

**TERMS AND CONDITIONS GOVERNING THE CHALLENGES ARENA SEASON 22 IS A PROMOTIONAL ACTIVITY ORGANIZED BY  
ONMOBILE GLOBAL LIMITED IN ASSOCIATION WITH VODAFONE IDEA LIMITED.**

**A. INTRODUCTION**

THE CHALLENGE IS AN OPTIONAL CHALLENGE CONCEPTUALIZED, ORGANIZED AND HOSTED BY \_ONMOBILE GLOBAL LIMITED, A COMPANY INCORPORATED UNDER THE COMPANIES ACT, 1956 AND HAVING ITS REGISTERED OFFICE AT , TOWER 1, 94/1 C AND 94/2, VEERASANDRA VILLAGE, ATTIBELE HOBLI, ANEKAL TALUK, ELECTRONIC CITY PHASE 1, BANGALORE – 560 100, INDIA AND ITS CORPORATE OFFICE AT TOWER 1, 94/1 C AND 94/2, VEERASANDRA VILLAGE, ATTIBELE HOBLI, ANEKAL TALUK, ELECTRONIC CITY PHASE 1, BANGALORE – 560 100, INDIA (HEREINAFTER REFERRED TO AS “**ONMOBILE**” OR “**ORGANIZER**”) FOR THE ELIGIBLE RIGHTFUL SUBSCRIBERS OF VODAFONE IDEA LIMITED, (HEREINAFTER REFERRED TO AS “**VIL/VODAFONE IDEA/Vi**”).

THIS DOCUMENT IS AN ELECTRONIC RECORD IN TERMS OF THE INFORMATION TECHNOLOGY ACT, 2000 AND RULES THERE UNDER AS APPLICABLE. THIS ELECTRONIC RECORD IS GENERATED BY A COMPUTER SYSTEM AND DOES NOT REQUIRE ANY PHYSICAL OR DIGITAL SIGNATURES.

THE FOLLOWING TERMS & CONDITIONS SHALL BE APPLICABLE TO ALL VIL POSTPAID & PREPAID SUBSCRIBERS PARTICIPATING IN THE CHALLENGE KNOWN AS “**CHALLENGES ARENA SEASON 22**” (“**CHALLENGE**”) DURING THE CHALLENGE PERIOD AS MENTIONED HEREIN.

PLEASE READ THE FOLLOWING TERMS AND CONDITIONS CAREFULLY BEFORE PARTICIPATING IN THIS CHALLENGE KNOWN AS “**CHALLENGES ARENA SEASON 22**”. BY PARTICIPATING IN THE CHALLENGE, YOU AGREE TO BE LEGALLY BOUND BY THESE TERMS AND CONDITIONS (“**TERMS AND CONDITIONS**”). IF YOU DO NOT AGREE TO THESE TERMS AND CONDITIONS, PLEASE DO NOT PARTICIPATE IN THE CHALLENGE.

FOR THE PURPOSES OF THESE TERMS AND CONDITIONS, WHEREVER THE CONTEXT SO REQUIRES “YOU” OR “YOUR” SHALL MEAN ANY NATURAL PERSON WHO BEING AN ELIGIBLE SUBSCRIBER HAS PARTICIPATED IN THE CHALLENGE.

**B. DEFINITIONS**

1. “**Subscriber**” shall mean the rightful user of the VIL mobile connection who is either on prepaid or post-paid subscription, in whose name the mobile phone number (MSISDN) is registered with VIL. In the event the user number / connection is registered in the name of a company/ firm, the employee who is authorized to use the MSISDN shall submit a No Objection Certificate (NoC) and authorization letter of the employer duly permitting the employee to use the number for subscribing for this Challenge and accept the terms applicable herein. This shall not be applicable on Recharge prize.
2. **Organizer:** under this T&C shall mean OnMobile who shall be responsible for conceptualizing, organizing and hosting this Challenge.
3. “**Active Subscriber**” shall mean a Subscriber who uses the Subscriber Identity Module (“SIM”) of VIL on a regular basis for purposes other than to participate in any offer or Challenge offered by VIL.
4. “**Circle(s)**” shall mean VIL Telecom Service Areas.
5. “**Affiliate**” shall mean, with respect to a Party, any entity directly or indirectly Controlling or Controlled by,

or under direct or indirect common Control with such Party. For the purposes of this definition, 'Control', 'Controlled' or 'Controlling' shall mean, with respect to any entity, any circumstance in which such entity is controlled by another entity by virtue of the latter entity controlling the composition of the Board of Directors or owning the largest or controlling percentage of the voting securities/rights of such entity or by virtue of any contractual arrangements or otherwise.

6. **"Challenge Pack Member(s)" or "Participants"** means (i) Active Subscribers who meet the eligibility criteria specified in these Terms and Conditions, (ii) who belong to Circle(s) and have successfully activated, and (iii) who are subscribed to the Challenge Pack as described in the subscription process hereunder.
7. **"Eligible Subscriber"** shall mean an Active Subscriber of VIL satisfying the following criteria at the time of participation and during continuation of Challenge:–
  - i. He/she must be of at least 18 years of age;
  - ii. He/she must be a citizen of India;
  - iii. He/she must be an Active Subscriber of VIL;
  - iv. He/she must be responsible to activate and subscribe to the Challenge Pack and thereby become a Challenge Pack Member. He/she must belong to any of the telecom service areas mentioned below;
  - v. For Prepaid Subscribers – Subscribers must have the minimum requisite balance to be eligible to participate in this Challenge as mentioned in Exhibit B ;
  - vi. He/she must not be of an unsound mind; and
  - vii. He/she must not be under any legal disability e.g. insolvency, restraint by court orders etc. and / or is prohibited from entering any contractual relationship.
  - viii. He/she must not have been subject of any criminal proceeding.
8. The Challenge will be known by and be made available in the below mentioned languages: English, Hindi, Tamil, Telugu, Malayalam, Kannada, Marathi, Bengali and Gujarati **on MWEB.**
9. Further, the **CHALLENGES ARENA SEASON 22** Pack Members who participate in the Challenge and are chosen as winners of each category of prizes in accordance with the winner selection process under the Terms and Conditions of the Challenge shall be required to be the registered VIL Subscribers of the winning mobile phone number and not merely the players using such mobile number (**"Winner(s)"**). If the Winner is not able to provide sufficient evidence to show that he/she is the Subscriber of the winning mobile number, the Organizers reserves the right to award the prize to the next eligible Winner or to forfeit the prize, at its sole discretion. The confirmation is not required in- case of recharge prize.

10. The employees of the Organizers and/or VIL and or their group companies, affiliate or associate companies and their relatives/ dependents (First blood/Spouse of immediate member) shall not be eligible to participate in this Challenge. If found otherwise, then the Organizers reserves the right to forfeit the prize. If an employee of the Organizers or VIL leaves the organization when the Challenge is launched or leave during Challenge Period/ before Winner list announcement / after Winner's list is announced, the employee will not be eligible to participate in the Challenge.
11. The Organizers and/or VIL reserve the right, at any time, to unconditionally disqualify any Participant who tampers with or who in any way abuses the process or Terms and Conditions of the Challenge. Failure by the Organizer or VIL to enforce any of the Terms and Conditions in any instance shall not be deemed to be a waiver of that Term and Condition and shall not give rise to any claim by any person. The decision of the Organizer or VIL shall at all times be binding and final.

**C. CHALLENGE PERIOD**

1. This is a limited period Challenge for Eligible Subscribers of VIL, available from **01st January, 2023**, 00:00:01 hours to **31st January, 2023**, 23:59:59 hours, both days inclusive ("**Challenge Period**").
2. Organizer and VIL reserves the right to extend or shorten the Challenge Period, as it deems fit.

