

## **Terms and Conditions**

### **"Blenders Pride Packaged Drinking Water Fashion Tour Campaign"**

The "Blenders Pride Packaged Drinking Water Fashion Tour Campaign" is being organized by Pernod Ricard India Pvt. Ltd., a company duly incorporated under the Companies Act, 1956 and having its registered office at Atelier, No.10, Level 1, Worldmark 2, Aerocity, New Delhi – 37 ("PRI"), in association with/ through its partner agency DENTSU ADVERTISING AND MEDIA SERVICES INDIA PRIVATE LIMITED, having its registered office at Devchand House, C Block, 2nd Floor Shivsagar Estate, Dr. Annie Besant Road, Worli, Mumbai, Mumbai City, Maharashtra - 400018 ("Agency"), hereinafter together referred to as the "**Organiser/s**".

Please read the terms and conditions of the "Blenders Pride Packaged Drinking Water Fashion Tour Campaign" before participating in it (hereinafter referred to as the "**Campaign**"). By participating/ availing this Campaign, it is deemed that the participants/ customers/ consumers (hereinafter collectively referred to as "**Participant**") and/or Winners have irrevocably and unconditionally accepted all terms & conditions contained herein, including any/all amendment, modification, etc. made thereto without demur and shall throughout remain bound to them as under:

#### **1. Agreement to Terms and Conditions-**

- i. By participating in this campaign, Participant/s fully and unconditionally agree to abide by the Terms and Conditions available on **T&C Link on "@blenderspridefashiontour Instagram handle ("https://www.blenderspridefashiontour.com")**. Organizer's decision shall be final and binding in all matters related to the Campaign, subject to all requirements set forth herein. The Campaign involves participants to submit answers to simple questions based on the campaign theme. Organizer reserves the right to exclude any person from the Campaign on grounds of misconduct or criminal record.
- ii. Organizer reserves the right to terminate, modify or extend the Campaign, at any time at its absolute discretion, without assigning any reason.

#### **2. Eligibility-**

- i. This Campaign is open only for Indian citizens above the legal age of 21 years having the legal capacity to enter into a contract in the territory of India, except Bihar, Gujarat, Manipur, Nagaland, Mizoram, Tamil Nadu, Kerala, Delhi and J&K.
- ii. Organizers' employees, their family members, sponsors, agents, distributors, wholesalers, retailers, and any other channel partners, including their employees or any outlet staff, bar staff and counter salesmen are not eligible to participate in the Campaign. Entries received from any of the foregoing ineligible participants shall be liable to be rejected by the Organizers at any stage of the Campaign without demur.
- iii. The Organizers reserve the right to change the Campaign Period without prior intimation to the Participant. Thereafter, Organizers will not be obligated in any manner whatsoever. Entries beyond the Campaign Period will not be considered valid for participation in the Campaign. The Participant shall only be entitled to participate in the Campaign, through his/her mobile number. Participation is not capped from a particular number, however,

multiple entries from a particular number will be considered as a single entry for the purpose of lucky draw.

### **3. Term of the Campaign-**

- i. The Campaign is open only between 28<sup>th</sup> November 2025 to 30<sup>th</sup> December 2025, inclusive of both days (hereinafter "**Campaign Period**").
- ii. Thereafter, the Organizer will not be obligated in any manner whatsoever. The Participant agrees and acknowledges that all entries beyond the Campaign Period will not be considered valid for participation in the Campaign.
- iii. Participants are eligible for participation as per the participation process provided hereinbelow under the section titled "How to Participate".
- iv. Only those Participants having registered by filling in all the details correctly and are over the age of 21 will be eligible for the lucky draw selection and winning the Mega Prize as per the terms and conditions detailed hereinbelow.
- v. The Participants are eligible to win only 1 prize per Participant subject to verification and subject to the lucky draw process in the presence of a third-party auditing agency through a randomizer software.
- vi. The Participant shall only be entitled to participate in the Campaign, through his/her mobile number. Participation is not capped from a particular number, however, multiple entries from a particular number will be considered as a single entry for the purpose of lucky draw.
- vii. Subject to fulfillment of conditions above, a 3rd party auditor will execute and supervise the lucky draw conducted through a randomizer software.
- viii. Any deduction of applicable taxes, levies and other statutory payments, including but not limited to applicable gift tax, shall be borne solely by the Winner.

