

TERMS & CONDITIONS OF ENTRY TO “DHOLKAPUR ENTRANCE TEST CONTEST”

1. Information on prizes and how to enter “DHOLKAPUR ENTRANCE TEST” contest (**Contest**) form a part of these Terms & Conditions of Entry (**Terms**).
2. Entry to the Contest is open to all legal residents of India who are between the ages of 4 to 14 as on 1 March 2010 (each an **Entrant** and collectively **Entrants**). No purchase is necessary to enter the Contest. All Entrants must seek parental or guardian approval before participating in the Contest. It will be the responsibility of parents or guardians to monitor their children’s participation in this Contest. Employees (and their immediate families) of the Promoter (as defined in paragraph 20 below) and Promoter’s related companies and advertising agencies may not enter the Contest.
3. Entry to the Contest is via (a) logging on to the Uniform Resource Locator- www.pogo.tv (**Website**) and clicking on the link provided on the main page of the Website to enter the Contest; or (ii) sending short message services (**SMS**) “DET” to the number “58558” (**Contest SMS Number**) as such services are provided by Mobile2win India Private Limited (**M2W**); or (b) by giving a call to number 58888388 (**IVR Number**) and submitting entry through the Interactive Voice Recording (**IVR**) system provided by Times Internet Limited (**Indiatimes**). Entrants will be solely responsible for all charges incurred in registering himself or herself for the Contest, including any telephone and, or mobile phone charges. Each SMS sent by an Entrant will cost him or her a maximum amount of Rs. 3.00 per SMS and each telephone call made by an Entrant to the above mentioned IVR Number will cost a maximum amount of Rs. 3.00 per minute, inclusive of any applicable mobile phone operator charge, and any applicable taxes, levies or duties. Entrants may enter the Contest as many times as they wish provided that each entry is separately submitted.
4. Entry to the Contest commences on 1 March 2010 and closes at 00.00 hrs on 1 April 2010 (**Contest Period**). By entering the Contest, Entrants accept these Terms.
5. The prize selection for the Contest will take place at the office of the Promoter on 23 April 2010 at 6:00 pm (India Standard Time).
6. During the Contest Period, viewers of the television programming service titled *Pogo* (**Channel**) will be required to watch the television programming block titled *Chotta Bheem* aired on the Channel as per television schedule and answer a question everyday based on *Chotta Bheem*. The choices of answer will be given as “A”/ “B”/ “C”. Entrants participating through Website will be required to submit their answer by clicking on their choice of answer. Entrants participating through SMS will be required to submit their answer to the Contest SMS Number as “DET “A”/ “B”/ “C””. Entrants participating by calling the IVR Number will be required to follow the pre-recorded voice instructions during the call and submit their choice of answer in the manner specified. The contest question will change after every three days and a total of 10 (ten) questions will be asked during the Contest Period.
7. At the end of the Contest Period, Promoters will select a total of 12 (twelve) winners (**Winners**) based on maximum number of correct entries. In case of a tie the Winners will be selected by way of a lucky draw. The apportionment of the prizes shall be as follows:
 - a. 1 (one) grand prize (**Grand Prize**)
 - b. 1 (one) runners up prize (**Runner Up Prize**)
 - c. 10 (ten) other prizes (**Other Prizes**)Thr Grand Prize, Runner Up Prize and Other Prizes shall collectively be known as **Prizes**.
8. The Grand Prize will constitute a 3 nights 4 days holiday package to Kuala Lumpur for the winner and one accompanying adult. The Runner Up Prize will constitute a 3 nights 4 days holiday package to Jaipur

for the Runner Up and one accompanying adult. Each of the Grand Prize and Runner Up Prize will also include (a) accommodation for two people at a hotel to be chosen by the Promoter in its sole discretion and (b) airfare for travel by economy class. The Grand Prize and Runner Up Prize can be availed subject to the fulfilment of certain terms and conditions by the Winner as may be notified to them by Promoter. The Other Prize winners will receive any one of the following prizes: a remote controlled car worth INR 1500 (Rupees Fifteen Hundred Only), a skateboard worth INR 690 (Rupees Six Hundred Ninety Only) or wrist band worth INR 175 (Rupees One Hundred Seventy Five Only). The value of the Grand Prize is approximately INR 2,00,000 (Rupees Two Lakh Only) and the value of the Runner Up Prize is approximately INR 40,000 (Rupees Forty Thousand Only). Therefore the total value of all the above mentioned Prizes is approximately INR 2,47,565/-

