate litigation against the Company or its partners in any manner without first providing the Company a complaint at livsupport@sonyLIV.com and providing the Company an opportunity to address the complaint.
- m) In case any unauthorized activity is observed on the Contest, that particular PAP will be disqualified to play till such time as the Company deems fit. The Company would not be responsible in any manner whatsoever on account of such disqualification.
- n) The Company shall not be liable for any failure of the application server or system in the course of playing the Contest.
- o) 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 PAPs 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.
- p) The Company and its sub-contractors are not responsible for delayed receipt or non-receipt or incomplete receipt or corrupt receipt of answers.
- q) The Company accepts no liability and shall not be responsible and/or liable in any manner whatsoever in case the PAP(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.
- r) It shall not be open for the PAP(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 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.

## **F. CONFIDENTIALITY**

- a) The Company shall keep all the information collected from the PAPs confidential and shall not share the information so collected with any party (save and except its auditors or personnel on a need-to-know basis), save and except for the purpose of the present Contest.
- b) None of the PAPs 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. The PAP shall not disclose any information whatsoever relating to the Company to any other party. Violation of this clause shall immediately disqualify the PAP's prospects of further participation.
- c) The PAP shall at all times keep confidential all particulars and details regarding the Contest.

## **G. DATA PRIVACY**

- a) The PAP acknowledges that the Company will need to collect their Personal Data for the purpose of the Contest. By providing their explicit consent, the PAP agrees to the collection, storage, use, disclosure, transfer, of their Personal Data which may be collected by the Company for the purposes of Contest. The term 'Personal Data' shall mean and include but is not limited to the full name, age, gender and city/state 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 PAP and other information as may be required for the purposes of Contest.
- b) 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 PAP is unable to or refuses to provide or verify their Personal Data or if the PAP 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 PAP(s), if required, for any clarifications needed for the information provided in the registration.
- c) 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 Contest. Further, in case there is any mismatch of PAP(s) details in any round of Contest, the PAP(s) may be disqualified from further participation in Contest, if PAP is unable to resolve discrepancies.
- d) 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, the Personal Data Protection Rules 2025, 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 PAP 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 PAP shall also be subject to the privacy policies and terms and conditions of third-party service providers (including but not limited to WhatsApp or any other platforms that may be engaged by the Company). PAPs are advised to familiarize themselves with the terms and conditions and policies of such third parties.
- e) The PAP(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 PAP(s) shall be retained by the Company till the Winners are declared and the promotions with respect to the Winners are completed.
- f) 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 the Personal Data Protection Rules 2025.
- g) In addition to the service provides engaged by the Company, Company 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 of the Company.
- h) In case PAP(s) have any concerns with the collection and processing of their Personal Data or wants to opt-out of the processing of their Personal Data, PAP(s) can write to the Company to [livsupport@sonyliv.com](mailto:livsupport@sonyliv.com). It is advised that the PAP(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.

- i) The PAP(s) understand that the collection and processing of their Personal Data is imperative for their participation in the Contest. Therefore, in the event the PAP withdraws their consent for collection and/or processing of their Personal Data, the PAP shall not be entitled to participate in the Contest any further. The PAP(s) agrees that by accepting the Terms and Conditions, the PAP(s) agrees to not raise any claims against the Company in this regard.
- j) All Personal Data and information requested by and supplied to the Company by each PAP must be truthful, accurate and in no way misleading. The Company reserves the right to disqualify any PAP(s) from the Contest in its sole discretion, should the PAP(s) at any stage supply untruthful, inaccurate, unverifiable or misleading Personal Data and/or information.
- k) 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 return all Prizes received from the Company.
- l) The PAP(s) hereby agreed that they shall not file any claim against the Company for collection, processing or sharing such Personal Data.

## **H. INTELLECTUAL PROPERTY RIGHTS AND PUBLICITY**

- a) Any photographs, videos etc. submitted by the PAPs/Winners 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 PAP(s) shall ensure that the photos or videos submitted by them in any public domain or their photos, videos 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 PAP(s) shall solely remain liable for any action (criminal/civil) arising therefrom.
- b) By participating in the Contest, the PAP waive all copyrights including but not limited to Intellectual Property Rights (IPR) and moral rights, rights of publicity, personality rights, and any related rights and consents to the Company's right to use the name, signature, name, images, videos etc. provided by the PAP for the Contest and to picture, tape or portray him/her as a participant/winner of the Contest, 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, internet, film, radio and print media, without any compensation whatsoever for advertising and publicity purposes, except where prohibited by law. The PAP also consents to the Company's right to use his/her name, voice or picture etc. (collectively, the "Publicity Rights"). The Company can allow to its agencies to exercise/exploit the Publicity Rights in conjunction with the Company. The Company shall also be free to use any ideas, concepts, know-how or techniques contained in the entries received for the Contest for any purpose.
- c) As part of PAP's contribution to the Contest, the Company may request one or more PAP to participate in any online/interactive activity relating to the Show, including without limitation, the recordings of webcasts, interviews and participation in so-called 'chat-rooms'. It is a further condition of entry and participation in the Contest that the PAP(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.
- d) The Winner(s) of the Contest as announced by the Company from time to time, agrees that he/she shall make himself/herself available from time to time and co-operate with the Company and participate in any activity and/or campaign ("Promotional Activity") of any nature whatsoever without any money payable to the Winner(s). Further, the Winner(s)/PAP(s) shall at no point of time refuse or disagree to participate in any such Promotional Activity for any reason whatsoever if required by the Company. The Winner(s)/PAP(s) agrees that the footage of any nature shall vest with the Company, including but not limited to all intellectual property rights and any other rights for worldwide and in perpetuity.
- e) Acceptance of these Terms & Conditions by the PAP constitutes permission for the Company, including its affiliates, to click photographs, record videos of the PAP(s) and use the PAP(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.