### **4. How to Participate –**

- i. To participate, the Participants will need to visit the link <https://www.blenderspridefashiontour.com/registration> directly or through digital promotion (by clicking promoted links on digital media – Instagram or Facebook IG handle <https://www.instagram.com/blenderspridefashiontour?igsh=ZGRuZ3FhODZvbGNo> Or Facebook handle- <https://www.facebook.com/share/1Bg9JjDhTc/?mibextid=wwXIf>)
- ii. The Participant will have to read and accept these Terms and Conditions, Privacy Policy and confirm they are over 21 years of age.
- iii. The Participant will need to register for the Campaign by submitting his/her details such as Name, Mobile number, Email ID, and answer in text for the question asked on the registration link.
- iv. After filling Participant's details and answering the question asked for gratification, and thereafter clicking on the submit button, a confirmation message will flash on the screen.
- v. The message will only confirm the successful registration by the Participant for the Campaign and **not** confirmation of the Participant's winning the Prize.
- vi. The Participant understands and agrees that merely liking, sharing, and commenting on the post is not a confirmation of the Participant's winning the Prize.

- vii. Only those Participants who successfully complete the activity on the contest post will be considered eligible for the participation in the Campaign. In case a Participant's age is less than 21 years the participation will not be considered.
- viii. No entries for registration outside the Campaign Period will be considered for registration and the Campaign.
- ix. The decision on number/s of winners is subject to the Organizer's discretion and can be changed/withdrawn without any prior notice.
- x. The Organizers shall not be responsible for (including but not limited to):
  - Any SPAM generated messages.
  - The Operator Code not being displayed on the user's mobile phone.
  - Any SMS message delivery failure.
  - Any lost, late or misdirected computer transmission or network, electronic failures or any kind of any failure to receive entries owing to transmission failures or due to any technical reason.
  - If the participant has registered himself to the DND of the telecom provider/ the participant has registered with National Do Not Call Registry/ Participant has specifically requested for not receiving messages for the specific Campaign.
  - Other conditions beyond its reasonable control

## 5. Prizes-

- a. **Mega Prize:** At the end of the Campaign Period, a total of **1 Lucky Winner** from the entire pool of eligible Participants from the Territory, will be chosen by the Organizer/s. Such 1 Lucky Winner will stand the chance to win **One** of the following Prizes: a Meta Rayban Glasses **Or** a Jaipur event ticket **Or** a Kolkata event ticket **Or** a Ajio Luxe Fashion voucher worth INR 10,000 at the sole discretion of the Organizers. The Lucky Winner shall be selected solely by the Organizer at its sole discretion. Lucky Winner will only be provided the Mega Prize and same does not include any travel, accommodation, meals, or other overheads and expenses that may be associated with attending the event. The Lucky Winner will be eligible to the above Mega Prize subject to fulfilling all other conditions mentioned in these T&Cs to win the Mega Prize.
- b. The Winner will be announced within **2 days** post the Campaign End Date. The Winner shall be selected by way of random selection using a randomizer software, in the presence of an independent auditor.
- c. If the Mega Prize event is cancelled or rescheduled due to any pandemic, government regulatory related circumstances or any Act of God or reasons beyond the Organizer's control, the Mega Prize will be considered cancelled, and no refund or alternative compensation will be provided. Likewise, in the event of any postponements or delays, no refund or alternative compensation will be offered.
- d. In terms of delivery of the said Mega Prize, the winner for the Mega Prize will be contacted by the Agency for KYC verification. This shall, however, in no manner be construed as communication for being a Lucky Winner of the Campaign. In the event, the winner is not reachable after 3 attempts, his/her claim to the Mega Prize would be considered to be forfeited and the Organizers shall be free to choose an alternate winner.
- e. The Lucky Winners for the Mega Prize will be directly contacted by the Agency for identification and verification through Instagram direct messaging or phone number used by

the Lucky Winner(s) to participate in the Campaign. This shall, however, in no manner be construed as a communication for being a Winner of the Campaign.