**D. CHALLENGE AREA**

Kindly refer to **Exhibit A**.

**E. CHALLENGE DETAILS – ACTIVATION, STEPS, RESTRICTIONS AND DEACTIVATION**

Refer **Exhibit B**.

The charges paid by the subscribers are towards the service and no additional charge is collected from the subscriber for participating in the Challenge.

**F. PRIZES AND WINNER SELECTION PROCESS**

1. Please refer to **Exhibit C** for details of prizes.
2. In case of inflation in the value of any prize, the incremental difference shall be borne by the Winner. In an event where the Participant is unable to bear such incremental difference of the prize, then the prize shall be considered to be surrendered and as per the terms set out herein and the Organizers reserves the right to award the prize to the next eligible Winner.
3. Prize/rewards contained herein are applicable only for the Participants who are scoring points by playing the Challenge.
4. The **selection criteria**, of the Winner of the Challenge, shall take place after completion of the Challenge and prize/rewards shall be distributed thereafter. Winner selection will be done based on the following criteria in the order as mentioned below:

- **Highest/Relevant Score** – The Participant with highest/relevant score as per the criteria given below and;
  - **Shortest Possible Time** – The Participant who took least time to answer the questions would be selected as the Winner
5. The time taken for answering a question on “MWEB” mode, is calculated from the time the Organizer’s system shows the question on MWEB till the answer is received by the system.
  6. A Subscriber may be eligible to win more than one Prize during the Challenge Period, provided he/she meets the scoring criteria, as per the table under Exhibit C, of the respective Prizes and gets selected.
  7. All the Winners shall be chosen in accordance with the Winner selection process duly certified by an **Independent External Auditor** appointed by the Organizer and decision of Independent External Auditor shall be final and binding on the Participants.
  8. Without prejudice to the foregoing, the Participant shall not hold the Organizer, the Independent External Auditor or VIL liable for the Winner selection process under this Challenge.
  9. Post selection of Winners the results will be uploaded on <http://vil.contestzone.in> and the Organizer shall also make 3 attempts over Calls to collect details required for prize disbursement. The gratification of winners providing PAN Card Number/ other required documents will be processed. Winners without the PAN Card/ other required documents will be given 7 working days to submit the acknowledgment/status of PAN Card application by calling on our customer care 080-49202042 (Toll-Number), and thereafter 30 working days to submit the original document, failing which, the prizes will be forfeited. Winners with address related issues, spelling corrections, and other incomplete details in PAN Card/ other required documents will be given 7 working days to submit the valid/corrected documents by calling on our customer care 080-49202042 (Toll-Number)., failing which, the prizes will be forfeited.
  10. The prize will be rolled over to next eligible Participant or forfeited, at the sole discretion of the Organizer and Winner agrees to surrender the prize if:
    - a. The Winner does not claim the prize or fails to submit all necessary documents within 30 days post intimation of winning.
  11. In all cases or any issues related to Winner’s liability on TDS amount, the Organizer’s decision will be final.
  12. Post completing the documentation process, the Winner will be informed (through tele-calling) regarding the modalities of the prize and distribution thereof. Delivery of prize will be subject to the Winners giving the correct address and his/her availability there. In the event, the prize cannot be delivered due to reasons beyond the control of the Organizer, the Winner(s) shall collect them from the nearest place, specified by the Organizer, at their own cost. the Organizer will not be

liable to reimburse the cost so incurred by Winner - whether travel, accommodation or any other cost.

13. **Note:** If there is any delay in the verification of probable winners due to certain reasons such as verification documents pending, TDS pending, etc. then this will delay the declaration of final Winner list. The Organizer will not be responsible for this delay. For avoidance of any doubts, the final Winner list shall be published only after successful verification of documents submitted by the Winners.
14. Winners also agree to provide an undertaking to the effect that his/ her spouse or immediate/first blood relatives of Winners are not the winners of Challenges Arena Season 19: Mega Bumper Prize/Bumper Prize/Mini Bumper Prize/Weekly Prize, Challenges Arena Season 20: Mega Bumper Prize/Bumper Prize/Mini Bumper Prize/Weekly Prize, Challenges Arena Season 21: Mega Bumper Prize/Bumper Prize/Monthly Prize/Weekly Prize or any equivalent prize of previous Challenge and/or engagement activities/offer organized by the Organizer for VIL.
15. Winners (including the spouse of Winners and immediate/first blood relatives of Winners) of previous Challenge and/or engagement activities/offers organized by the Organizer for VIL who have won a Challenges Arena Season 19: Mega Bumper Prize/Bumper Prize/Mini Bumper Prize/Weekly Prize, Challenges Arena Season 20: Mega Bumper Prize/Bumper Prize/Mini Bumper Prize/Weekly Prize, Challenges Arena Season 21: Mega Bumper Prize/Bumper Prize/Monthly Prize/Weekly Prize or any equivalent prize shall not be eligible for the Mega Bumper Prize/Bumper Prize/Mini Bumper Prize/Monthly Prize/Weekly Prize in this Challenge. Here, engagement activities/offers mean the activities organized by the Organizer with VIL. This restriction shall also apply to other Participants who share the same address with Winners of previous Challenge and/or engagement activities organized by the Organizer for VIL who have won Challenges Arena Season 19: Mega Bumper Prize/Bumper Prize/Mini Bumper Prize/Weekly Prize, Challenges Arena Season 20: Mega Bumper Prize/Bumper Prize/Mini Bumper Prize/Weekly Prize, Challenges Arena Season 21: Mega Bumper Prize/Bumper Prize/Monthly Prize/Weekly Prize or any equivalent prize shall not be eligible for the Mega Bumper Prize/Bumper Prize/Mini Bumper Prize/Monthly Prize/Weekly Prize in this Challenge.
16. Winner, who is found to have made a false claim, does hereby agree to:
  - Allow the Organizer to recover the Prize (referred to in sub-clause (15)); and
  - Completely indemnify the Organizer, including any cost thereof, if declaration made in sub clause (15) is found false or incorrect.
17. If the same person having different MSISDN has been selected more than once, in such event he /she will be awarded only one Prize. A Participant will be entitled to win only once during the entire Challenge Period. If a Participant is declared as Winner in more than one Prize category then he/she shall be entitled to only one prize/ reward of highest value amongst different prize/ rewards in the entire Challenge Period.

18. All prizes will be given after deducting various taxes, license fees and charges as applicable except as otherwise stated in writing.
19. All decisions of the Organizer in respect of all transactions under this Challenge, including without limitation the selection of Winners and other related transactions shall be final and binding and no complaints, claims, correspondence or communication shall be entertained in this regard. VIL has no role in the selection of Winners or prizes in this Challenge.
20. The list of the Winners of the prizes will be announced and published on <http://vil.contestzone.in> after the end of the Challenge and after all the Winner selection process are completed.
21. All prizes offered in this Challenge will be sponsored and distributed by the Organizer or a designated third party.
22. All prizes offered in this Challenge are subject to availability. The Organizer reserves the right to provide alternate models or brands or colour of the same value or any lesser value nearest to the original value, for any of the prize/s under different categories mentioned in the Terms and Conditions. Also, no request for any upgradation in the prize offered shall be entertained by the Organizer or VIL. Model or brand or colour for alternate prize will be decided by the Organizer at its sole discretion, any choice of Winner in respect to model or brand or colour will not be considered in any case.
23. Any failure on the part of the Winner under this Challenge to comply with directions issued by the Organizer shall entitle the Organizer, at its discretion, to cancel and forfeit the prize for the said Winner and the same prize will be given to the next eligible Winner and which shall in the case of Mega Bumper Prize/**Bumper Prize/Mini Bumper/Monthly Prize/Weekly Prize** is limited up to 3 Winners. The prizes shall be distributed only after and subject to confirmation of an existing Permanent Account Number ("**PAN**") of the Winner(s), submission of necessary documents and compliance of any such condition as expressly mentioned herein. All costs and expenses for collecting the prize unless otherwise specified shall be borne solely by the Winners under this Challenge and the prize shall not be transferable and no request shall be entertained by the Organizer for such transfer under any circumstances.
24. Mere participation in the Challenge shall not entitle a Participant to the prize. No other person or agent can claim the prize on behalf of the Participant. Except in cases where the Organizer approves the representative to claim/collect the prize and the representative furnishes the documents as may be required by the Organizer. Further, only registered VIL Challenge Pack Members of the winning mobile phone number can be Winners and not merely the players using such mobile numbers.
25. Without prejudice to the foregoing, under no circumstance shall the Winners of the Challenge be entitled to redeem any category of prize for cash. The Organizer, at its sole discretion, shall not provide a cash alternative to any of the prize being offered in this Challenge.
26. All prizes must be claimed by the Winners, along with the documents specified herein below within the specified timelines intimated by the Organizer. The documents required to be submitted along