## **I. GENERAL TERMS AND CONDITIONS**

- a) Participation in the Contest shall be considered to be acceptance of these Terms & Conditions and any additional terms and conditions in relation to the Show.
- b) Participants from states in which such interactivity-based games are banned shall be automatically disqualified and no complaints shall be entertained by the Company regarding the same.
- c) The Contest may contain certain segments which will be sponsored by third parties. The participation and winner selection in such sponsor segments will be governed by the terms and conditions of the said third parties. The PAP may choose to participate in activities made available by such third parties under such sponsor segments. These activities shall be independent of the Contest and the points earned through the activities may or may not be added to the score earned by the PAP through the Contest. The Company reserves the right to decide whether to include points earned by the PAPs in the said sponsor segments in their overall Contest score. The PAP is requested to make sure they read the terms and conditions of such activities under the sponsor segments carefully. The PAP hereby undertakes that he/she shall not raise any claims against the Company in this regard and shall keep the Company indemnified to that extent. Any gratifications being redeemed by the winners through sponsor integrations or 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. Further, the Company shall not be responsible in any manner whatsoever for any errors, omissions or failures on the part of the e-wallets where such prizes are being transferred. The PAP hereby undertakes that he/she shall not raise any claims against the Company in this regard and shall keep the Company indemnified to that extent.
- d) Any gratifications being redeemed by the winners through sponsor integrations or 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. Further, the Company shall not be responsible in any manner whatsoever for any errors, omissions or failures on the part of the e-wallets where such prizes are being transferred. The PAP hereby undertakes that he/she shall not raise any claims against the Company in this regard and shall keep the Company indemnified to that extent. The PAP 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 or its affiliates, as the case may be.
- e) The PAP shall undertake, warrant and guarantee to the Company that the PAP has the full legal capacity to participate in the Contest in accordance with these Terms & Conditions.
- f) Any requirement by the Company for the PAP to link his/her social media accounts hereunder, shall not be deemed to an endorsement of any of such social media platform and the information accessed by the Company from such social media accounts shall at all times be subject to the terms and conditions of such social media website.
- g) The PAP 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.
- h) The PAP shall not have any claim against the Company and/or any of its affiliates connected with the Contest for the same. The Company or any of the affiliates connected with the Contest shall not be responsible for any such eventuality and the PAP(s) shall not be entitled to claim any compensation from the Company.
- i) 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 the Company shall be final and binding on all PAP(s) and other persons. The Company is empowered to take a decision on any case or instances not covered by the present Terms & Conditions.
- j) The Company 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 the Contest or remedy any issues that occur.
- k) The Company has the right at any time to terminate the Contest without any prior intimation or notice to the public and also the Company is not obligated in any manner whatsoever to compensate any person or persons who have participated in the Contest. In such an event, the prizes declared till date shall be paid and future prizes will be suspended.
- l) Registration or participation in the Contest does not guarantee a prize or award.
- m) 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 may cancel all or any part of the Contest or take such other decision as it deems fit.

- n) In case the Winner(s) is found to be in violation of any and all rules/process of the Contest, the Company reserves the right to initiate legal proceedings against such person(s) including but not limited to having the concerned Winner to refund the prize as deemed fit by the Company. If at any time, including after disbursement of prize, any information submitted by the PAP(s) is found to be incorrect, false, or otherwise misrepresented or misleading, the Company is liable to reclaim the prizes from the PAP(s).
- o) The Company is empowered to take a decision on any case not covered by the present Terms & Conditions.
- p) The Company 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 PAP(s) and/or the Winner (s) in any manner whatsoever, in relation to the Contest and/or prize.
- q) The Winner(s) and/or the PAP(s) of the Contest agrees that he/she shall hold harmless the Company, its employees, officers, sub-contractors or any other person in connection with the prize won by him/her and/or in relation to the Contest/ Show including but not limited to the procedure in the Contest 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 sponsor and/or the Company to claim any damages or reliefs.
- r) The Company or any of its affiliates will not be liable for any loss of earnings, employment or otherwise caused to the PAP(s) and arising as a result of his/her participation in the Contest.
- s) The PAP(s) shall fully indemnify, defend and hold harmless, the Company, 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 PAP(s) during the Contest.
- t) The only way to enter Contest is through participation as described in Terms & Conditions. There is no other way of entering the Contest. Any person claiming that he/she can help get you wins for a consideration is defrauding you. Please contact your local police and report this person immediately.
- u) Under no circumstance shall the Company and/or their directors, employees, officers, affiliates or subsidiaries, be liable to the PAP and/or any third party for any lost profits or lost opportunity, indirect, special, consequential, incidental, or punitive damages whatsoever, even if PAP has been advised of the possibility of such damages.
- v) Non-conformance by any PAP of the Terms & Conditions will result in immediate disqualification of the PAP irrespective of the level or stage.
- w) The Company reserves the right to withdraw or discontinue and/or terminate the Contest or the Show at any stage without prior notice and without any liability whatsoever to the PAP.
- x) The decisions of the Company and its representatives shall be final and binding on all aspects of the Activity.
- y) 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.
- z) The Terms and 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.
- aa) These Terms & Conditions and the Contest shall be governed by and construed in accordance with the laws of India and the PAP(s) submit irrevocably to the jurisdiction of the Courts in Mumbai.