- f. The Lucky Winner will only receive their Mega Prize after submission of all documents to the entire satisfaction of the Organizers within 2 days to complete all KYC verification formalities for the (submission of signed true copy of government Photo ID, Age Proof, Address proof, PAN Card, Masked Aadhar Card & proof of vaccination and any other document that the Organizer may require for completing the KYC verification). In case the Lucky Winner(s) does not submit his/her documents within the stipulated time-period stated hereinabove, then the Lucky Winner shall not be able to claim the Mega Prize and the said claim shall lapse automatically without any further notice to the Winner(s) in this regard.
- g. Upon completion of the verification and submission of necessary documentations the successful Lucky Winner will be directly contacted by the Organizer on their Instagram handle through direct message used to participate in the Campaign to gather necessary details to deliver via Courier or Online at the sole discretion of the Organizer(s) the Mega Prize to the Lucky Winner at their verified postal address or via registered email ID given by the Lucky Winner at the time of identification and verification. It is understood and agreed that it will be the responsibility of the Lucky Winner to give the correct postal address and email ID for receiving the Mega Prize and any issues or delays in receiving the Mega Prize due to the Lucky Winner's address will be the sole responsibility of the Lucky Winner and Organizers will not be liable in any manner whatsoever.
- h. The Mega Prize can neither be exchanged nor redeemed for cash/ any non-monetary consideration nor it is transferable.
- i. In case the Lucky Winner does not collect its Mega Prize within the stipulated time period stated hereinabove, then the validity of the Mega Prize shall lapse automatically without any further notice to the Lucky Winner in this regard.
- j. The Mega Prize is subject to the applicable laws of India. The Mega Prize would be delivered/handed over to the Lucky Winner only upon proper identification and verification of the Participant to the full satisfaction of the Organizer/s. The Lucky Winner shall be duly required to provide a copy of their PAN card as satisfactory proof for payment of all applicable taxes and levies and all other requisite documents required

## **6. Personal Data Protection and Privacy**

- i. At the time of participating in this Campaign, Participants hereby freely give their informed, unambiguous, and unconditional consents and authorizes the Organizers to collect, during the Term of the Campaign, and process certain information about the Participant including personal data (hereinafter 'Personal Data').
- ii. Personal Data obtained by the Organizers during the Campaign shall be that data which is necessary for the conduct of the Campaign and shall be applied or used to fulfil the purpose of the Campaign and/ or for such other purposes as the Participant may have agreed.
- iii. Personal Data will be stored as long as such data is necessary for the purpose as detailed in this T&C or for such other period as the Participant may have agreed.
- iv. Terms related to collection and use of such Personal Data are set forth in the Privacy Policy which can be accessed at this link [Privacy Policy](#). By participating in this Campaign, you agree to be bound by the Privacy Policy and you acknowledge and agree that you are solely responsible for the accuracy, content and updating of your Personal Data.

## **7. Intellectual Property**

- v. All rights, title, and interest, including but not limited to the Intellectual Property Rights, in the Campaign material(s) and in any and all responses received shall vest solely and exclusively with PRI at all times. PRI or any person or entity permitted by PRI in this regard shall be entitled to use the responses received or any information in connection with the entry in any media for future Campaign, marketing, publicity, and any other purpose, without any permission and or payment to the Participant.
- vi. The Participants understand and acknowledge that by participating in the Campaign no rights, title or interests are conveyed to the Participants in the Trademarks and/ or IP of PRI.
- vii. All material submitted in connection with the Campaign (whether written, audio, electronic or visual form, or a combination of those) or any photographs, video and/or film footage and/or audio recording taken of Participants are assigned to PRI upon submission and become the property of PRI exclusively. PRI may use the material in any medium in any reasonable manner it sees fit. Copyright in any such material remains the sole property of PRI.