with the claim by the Winners include the following (*the document list is only inclusive and not exhaustive and can change as per the requirements of law or by Organizer*):

- a. Address proof (Voter ID / Driving License / Passport/electricity bill not older than 3 months /Telephone bill not older than 3 months etc).
- b. Photo Id proof (Aadhar Card / Passport/Voter ID/Driving License etc).
- c. One passport size photo.
- d. Affidavit declaration for acceptance of Prize (format will be communicated/shared with Winner).
- e. Post paid bill (for post paid user) (additional document).
- f. Submission of acknowledgement letter (as per the format that shall be provided by the Organizer) on receipt of the Prize(s)
- g. PAN card copy self-attached
- h. For Mega Bumper Prize/Bumper Prize/Monthly Prize/Weekly Prize or any equivalent prize Winners of previous Challenge- Affidavit on a non-judicial stamp paper of appropriate value that he/she (including the spouse of Winners and immediate/first blood relatives of Winners) has not won Challenges Arena Season 19: Mega Bumper Prize/Bumper Prize/Mini Bumper Prize/Weekly Prize, Challenges Arena Season 20: Mega Bumper Prize/Bumper Prize/Mini Bumper Prize/Weekly Prize, Challenges Arena Season 21: Mega Bumper Prize/Bumper Prize/Monthly Prize/Weekly Prize or any equivalent prize in previous Challenge organized by the Organizer for VIL. Further declaration required from Mega Bumper Prize/ Bumper Prize/Mini Bumper Prize/Monthly Prize/Weekly Prize or any equivalent prize Winner that winner does not share the same address with Winners of previous Challenge and/or engagement activities organized by the Organizer for VIL who have won Challenges Arena Season 19: Mega Bumper Prize/Bumper Prize/Mini Bumper Prize/Weekly Prize, Challenges Arena Season 20: Mega Bumper Prize/Bumper Prize/Mini Bumper Prize/Weekly Prize, Challenges Arena Season 21: Mega Bumper Prize/Bumper Prize/Monthly Prize/Weekly Prize or any equivalent prize. In the event, the number is registered in the name of a company or firm, the employee who is authorized to use the MSISDN shall submit.
  - No Objection Certificate and
  - Authorization letter of the employer.
- i. Letter of compliance with rules and regulations and declarations in the format as may be required by the Organizer or applicable laws.
- j. Every Winner has to provide his/her photograph and detail interview while receiving prize.

27. In the event, it is found or comes to the knowledge of the Organizer that Participant and/or Winner submitted inaccurate/ misleading details/ or information as requested by the Organizer as stated herein or in future course of action, the Organizer reserves the right to forfeit the prize handed over to the Winner(s) and/or to be handed over to Winner(s) and take the required legal action against them.
28. Neither VIL nor the Organizer is responsible for guarantees or warranties of the quality of the goods or services being offered as prizes nor is it liable for any defect or deficiency of such goods or services so awarded to the Winners under this Challenge. Participant further understands that the goods provided as prize may carry manufacturer's guarantee and in case of any deficiency in the goods, Winners will contact the manufacturer only. Any and all claims regarding the quality or service of the prize shall be made by the Winner to the Organizer.
29. Participants are requested to redeem the vouchers before the expiry of the respective vouchers or as instructed by the Organizer. Participants cannot request for any other alternative prizes from the Organizer, post expiry of the said vouchers.
30. TDS will be applicable for all/any gratification if the worth is equal or more than INR 10000.
31. All the Winners need to email a valid copy of his/her PAN Card on the email address **contest@onmobile.com** to claim the prize, irrespective of the value of the same, failing which the Winners' prize shall be forfeited, or the prize shall be rolled over to the next eligible Winner, at the sole discretion of the Organizer.
32. TDS will be deducted at source for all gratification except for recharges/recharge coupons/discount coupons.
- (\*The Organizer irrespective of any specific operator will be subject to TDS under the Income Tax Act, 1961).*
33. All gratification will be given after deducting various taxes, license fees and charges as applicable. In case of vehicles (Bike/Car offered as gratification) /taxes/levies related to the gratification(s), if any, shall be exclusively borne by the Winner including but not limited to TDS, Gift tax (if any), road tax, insurance as may be applicable and any other taxes levied by the Central, State or Municipal government. And in case of all and any vehicles/bikes/cars, TDS will be deducted on ex-showroom price.
34. In case the specified model or type of gratification offered under this Challenge is discontinued or not available during or after the Challenge, the Organizer shall at its own discretion offer another gratification of the same value which may or may not be of the same colour / brand. If the Winner wants the exact same gratification of the same colour/brand mentioned in this Challenge and if the value of the gratification increases during or after the Challenge or at the time of gratification distribution or Winner announcement period, the Organizer will only pay the value of the gratification announced as per this T&C's that was during the launch of the Challenge, post TDS deduction on the ex-showroom price the Winner has to pay or bear the extra amount including all applicable taxes. The Gratification amount shall be given by the way of cheque in the name of the



dealer from whom the said gratification is being purchased. The colour/brand of the gratification shall be strictly as per availability.

35. All winners are responsible for the safekeeping of their Cash Card/Gold Voucher/Online Voucher. Should the Cash Card/Gold Voucher / Online Voucher be lost, misplaced or stolen, or the value on the Cash Card/Gold Voucher/ Online Voucher be used by an unauthorized person, neither the Organizer nor VIL shall be held liable. The Organizer or VIL shall not be held liable in the event of any fraudulent transactions relating to the Cash Card/Gold Voucher / Online Voucher.
36. In the event of the cash Card/Gold Voucher /Online Voucher being lost, misplaced or stolen, the winner shall be responsible for reporting the loss to the Organizer. Online voucher codes sent to the user (successfully delivered) will not be resent under any circumstances. It is the responsibility of User to redeem the received voucher within the specified timeline.
37. You acknowledge and agree that the amount mentioned in the Cash Card/Gold Voucher / Online Voucher may not be fully utilized, subject to change in the rates and related antecedents to such Cash Card/Gold Voucher / Online Voucher You hereby agree that You are not entitled to any refund or any claim for such unutilized amount. Any complaint or claim shall not be entertained with respect to such unutilized amount.
38. Online voucher codes sent to the user (successfully delivered) will not be resent under any circumstances. It is the responsibility of User to redeem the received voucher within the specified timeline.
39. Discount Coupon codes/offers are subject to change and can be withdrawn anytime without prior notice.
40. A separate T&C for the prizes offered by the respective vendor shall apply. Winners are requested to adhere to the said T&C. Any queries in respect of usage of the gratification shall be directed to the respective vendor.
41. VIL and the Organizer is not liable for any direct/indirect costs or expenses in relation to the Challenge which are to be borne by the Participant personally, including without any limitation the costs of collecting prizes or applicable taxes to be borne by the Participant entitled to the prize.
42. The Participant shall not have the right to claim any damages, loss or costs from the Organizer and/or VIL for delay in delivery of the prize(s) on any grounds whatsoever. The Organizer and / or VIL are not liable for any loss or damage of any nature whatsoever if incurred by the Participant in connection with the Challenge.
43. The prizes shall be handed over by the Organizer on receipt of all the documents, from the Winners, required to process the distribution of the prize, and satisfactory verification thereof by the Organizer.
44. Questions and their answers are designed/ sourced by the Organizer, as per their best knowledge and information available in public at large and have been collected and framed with reasonable