9. The Grand Prize and the Runner Up Prize exclude all spending money, taxes (including taxes on the Prize or any part of it), visas, insurance and other ancillary costs and/or expenses (unless stated to the contrary in these Terms) which are the sole responsibility of each Winner and his or her travelling companion (where applicable).
10. The Promoters' decision is based on a set of pre-determined criteria and their decision will be final and binding. No correspondence will be entered into about the Contest or the Promoters' decision(s). The Prizes are not transferable and not redeemable for cash. Promoter accepts no responsibility for any variation in the value of the Prizes (or any part of them) or for lost, damaged or misdirected Prizes. Promoter reserves the right to substitute any Prizes (or any part of them) for an item of similar value. The specifications and brand (as applicable) of the Prizes may change midway, before or after the commencement of the Contest at the sole discretion of the Judges. The Promoter is not responsible for the service and support of the Prizes after they are delivered to the Winners.
11. Winners will be notified by (i) telephone to the telephone number submitted with such prize winning entry or (ii) email to the address submitted with participant's entry. The Promoter reserve the right to use any other method or medium deemed fit in its sole and absolute discretion for the purpose of announcing the Winners. Upon request, the Winners may be required to provide their contact details, passport/identity number, proof of residency, proof of age and/or any other details deemed necessary and relevant by the Promoter in its sole discretion prior to the collection of any Prizes. If the Prize is declined, unclaimed or unable to be claimed, or if a Winner cannot be contacted from the details supplied, the Promoters may select the next best and valid entry from the entries received as an alternative Winner at its sole discretion.
12. The Prizes along with Prize letters will be couriered to the Winners at the address given at the time of notification of Prizes for the Contest.
13. The Winner, and their parents or guardians may, at the absolute discretion of the Promoter, be required to execute a deed of release and indemnity in a form prescribed by the Promoter in order to receive the Prizes. All Prizes will be awarded to the parent or guardian of the Winner. It is the sole responsibility of the Winners parents or guardians to monitor or supervise the use of any of the Prizes.
14. By entering into this Contest, each Entrant and his or her parent or guardian is deemed to have granted Promoter the right, at its sole and absolute discretion, to use the nickname, names, photographs, voice or video recordings and entries of such Entrant and, or representatives of such Entrant without obtaining any other further consent or making any payment whatsoever to such Entrant and/or the representatives of such Entrant for publicity, advertising, trade or promotion purposes in any media.
15. Entrants' personal information (**PI**) will be collected to enable the Promoter to administer and promote this Contest and its Winners. The PI of Winner may be provided to others assisting the Promoter in this regard, including the Promoter's affiliates, Partners and to authorities that regulate this Contest (if applicable). If an Entrant does not truthfully provide all requested PI, the Promoter may determine that such Entrant is not eligible to win a prize in this Contest.

16. All entries and all copyright and other rights in such entries become the property of the Promoter. By entering the Contest (unless otherwise advised by the Entrant), each Entrant consents to the information submitted with their entry being entered into a database and to the use by the Promoter and/or its affiliates of this information in any media in accordance with the Promoter's online privacy policy (located on Uniform Resources Locator at <http://www.pogo.tv/jsp/help/privacy.jsp>) for future promotional, marketing and publicity purposes without any further reference or payment or other compensation to the Entrant. All personal details (including the PI) of the Entrants will be stored at the office of the Promoter in accordance with the Promoter's online privacy policy. Any request to access, update or correct any information should be directed to the Promoter at the address as listed below. The database information or any part of it may be provided to the Promoter's affiliates in the Philippines, Hong Kong, the United Kingdom or the United States of America for the stated purposes.
17. To the extent permitted by law, the Promoter makes no representations or warranties as to the quality, suitability or merchantability of any of the Prizes. To the extent permitted by law, the Promoter shall not be liable for any loss or damage whatsoever that may be suffered, or for any personal injury that may be suffered, as a result of participating in the Contest or using any of the Prizes.
18. The Promoter reserves the right in its sole discretion to disqualify any Entrant who tampers with the entry process and, subject to the approval of those authorities which have issued permits for the conduct of this Contest, to cancel, terminate, modify or suspend the Contest if, for any reason, this Contest is not capable of running as planned, including but not limited to reasons of infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures or any other causes beyond the control of Promoter that corrupt or affect the administration security, fairness, integrity or proper conduct of this Contest.
19. The Promoter assumes no responsibility for any error, omission, interruption, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to, or alteration of, entries. The Promoter also does not accept the responsibility for any delayed SMS or SMS that cannot be delivered due to connection issues (failed or partial transmission), malfunctions inaccessibility, unavailability, out of coverage area, traffic congestion, acts or omission of service providers or unauthorized use of a mobile phone in relation to this Contest. The Promoter or Indiatimes or Mobile 2Win shall not be responsible for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by the Promoter or Indiatimes or Mobile 2Win on account of technical problems or traffic congestion on the Internet or at any web site, or any combination of the above (as applicable), including any injury or damage to any entrant's or any other person's computer related to or resulting from participation or downloading any materials in or in connection with this Contest or failure of any entry to be received by the promoter. **CAUTION:** any attempt to deliberately damage any website or the information on a website, or to otherwise undermine the legitimate operation of this Contest may be a violation of criminal and civil laws and should such an attempt be made, whether successful or not, the Promoter reserves the right to seek damages to the fullest extent permitted by law.
20. The Promoter is Turner International India Pvt. Ltd. Its office is at Ground Floor, Empire Mills, 414 Senapati Bapat Marg, Lower Parel, Mumbai 400013.

None of the above paragraphs limits any other.

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