

Sunfeast Dream Cream **NVOK**-Season II – Terms and Conditions

- Participation in this activity is purely voluntary. By participating in this activity, each participant is deemed to have accepted these terms and conditions.
- This contest is open to all children between the age 8-14 years (as on the date of registration must have born between 20th March 1999 to 20th April 2005) and is valid for one month (starting 20th March 2013 to 20th April 2013)
- The contest is valid only for residents of Tamil Nadu and Pondicherry
- To participate in the contest the child must answer the question provided in the Funtimes edition of March 2013 and also provide a batch code along with the correct answer.
- For getting the batch code, the participant must buy a pack of any Sunfeast Dream Cream biscuits and find the batch code mentioned behind the pack
- The child should send his/her answer through an SMS - "DCNVOK" <space> "YOUR ANSWER OPTION"<space>BATCH CODE to 57827. BATCH CODE will be printed on the Sunfeast Dream Cream packet (below the Pkd. Date) and every new BATCH CODE will be considered as a new entry. Eg.DCNVOK A E6B to 57827
- The selected contestant should bring only **one friend** along for auditions. He/ She should also be between the age 8-14 years (as on the date of registration must have born between 20th March 1999 to 20th April 2005).
- The pair should get a letter of consent from their respective parent/legal guardian allowing them to participate in the show.
- The pair can win a prize money up to Rs. 1 crore in the final contest of NeengalumVellalamOruKodi–Season-2. The amount won by the pair will be equally split between them and given to the parent of each child.Payment is subject to deduction of all applicable taxes.
- The amount (net of TDS) won by each winner of the pair, as mentioned above, will be placed as fixed deposit with a nationalized bank (as per each winners choice) maturing upon such winner reaching 18 years of age.
- Answering the question only provides a **chance** to the purchaser to win a entry into the "NEENGALUM VELLALAM ORU KODI(NVOK)- Season II", "fastest finger first"
- ITC is not responsible for ensuring further entry or progress into NVOK – Season II
- Every correct entry will be part of a draw of lots, therefore a correct entry is not an assurance of an entry into NVOK "fastest finger first".
- "Fastest Finger First" means that part of the show/episode of "NEENGALUM VELLALAM ORU KODI-Season II" where the same question is asked to the selected Participants, who in turn shall answer the same. The first person to correctly answer the question shall be entitled to proceed to the Hot Seat.
- ITC shall not be liable for incomplete/wrong entries.
- All disputes relating to this activity shall be subject to the exclusive jurisdiction of Courts at Bengaluru.
- Premium SMS rates will be applicable, for more information contact your service provider.
- Employees of **Vijay Television Private Limited** or any Group Company, employees of BIG Synergy Media Limited, employees of the advertising agencies which has been appointed by the Company, employees of the call centre engaged for this Competition, employees of the back end IT service provider, employees of KPMG, and also employees of ITC, and employees of other main sponsors, and members of their immediate family are "excluded registrant(s)", by virtue of which they are not eligible to participate in this contest and in NVOK – Season II.

- Further, all those not conversant in TAMIL and cannot read either English or Tamil are ineligible to enter the Competition. For clarification the Registrant(s) should be conversant in Tamil and should be able to read and understand either English or Tamil.

- The format of the contest will be as follows:

STEP 1

- Contestants can register his/her number to participate in the competition via SMS by messaging:
- **"DCNVOK" <space> "YOUR ANSWER OPTION"<space>BATCH CODE to 57827**
- "BATCH CODE" will be printed below the Pkd. Date and **every new BATCH CODE** will be considered as a new entry. Eg. DCNVOK A B22A241 to 57827.

STEP 2

- On receiving the response all correct and valid entries will be put through LEVEL 1 of the randomizer. Randomizer is software that generates random bits of information decided by predetermined parameters.
- Randomizer will select **100 contestants**
- The 100 contestants will be called to AUDITION. The Audition will either be over the phone or at a central venue. The selected contestants have to bring one friend along with them to form a team
- **Special Audition and other procedures :**
- Both the contestants of a team will be auditioned and both must qualify to reach the "Fastest Finger First" round of NVOK-Season II
- Special Audition for Sunfeast Dream Cream participants to happen during April- June, 2013 tentatively in Chennai (ITC will not bear travel and stay costs for the audition/ participation,).
- The Audition procedure will include a written test and a video audition.
- A total **of three pairs** will be chosen for the "Fastest Finger First" round of NVOK-Season II through this process.

NOTE:

- In case of error in SMS format, the response message will be sent "Invalid entry. Please re-submit your entry in the prescribed format".
- The charges for per- SMS to 57827 will be as follows:

• Network Operator(s)	• Costs
• Vodafone	• Rs. 3 per message
• Airtel	• Rs. 3 per message
• Idea	• Rs. 3 per message
• Reliance Communications,	• Rs. 3 per message
• Aircel	• Rs. 5 per message
• Tata Docomo	• Rs. 3 per message
• BSNL Mobile	• Rs. 2 per message

- ***Roaming rates may apply and Registrant should contact the telecom service provider for the applicable rates.**
- **After this stage ITC will not play a role in selection/in any other manner and the rules set by Vijay Television Private Limited will be applicable. For the details of those rules please visit www.facebook.com/orukodi**