prudence. The answers are based on largely known facts and any exceptions are not considered. In the event of any discrepancy / dispute regarding the questions or answers, neither the Organizer nor VIL nor any third party involved shall be liable towards any Participant in any manner.

45. All incidental costs, expenses, taxes or levies related to the Prize(s), if any, shall be exclusively borne by the Winner, including but not limited to TDS, gift tax (if any), Insurance, registration fees and any other taxes applicable by the Central, State or Municipal government. To avail and/or use the prize, Winner shall be solely liable for all applicable regulatory and statutory compliances including but not limited to any costs involved.
46. Any Participant providing any incorrect information, concealing or withholding any information from the Organizer with intent to participate and/or win the Challenge will automatically be disqualified from participating in it and winning the different categories of prizes. Such act of providing incorrect information, concealing or withholding any information, including without limitation incorrect declaration of information relating to name, age, identity, address, mobile connection of the VIL number, domicile, payment of outstanding amount to VIL or any other information provided by the Participant, shall entitle the Organizer to disqualify him/her without any further intimation. The Organizer agrees that VIL does not have any liability or responsibility with respect to any information furnished by a Subscriber to the Organizer.
47. Apart from the entitlement to the prizes mentioned herein, the Winners or their legal heirs, successors or representative will have no other rights or claims against VIL and/or the Organizer, unless otherwise expressly provided hereunder.
48. The Winner's name will be announced by the Organizer along with Independent External Auditor, as registered in the system of VIL.
49. The Winners shall not be entitled to their respective prize, in case he/ she fails to clear all outstanding dues payable to VIL and / or is not an Active Subscriber of VIL during Challenge Period and on the date of claiming the prize/s.
50. In event of the death of the Winner, the prize if any may be awarded by the Organizer to the legal heirs/successors of the deceased Winner at sole discretion of the Organizer. The Organizer shall have the rights to call for such documentary evidence before handing over the prize to the legal heirs/successors as it deems fit and in case of no documentary proof or evidence of Successors legal right the prize shall be transferred to next eligible winner.
51. The Organizer reserves the right to forfeit the prizes under the following circumstances:
  - If documents as mentioned herein are not submitted within 30 days
  - If documents provided are found to be inaccurate/misleading.
  - If Winner is unwilling to claim/accept the prize.

- If the Winner is not responding on the SMS sent that he/she has won, the prize.
  - If the Winner is not able to provide sufficient evidence to show that he/she is the Subscriber of the mobile number. Any failure on the part of the Winner to comply with directions issued by the Organizer for claim of prize shall entitle the Organizer to forfeit the prize(s) or roll the prize over to the next eligible Winner, at their sole discretion.
52. MNP will be applicable in case of participant is porting from one circle to another circle within VIL during the Challenge Period while keeping his mobile number same, then he/she shall be considered as eligible for respective Zone/National/Circle where the number will be registered at the time of winner selecting process.
53. To be eligible to claim the prizes of the Challenge, the winning MSISDNs have to be Active Subscriber of VIL during Challenge Period and at the time of the Winner announcement.
54. Prizes will be delivered against production of valid documents evidencing identity of Winners;
55. Winner will be decided basis above mentioned method by the Organizer. By participating in the Challenge the Participant agrees to be bound by the Winner selection process adopted by VIL and the Organizer & shall not raise any dispute in this regard in any manner whatsoever.
56. OnMobile very strictly states and confirms that any sort of use of rude, lewd, or generally offensive words or statements by any customers in any means on the platform shall not be tolerated and will be put to strict legal action and be prohibited from the platform with immediate effect. OnMobile holds no liability over such use of rude, lewd, or generally offensive words or statements by any customers on its platform.
57. The Images used in the Challenges by the Organisers are independently created by a human author and possess at least some minimal degree of creativity.
58. This video features materials protected by the Fair Use guidelines of Section 107 of the Copyright Act. All rights reserved to the copyright owners.

#### **G. MODIFICATION AND WITHDRAWAL OF TERMS AND CONDITIONS**

1. The Organizer and/or VIL reserves the right to extend, cancel, discontinue, prematurely withdraw, change, alter or modify these Terms & Conditions of the Challenge or any part thereof at any time during the Challenge Period and without prior notice to You, including the eligibility criteria, the prizes at its sole discretion as may be required in view of business exigencies, authorities, changes by regulatory authority and/or statutory changes and for other reasons beyond its control.
2. If Organizer modifies these Terms, the latest revised version of the Terms and Conditions shall be effective and binding on the Participants from the time of its posting on the Website <http://vil.contestzone.in>. You are therefore advised to check these websites regularly for any update(s) or amendment(s) made to these

Terms and Conditions and in the event the modified or amended Terms and Conditions are not acceptable to You, You should discontinue participating in the Challenge. Your continued participation in the Challenge will constitute Your acceptance of the latest revised Terms and Conditions.

#### **H. DISCLAIMERS**

1. You agree that this Challenge is being made purely on a “best endeavour” basis and subject to acceptance of these Terms and Conditions. Your participation in the Challenge is voluntary and You expressly agree to participate at your sole risk. VIL and the Organizer shall not be responsible for any loss, injury or any other liability to any Participant arising due to participation in the Challenge.
2. To the extent you choose to participate in this Challenge, you do so at your own initiative and You shall remain responsible for compliance with the Terms and Conditions herein, any applicable laws, including but not limited to applicable local laws. You agree not to hold VIL and the Organizer, its officers, directors, employees, affiliates, and agents or representatives liable for any direct, indirect, incidental, special, punitive or consequential damages, including loss of profits, incurred by the Winner or any participant or third party, in connection with the Challenge or arising otherwise.
3. Subject to any applicable law (a) All warranties of any kind whatsoever, whether express or implied, are hereby expressly disclaimed by the Organizer and VIL including, but not limited to, meeting of the Participant’s requirements or aspirations, timeliness, security, any delay or failure in time recorded or taken for answering a question through voice mode including during the tie-breaker process due to technical snags including network problems or system error, the results or reliability of the Challenge, the delivery, quality, quantity, merchantability, fitness for use or non-infringement in respect of any goods, services, benefits or awards acquired or obtained through the Challenge or any transactions effected through the Challenge; (b) The Participant expressly agrees that his/her participation in the Challenge offered by the Organizer is at the Participant’s sole risk and is governed by the Terms and Conditions herein; and (c) No advice or information whether by representations, oral, written or pictorial derived from the Website or through the Challenge shall be construed to mean the giving of any warranty of any kind by the Organizer or VIL.
4. Neither VIL nor the Organizer shall be responsible for any claims arising out of technical failures before, during or after the completion of the Challenge including but not limited to any technical failures in the telephone lines, delay or failure in time recorded or taken for answering a question through voice mode including during the tie-breaker process, any action that has been initiated, actioned or completed through the Subscriber mobile phone, failure of servers or the failure to provide the correct Challenge score updates or any mistakes arising out of technical snags or resultant inability of the listener for participation. Further, VIL and /or the Organizer shall not be responsible for any claims arising out of any failure(s) which is beyond the reasonable control of the Organizer or VIL. In case if there is a technical failure in the system and participants are able to play the questions more than what they are eligible to play for each day and crosses the per day limit then the Organizer has the sole discretion to disqualify the winner and forfeit/recover the prize money, forfeit the Challenge or declare the runner up as winner.
5. The Participant shall indemnify and keep indemnified VIL and the Organizer and their officers, directors, employees, and affiliates harmless from and against any and all claims, losses, suits, proceedings, action,

liabilities, damages, expenses and costs (including attorney's fees and court costs) which the Organizer or VIL may incur, pay or become responsible for as a result of breach or alleged breach of the representations or obligations of the Participant under the Terms and Conditions, any failure by the Participant participating in the Challenge to comply with applicable law, any infringement of intellectual property rights of the Organizer and/or VIL and any third party claim in respect of misuse of any information of a third party. VIL and the Organizer shall have the right to defend themselves, pursuant to this Clause, at the cost of the Participant.

6. The Organizer, VIL nor any of their group entities or affiliates, their respective directors, officers, employees, vendors, representatives, shall not be liable for any action, claim, demands, losses, cost, charges, expenses or damage whatsoever that may be suffered, or for any personal loss or injury that may be suffered (including loss of life) or incurred or claim to suffer, by a Subscriber and/or any third party, directly or indirectly, by use or non-use of the prizes offered or on account of their participation in this Challenge.
7. Any attempt by a Participant to deliberately undermine the legitimate operation of the Challenge is a violation of laws and should such an attempt be made, the Organizer and/or VIL reserve the right to seek damages from any such Participant to the fullest extent permitted by law.
8. The Organizer and VIL do not make any commitment, express or implied to respond to any feedback, suggestion and/or queries of the Participants.
9. The Organizer VIL and their officials including their directors, officers, partners, employees, consultants and representatives are under no obligation to render any advice of service to any participant in respect of the Challenge.

#### **I. INTELLECTUAL PROPERTY RIGHTS**

1. You, the Participant, acknowledge and agree that all copyright and trademarks and all other intellectual property rights in the SMS content, WAP Link, Website and all material or content related to the Challenge shall remain, at all times, owned by the Organizer, VIL or its respective owners. All material and content contained in this Website is made available for your personal and non-commercial use only. Any other use of the material/ content on this Website, WAP Link or any information disseminated by SMS or any other means of communication is strictly prohibited.
2. Nothing in the Challenge shall affect any intellectual property rights of the Organizer or VIL or any of their affiliates in any product or service made available on the Website.
3. By participating in the Challenge, You confirm to abide by all intellectual and industrial property rights, including copyrights or trademarks belonging to VIL and the Organizer and to any third party content licensor to VIL that is made available through the Challenge.

## **J. GENERAL TERMS AND CONDITIONS**

- By participating in this Challenge, You confirm that you have read understood and agreed to confirm to these Terms and Conditions; You also warrant the accuracy, truthfulness and currency of all information that you have submitted while participating in the Challenge;
- This awards under this Challenge cannot be used in conjunction with any alternative award or promotion of a similar nature;
- The provisions of this service, the Challenge and any other promotional endeavour may not be used for any commercial purpose by any Subscriber.
- Rule Violation: Based on all the above mentioned rules in the Terms and Conditions if any rule is violated due to any technical reason then no extra benefit will be granted to the Participant.
- Points obtained in this Challenge will be valid for this Challenge only & will not be carried forwarded to new or any other Challenge.
- The Participant may contact the Organizer for any queries/complaints by sending an email to [contest@onmobile.com](mailto:contest@onmobile.com) which will be answered between 10:00 am to 06:00 pm on working days, between Monday to Friday. All disputes must be addressed by the Participant in writing to the Organizer directly and VIL shall not entertain any communication in this regard. Further, any information that the Participant may request in connection with the Challenge, may be provided by the Organizer to the Participant, at the sole and absolute discretion of the Organizer, depending on the nature of the information requested, and any such information may be provided only during a period of 60 days from the end of the Challenge. No such request shall be entertained thereafter. The Organizer further clarify that any information requested by any Subscriber shall only concern that Subscriber and under no circumstances will the Organizer provide confidential information or information pertaining to other Subscriber (s).
- Upon participating in the Challenge, the Subscriber confirm and waive the applicability of rules and regulations of the National Do Not Call Registry to the extent of receiving messages/calls in relation to this Challenge and shall imply their willingness to receive all promotional messages including without limitation daily updates on the score under the current Challenge and engagement calls / SMS, promoting the new Challenge. The participant will be informed about the next Challenge to be launched after the end of the Challenge. They can at any given point of time deactivate from the Challenge.
- Also, by participating in this Challenge, You:
  - a. Agree to the Terms and Conditions mentioned below and give Your consent for the same;
  - b. Agree that You are entering into this Challenge as an independent party and nothing herein establishes an employer-employee relationship between You and VIL or between You and the Organizer and You are acting voluntarily, using Your own time and resources to participate in this Challenge, solely at Your own risk;

- c. Warrant that You have read, understood and agreed to confirm to these Terms and Conditions;
  - d. Warrant the accuracy, truthfulness and currency of all information that You have submitted; and
  - e. Warrant that prior to subscribing to the Challenge, it shall be deemed that You have read and have agreed to be bound by the Terms and Conditions herein and the terms and conditions of the Challenge Pack.
  - f. Confirm and undertake that You will make an informed choice regarding the option to play on MWEB and after understanding the implications of the same.
- **Force Majeure** – This Challenge is subject to force majeure circumstances including without limitation, floods, natural disasters, war, act of terror, political unrests, technical snags, act of God or any circumstance beyond the reasonable control of VIL (“Force Majeure Event”). VIL and the Organizer shall not be liable for any delay or adverse effect caused to Participants as a result of a Force Majeure Event. VIL shall intimate the suspension of the Challenge caused as a result of such Force Majeure Event to the Participants.
  - VIL and the Organizer may assign any or all of their rights under these Terms and Conditions to their affiliates or to any third parties without consent of the Participants.
  - The Organizer and VIL shall be entitled to use, the details of the Participant such as name, photograph, the prizes awarded to them etc. for their marketing purposes, if any. The Participant also hereby agree to the same. The Organizer may, at its discretion, choose not to disclose the identity of the Participant to other Participant unless expressly mentioned herein. The Participant also consent to the information stored in the servers of the Organizer or its service providers, inside or outside India. Participants’ personal information will be stored and processed in accordance with VIL Privacy Policy which is available at <https://www.myvi.in/privacy-policy>.
  - The Terms and Conditions stated herein shall not override the terms and conditions of the Subscriber Enrolment Form i.e. Enrolment Form filled at time of SIM Activation of Challenge Pack member. This Challenge is subject to guidelines/directions issued by Telecom Regulatory Authority of India (TRAI), Department of Telecommunications (DOT) or any other statutory authority from time to time.
  - You agree that VIL has no responsibility and liability with regard to the privacy, safety and security of any information (including personal information) that You may have to share independently with third parties.
  - By participating in the Challenge, You confirm that you are entering into this Challenge as an independent party and nothing herein establishes an employer-employee relationship between you and VIL and you are acting voluntarily, using your own time and resources to participate in this Challenge, solely at your own risk.
  - This Challenge may contain factual references to the names of certain companies, products and individuals. The Organizer and VIL make no representation of having a business relationship or tie up with any such

companies, products or individuals. All trade names shall continue to remain owned by their respective owners.

- These Terms and Conditions are subject to laws of India. Any disputes or any matter arising here from will be referred to a Sole Arbitrator to be appointed by VIL and the Organizer mutually, whose decision shall be final and binding on the parties in accordance with arbitration proceeding under the Arbitration and Conciliation Act, 1996 and amendment thereof. The place of Arbitration shall be at Mumbai. The language of Arbitration Proceeding shall be English.



## **EXHIBIT A**

### **CHALLENGE AREA**

The Challenge is valid in below telecom \*circle groups –

<b>S.No.</b>	<b>Circle-Groups</b>
<b>1</b>	<b>ASSAM + NE + ORISSA + BIHAR</b>
<b>2</b>	<b>DELHI + HARYANA + PUNJAB + HP+ JK</b>
<b>3</b>	<b>GUJARAT</b>
<b>4</b>	<b>KARNATAKA &amp; AP (Excluding Telangana)</b>
<b>5</b>	<b>KERALA &amp; CH/TN</b>
<b>6</b>	<b>MAHARASTRA</b>
<b>7</b>	<b>MUMBAI + MP</b>
<b>8</b>	<b>RAJASTHAN</b>
<b>9</b>	<b>UPE &amp; UPW</b>
<b>10</b>	<b>KOLKATA + WB</b>

Note: RESIDENTS OF THE STATE OF TELANGANA ARE NOT ELIGIBLE TO PARTICIPATE IN THIS CHALLENGE AND ARE PROHIBITED BY LAW.

Notwithstanding the foregoing, if the operation of or participation in the Challenge is prohibited in any State and/or territory or part thereof as per applicable law, notification or any order issued in any State /Territory by the respective Government, the Subscribers from such State and/or territory or part thereof shall not be eligible to subscribe or to participate in the Challenge. No further notice shall be given by VIL or the Organizer in this regard.

**EXHIBIT B****CHALLENGE DETAILS – ACTIVATION, STEPS AND RESTRICTIONS**

The charges paid by the subscribers are towards the service and no additional charge is collected from the subscriber for participating in the Challenge.

**Mode of Activation/Participation, Questions and Charges:**

Challenge Name	Mode of Activation/Participation	Mode of receiving questions	Total number of questions	Number of questions per day	Charges	Points Scored per question
Player's Club	MWEB ( <a href="https://vil.wineazy.com">https://vil.wineazy.com</a> )	MWEB	300	10 Questions	Rs 49 for 30 days and Rs 98 for 60 days	1
Challenges Arena – Cricket Craze	MWEB ( <a href="https://vil.wineazy.com">https://vil.wineazy.com</a> )	MWEB	5 per day	5 questions	Rs 35 (valid for 1 day)	1
Challenges Arena – Carnivals	MWEB ( <a href="https://vil.wineazy.com">https://vil.wineazy.com</a> )	MWEB	5 per day	5 questions	Rs 25 (valid for 1 day)	1
Challenges Arena – Winners Zone	MWEB ( <a href="https://vil.wineazy.com">https://vil.wineazy.com</a> )	MWEB	5 per day	5 questions	Rs 30 (valid for 1 day)	1
Challenges Arena – Movies Masti	MWEB ( <a href="https://vil.wineazy.com">https://vil.wineazy.com</a> )	MWEB	5 per day	5 questions	Rs 20 (valid for 1 day)	1
Challenges Arena – Foodies	MWEB	MWEB	5 per day	5 questions	Rs 15 (valid for 1 day)	1

	( <a href="https://vil.wineazy.com">https://vil.wineazy.com</a> )					
Challenges Arena – Cars & Bikes	MWEB ( <a href="https://vil.wineazy.com">https://vil.wineazy.com</a> )	MWEB	5 per day	5 questions	Rs 10 (valid for 1 day)	1
Challenges Arena - Championship	MWEB ( <a href="https://vil.wineazy.com">https://vil.wineazy.com</a> )	MWEB	NA	NA	Rs.20(Valid for the specified period)	1
Challenges Arena – Battle	MWEB ( <a href="https://vil.wineazy.com">https://vil.wineazy.com</a> )	MWEB	NA	NA	Rs. 10 per Battle (every time user plays)	NA
Challenges Arena- Free Section	MWEB ( <a href="https://vil.wineazy.com">https://vil.wineazy.com</a> )	MWEB	NA	NA	10 Coins/Free (valid for 1 day)	1

Note: A pool of FREE/TRIAL Games/Trivia challenges/Battles will be available for users to participate and win coins/prizes. Format/count of challenges, games, battles/gratification/coins of the FREE/TRIAL sections is subject to change and will be updated by Organizer as and when required without any prior intimation.

### \*\*\*Weekly Schedule

Week	Start Date	End Date
1	01-Jan	07-Jan
2	08-Jan	14-Jan
3	15-Jan	21-Jan
4	22-Jan	31-Jan

### \*\*\*\*Monthly Schedule

Month	Start Date	End Date
1	01-Jan	31-Jan

#### **Fall Back Charges for Pre-paid users:**

Below fallback charges are applicable only for Player's Club

#### **Rs 49 for 30 Days**

Rs 45/27 days, Rs 40/24 days, Rs 35/21 days, Rs 30/18 days, Rs 25/15 days, Rs 20/12 days, Rs 15/9 days, Rs 10/6 days, Rs 5/3 days and Rs 2/1 day

Based on the amount charged, Participants will be allowed to play the challenge for specific validity.

Example: Participant who is charged Rs. 45 will get to play for 27 days. Participant who is charged Rs. 40 will get to play for 24 days.

#### **Rs 98 for 60 Days**

Rs 82/50 days, Rs 74/45 days, Rs 65/40 days, Rs 65/40 days, Rs 49/30 days, Rs 45/27 days, Rs 40/24 days, Rs 35/21 days, Rs 30/18 days, Rs 25/15 days, Rs 20/12 days, Rs 15/9 days, Rs 10/6 days, Rs 5/3 days and Rs 2/1 day.

Based on the amount charged, Participants will be allowed to play the challenge for specific validity.

Example: Participant who is charged Rs. 82 will get to play for 50 days. Participant who is charged Rs.74 will get to answer 45 days.

#### **To stop getting Reminders / Score / Engagement Messages:**

User can stop the engagement messages by sending STOP to 55256, if they do not wish to receive reminder and engagement SMS for the Challenge.

EXHIBIT C

#### **PRIZES AND WINNER SELECTION PROCESS**

CHALLENGES ARENA – PLAYER'S CLUB							
Prize Model	Criteria	Points	Product	Selection	Value	Qty	Description
<i>Mega Bumper Prize</i>	<i>1 MSISDN</i>	<i>Highest Score during the Challenge</i>	<i>Car</i>	<i>National</i>	<i>7,10,000</i>	<i>1</i>	<ul style="list-style-type: none"> <li>The selection for the Mega Bumper Prize will be conducted after the challenge ends.</li> <li>1 MSISDN, across all circle groups* with the highest score in the least amount of time during the challenge period will be selected as the winner.</li> </ul>
<i>Bumper Prize</i>	<i>1 MSISDN</i>	<i>250 Points during the Challenge</i>	<i>Gold Voucher / Bank Card</i>	<i>National</i>	<i>2,00,000</i>	<i>1</i>	<ul style="list-style-type: none"> <li>The selection for the Bumper Prize will be conducted after the challenge ends.</li> <li>1 MSISDN, across all circle groups* with the score of 250 points in the least amount of time during</li> </ul>

							the challenge period will be selected as the winner.
Mini Bumper Prize	1 MSISDN	200 Points during the Contest	Cash Card / Bank Card	National	75,000	1	<p>The selection for the Mini Bumper Prize will be conducted after the challenge ends.</p> <p>1 MSISDN, across all circle groups* with the score of 200 points in the least amount of time during the challenge period will be selected as the winner.</p>
Monthly Prize	1 MSISDN	100 Points during that Month	Cash Card / Bank Card	National	50,000	1	<p>The selection for the Monthly Prize will be conducted as per the monthly schedule****</p> <p>1 MSISDN, across all circle groups* with the score of 100 points in the least amount of time during the month as per the monthly schedule**** will be</p>

							<p>selected as the winner.</p> <p>1 MSISDN can win the Monthly prize only once in the Challenge.</p>
Weekly Prize	1 MSISDN per week	50 Points during the Week	Smartphone	National	10,000	4	<ul style="list-style-type: none"> <li>The selection for the Weekly Prize will be conducted as per the weekly schedule***</li> <li>1 MSISDN across all circle groups* with the score of 50 points in the least amount of time during the Week as per the weekly schedule*** will be selected as the winner.</li> <li>1 MSISDN can win the Weekly prize only once in the Challenge.</li> </ul>
Daily Bumper Prize	1 MSISDN per day	10 Points on that day	Online Voucher	National	500	31	<ul style="list-style-type: none"> <li>Daily 1 MSISDN across all circle groups* with the score of 10 points in the least amount of time on that day will be selected as the winner.</li> </ul>

								<ul style="list-style-type: none"><li>• 1 MSISDN can win the Daily Bumper Prize only once in the Challenge.</li></ul>
Daily Prize	1st	50 MSISDNs per day	7 Points on that day	Online Voucher	National	300	1,550	<ul style="list-style-type: none"><li>• Daily 50 MSISDN's across all circle groups* with the score of 7 points in the least amount of time on that day will be selected as the winner.</li><li>• 1 MSISDN can win the Daily 1st Prize only once in the Challenge.</li></ul>
Daily Prize	2nd	100 MSISDNs per day	5 Points on that day	Online Voucher	National	200	3,100	<ul style="list-style-type: none"><li>• Daily 100 MSISDN's across all circle groups* with the score of 5 points in the least amount of time on that day will be selected as the winner.</li><li>• 1 MSISDN can win the Daily 2nd Prize only once in the Challenge.</li></ul>
Daily Prize	3rd	300 MSISDNs per day	3 Points on that day	Online Voucher	National	100	9,300	<ul style="list-style-type: none"><li>• Daily 300 MSISDN's</li></ul>



							across all circle groups* with the score of 3 points in the least amount of time on that day will be selected as the winner. <ul style="list-style-type: none"> <li>1 MSISDN can win the Daily 3rd Prize only once in the Challenge.</li> </ul>
Coupon Code Recharge	1000 MSISDNs per day	1 Point on that day	Mobile Recharge Coupon	National	50	31,000	<ul style="list-style-type: none"> <li>Daily first 1000 MSISDN's across all circle groups* with the score of 1 point on that day will be selected as the winner.</li> </ul>

One individual winner irrespective of MSISDN can win only one of the prizes- Mega Bumper Prize, Bumper Prize, Mini Bumper Prize/Monthly Prize/Weekly Prize.

The above clauses are only for Player's Club.

CHALLENGES ARENA - Cricket Craze					
Prize Model	Rank	Criteria	Product	Budget	Qty
Daily	1	1 MSISDN per day	Online Voucher	500	31
	2	1 MSISDN per day	Online Voucher	300	31
	3	1 MSISDN per day	Online Voucher	200	31
	4	1 MSISDN per day	Online Voucher	100	31
	5	1 MSISDN per day	Online Voucher	50	31
	6 to 25	20 MSISDNs per day	Virtual Coins	500	

### CHALLENGES ARENA – WINNER ZONE

Prize Model	Criteria	Rank	Product	Selection	Value	Qty	Description
Daily Prize	1 MSISDN per day	1	Online Voucher	National	300	31	The rank will be decided on the Maximum point scored in the least amount of time
	1 MSISDN per day	2	Online Voucher	National	200	31	
	1 MSISDN per day	3	Online Voucher	National	100	31	
	1 MSISDN per day	4	Online Voucher	National	50	31	
	1 MSISDN per day	5	Online Voucher	National	30	31	
	20 MSISDNs per day	6 to 25	Virtual Coins	National	500		First 20 MSISDNs who have given all the right answers

### CHALLENGES ARENA – Carnivals

Prize Model	Criteria	Rank	Product	Selection	Value	Qty	Description
Daily	1 MSISDN per day	1	Online Voucher	National	250	31	The rank will be decided on the Maximum point scored in the least amount of time
	1 MSISDN per day	2	Online Voucher	National	100	31	
	1 MSISDN per day	3	Online Voucher	National	50	31	

	22 MSISDNs per day	4 to 25	Virtual Coins	National	500		First 22 MSISDNs who have given all the right answers
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#### CHALLENGES ARENA – MOVIES MASTI

Prize Model	Criteria	Rank	Product	Selection	Value	Qty	Description
Daily	1 MSISDN per day	1	Online Voucher	National	200	31	The rank will be decided on the Maximum point scored in the least amount of time
	1 MSISDN per day	2	Online Voucher	National	100	31	
	1 MSISDN per day	3	Online Voucher	National	50	31	
	22 MSISDNs per day	4 to 25	Virtual Coins	National	500		First 22 MSISDNs who have given all the right answers

#### CHALLENGES ARENA – Foodies

Prize Model	Criteria	Rank	Product	Selection	Value	Qty	Description
Daily	1 MSISDN per day	1	Online Voucher	National	100	31	The rank will be decided on the Maximum point scored in the least amount of time
	1 MSISDN per day	2	Online Voucher	National	50	31	
	1 MSISDN per day	3	Online Voucher	National	30	31	

	22 MSISDNs per day	4 to 25	Virtual Coins	National	500		First 22 MSISDNs who have given all the right answers
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#### CHALLENGES ARENA – Cars & Bikes

Prize Model	Criteria	Rank	Product	Selection	Value	Qty	Description
Daily Prize	1 MSISDN per day	1	Online Voucher	National	50	31	The rank will be decided on the Maximum point scored in the least amount of time
	1 MSISDN per day	2	Online Voucher	National	30	31	
	1 MSISDN per day	3	Online Voucher	National	10	31	
	22 MSISDNs per day	4 to 25	Virtual Coins	National	500		First 22 MSISDNs who have given all the right answers

By giving right answer in less than allotted time, you can score 1 point plus the remaining seconds as points. All the scored points will be added to your total score for that particular challenge. (e.g. If a user answers a question with 10 seconds remaining from the allotted time, then additional 10 points will get added to the score, and the user will get a total of 11 points (1+10) for that question). Additional points for answering in less than allotted time is not applicable for Player's Club.

In case of a tie in the score and time taken in the selection of winners of Mega Bumper Prize, Bumper Prize, Mini Bumper Prize, Monthly Prize, Weekly Prize, Daily Bumper Prize, Daily 1st Prize, Daily 2nd Prize and Daily 3rd Prize in the challenge, the Winner will be the MSISDN that has achieved the relevant score as detailed above, first in point of time, which shall be electronically recorded by an independent system of the Organizer.

On MWEB channel time taken is calculated from the time system pushes the question till the answer input received by system.

A Subscriber is eligible to win more than one Prize during the period of the Challenge, which means that he/she can win more than one Prize provided he/she meets the above said criteria of the respective Prizes and gets selected

Terms and Condition related to the other challenges i.e. Play & Win and Win Big Challenge is available on <http://vil.contestzone.in>

#### Championship (Tournaments)

Championship “Tournaments” to be played between a limited number of interested users on a given Challenge / Games. Users can participate in tournaments any number of times and all entries will be considered for ranking.

A new tournament and its leader board will be available for every unique event.

- Limited participation – Minimum entry **25** and Maximum entry **1000**
- Every entry in the tournament will be considered for ranking
- The user can see the number of people joining the tournament.
- Users can play Challenge / Games to get a rank in the tournaments. Post participation Users can check their rank on the leaderboard for all the play attempts and they can replay the tournament to improve their performance.
- Winners selection of tournaments is based on the user’s rank in the tournament and this in turn depends on user’s score. Users can win Amazing prizes/Vouchers as per below;
- Note: Within the specified duration, minimum of **25** entries is required for the tournament to take place.
- In case of insufficient entries; the amount charged will be credited back to the wallet and User can use the same for playing theme Challenges / Battles.

Tournament – Championship					
	Rank	Criteria	Product	Budget	Qty
Daily	1	1 MSISDN per day	Online Voucher	1000	31
	2	1 MSISDN per day	Online Voucher	500	31
	3	1 MSISDN per day	Online Voucher	400	31
	4	1 MSISDN per day	Online Voucher	300	31
	5	1 MSISDN per day	Online Voucher	200	31
	6 to 10	5 MSISDNs every day	Online Voucher	100	155
	11 to 15	5 MSISDNs every day	Online Voucher	50	155
	16 to 20	5 MSISDNs every day	Online Voucher	30	155

Instant Gratification as Coins – Championship “Tournaments”		Game based			Challenge based		
Price Point - Rs. 20 per championship		1	2	3	1	2	3
Total Coin to be won		1500	1500	1500	1500	1500	1500
Rank	1	500	500	500	500	500	500
	2	300	300	300	300	300	300
	3	250	250	250	250	250	250

	4	200	200	200	200	200	200
	5	100	100	100	100	100	100
	6 to 10	75	75	75	75	75	75
	11 to 20	50	50	50	50	50	50
	26 to 50	25	25	25	25	25	25

#### **PRIZES AND WINNER SELECTION PROCESS FOR BATTLE**

##### **Battle**

Users who want to take up challenges on specific battle types and want to compete with their friends and online players (only Vi Users) can opt-in to play daily battles by paying Rs. 10 per battle.

- The user can play the same battle multiple time by paying the above charges each time.
- A total of 9 different battles are available in the Challenges Arena.
- A single battle can be played with up to 6 players. The users can select the number of player he / she wants to play/compete with. Each battle will have 5 options for playing (2, 3, 4, 5 & 6 players).
- The winner of each battle will get virtual coins as instant gratification as mentioned in the below Virtual Coins Table.
- Based on the total coins earned, users will get the rank on the overall leader board of the Battle and become eligible to win actual prizes.
- During the season, users will be able to choose and play different Game Battles available in the Challenges Arena portal and win actual gratifications as per the rank achieved.
- Please note: Game Battles will be changed/updated periodically, and users can choose and play the game battles to win prizes.

Challenges Arena – BATTLE					
Prize Model	Rank	Criteria	Product	Value	Qty
Daily	1	1 MSISDN per day	Online Voucher	1000	31
	2	1 MSISDN per day	Online Voucher	500	31
	3	1 MSISDN per day	Online Voucher	400	31
	4	1 MSISDN per day	Online Voucher	300	31
	5	1 MSISDN per day	Online Voucher	200	31
	6	1 MSISDN per day	Online Voucher	100	31
	7 to 100	94 MSISDNs per day	Online Voucher	50	2,914

Instant Gratification as Coins		No. of Players (One Battle with Multi-Player option)				
Price Point - Rs. 10 per Battle		2	3	4	5	6
Total Coin to be won		15	30	60	100	150
Rank	1	10	15	30	50	75
	2	5	10	15	20	25
	3		5	10	15	20
	4			5	10	15
	5				5	10
	6					5

**Note:** Game battles can be replaced any time based on the individual game performance from the list of available games library.

### Free Section

Users can play Trial challenges with the coins they earned in the portal through engagement activities- Spin & Win, Treasure Chest, Scratch Card and by participation in various challenges.

**Note:** A pool of FREE/TRIAL Games/Trivia challenges/Battles will be available for users to participate and win coins/prizes. Format/count of challenges, games, battles/gratification/coins of the FREE/TRIAL sections is subject to change and will be updated by Organizer as and when required without any prior intimation.

Game Contest - Individual game specific leader board with gratification as vouchers						
Bubble wipeout/Bubble shooter (*Subject to change)						
Prize Model	Rank	Criteria	Product	Coins Value	Qty	Total
Daily	1	1 MSISDN per day	Online Voucher	1000	31	31,000
	2	1 MSISDN per day	Online Voucher	500	31	15,500
	3 to 5	3 MSISDNs per day	Online Voucher	300	93	27,900
	6 to 10	5 MSISDNs per day	Online Voucher	100	155	15,500
	11 to 20	10 MSISDNs per day	Online Voucher	50	310	15,500

	21 to 100	80 MSISDNs per day	Online Voucher	30	2,480	74,400
	101 to 200	100 MSISDNs per day	Online Voucher	20	3,100	62,000

Trivia - Individual challenge specific leader board with gratification as vouchers

Logo Quiz (\*Subject to change)

Prize Model	Rank	Criteria	Product	Coins Value	Qty	Total
Daily	1	1 MSISDN per day	Online Voucher	500	31	15,500
	2	1 MSISDN per day	Online Voucher	300	31	9,300
	3 to 5	3 MSISDNs per day	Online Voucher	100	93	9,300
	6 to 10	5 MSISDNs per day	Online Voucher	50	155	7,750
	11 to 20	10 MSISDNs per day	Online Voucher	30	310	9,300
	21 to 100	80 MSISDNs per day	Online Voucher	20	2,480	49,600
	101 to 200	100 MSISDNs per day	Online Voucher	10	3,100	31,000

Trivia - Individual Challenge specific leader board with gratification as coins

Fact Vs Fiction (\*Subject to change)

Prize Model	Rank	Criteria	Product	Coins Value	Qty	Total
Daily	1	1 MSISDN per day	Online Voucher	100	31	3,100
	2	1 MSISDN per day	Online Voucher	50	31	1,550
	3 to 5	3 MSISDNs per day	Online Voucher	30	93	2,790
	6 to 10	5 MSISDNs per day	Online Voucher	20	155	3,100
	11 to 20	10 MSISDNs per day	Online Voucher	10	310	3,100
	21 to 100	80 MSISDNs per day	Online Voucher	5	2,480	12,400

FREE Battle- Pumpkin Smasher (\*Subject to change)

FREE Battle- Pumpkin Smasher (*Subject to change)		2	3	4	5	6
Total Coin to be won		10	25	45	70	100
Rank	1	10	15	20	25	30
	2		10	15	20	25



	3			10	15	20
	4				10	15
	5					10
	6					

\* The Organizers reserves the right to award/forfeit/withdraw/modify the prizes during the challenge period at its sole discretion.

**Note:** Please check “My Winnings” section from the menu. If you are a winner of any of the Online Voucher prizes mentioned across, you can find the voucher code in the My Winnings section and the same can be redeemed. SMS on winnings will be automatically pushed by the system once the leader board is updated (12 am).

#### \*\*\*Weekly Schedule

Week	Start Date	End Date
1	01-Jan	07-Jan
2	08-Jan	14-Jan
3	15-Jan	21-Jan
4	22-Jan	31-Jan

#### \*\*\*Monthly Schedule

Month	Start Date	End Date
1	01-Jan	31-Jan