## **7. General Conditions-**

- i. The Participant understands and agrees that the selected Lucky Winner alone shall be entitled to the Mega Prize, subject to all terms and conditions mentioned herein, and furnishing of correct and complete details as indicated in conditions vi & vii below (including but not limited to) in the prescribed manner and to the entire satisfaction of the Organizer/s.
- ii. The Campaign will be promoted at the sole discretion of the Organizer/s.
- iii. Organizer/s will announce the selected Lucky Winner as per the terms set out in Clause 5 above. The Lucky Winner will be intimated on the registered mobile number from which the Participant had participated in the Campaign. The decision of the management of Organizer/s in this regard shall be final & binding upon the Participant and/or the Lucky Winner, and the Participant/ Lucky Winner(s) hereby agree that no claims, disputes, etc. of any sort shall be raised against the Organizer/s.
- iv. The Lucky Winner(s) will receive their Mega Prize after submission of all documents including government Photo ID, Age Proof, Address proof, PAN Card and any other document required to the entire satisfaction of the Organizers vide email to [seagramsbpftofficial@gmail.com](mailto:seagramsbpftofficial@gmail.com) within 2 Days from the date of intimation of being a Lucky Winner. In case the Lucky Winner(s) does not submit his/her documents within the stipulated time-period stated hereinabove, then the Lucky Winner(s) shall not be able to claim the Prize and the said claim shall lapse automatically without any further notice to the Winner(s) in this regard.

- v. The Mega Prize is subject to the applicable laws of India. The Mega Prize would be delivered/ handed over to the Lucky Winner only upon proper identification and verification of the Participant to the full satisfaction of the Organizer/s.
- vi. While accepting the Mega Prize under the campaign, the Lucky Winner(s) may be required to execute an "indemnity and release of claims" form as may be provided by Organizer/s, as the case may be, which shall release the Organizer/s of all liability, loss, damage, demand, claim, etc. in connection with the Campaign and the Mega Prize contemplated under this Campaign. Failure to complete and sign any documents requested by Organizer may result in disqualification of such Participant and/or Winner. Thereafter, the Organizer, at its discretion, will be entitled to choose the next winner. All decisions of Organizer shall be final in this regard.
- vii. Organizer/s is not responsible for any errors or omissions in the terms and conditions contained herein. All information provided in the Campaign is provided on "as-it-is" basis without any warranty of any kind. Organizer, its management, directors, employees, officers, affiliates or subsidiaries, agents, representatives, etc. or any of its sponsors/ partners make no representations, and further disclaim themselves from all express, implied, and statutory warranties of any kind towards the Participants, Winners and/or any third party with respect to accuracy, timelines, completeness, merchantability, or fitness of the Campaign.
- viii. Organizer/s shall provide the Prize on "as-it-is" basis without any warranty or guarantee (whether express or implied) regarding the Prize covering its quality, suitability, merchantability, or its fitness. The Organizer/s, its management, directors, employees, officers, affiliates or subsidiaries, agents, representatives, etc. disclaims itself from all liabilities, including but not limited to, those arising due to any deficiency/ defect in the Campaign and/or prize and for any consequential damages/ losses arising with respect to the Campaign and/or the prize.
- ix. Organizer/s reserves its right to select and declare or not to declare the Lucky Winner(s) if the number of entries submitted for the Campaign is not upto the logistical satisfaction of Organizer. Decision of Organizer/s in this regard shall be final & binding, and no correspondence in this regard shall be entertained.
- x. All rights, title, and interest, including but not limited to Intellectual Property Rights in the Campaign and/or any other promotional material(s) shall vest solely and exclusively with PRI at all times. In connection with the Campaign, the Organizer/s or any person or entity permitted by the Organizer/s shall be entitled to use personal details of Participant and/or Lucky Winner(s) such as names, characters, photographs, voices, videotape, etc. for any media promotions, marketing activity, publicity and likewise purposes. By voluntarily participating in the Campaign, Participant and/or Lucky Winner(s) hereby waive off all their rights to claim royalty, remuneration or legally challenge due to any such use of their personal details by the Organizer/s.
- xi. Organizer reserves its right to change, defer, alter, or cancel this Campaign in part or full, or change any or all terms and conditions of the Campaign, without giving any prior intimation/ notice of any kind. Further, it shall not be liable for any consequential losses/ damages to any Participant and/or Lucky Winner(s) in this regard. Decision of the

Organizer in general, and with respect to this Campaign in particular shall be full, final, binding, and non-contestable upon the Participant and/or the Lucky Winner(s).

- xii. Nothing contained herein amounts to a commitment or representation by the Organizer to conduct further likewise Campaign or schemes.
- xiii. Under no circumstance the Organizer, its management, directors, employees, officers, affiliates or subsidiaries, agents, representatives, etc. shall be liable to the Participant, Lucky Winners and/or any third party for any loss of profits or lost opportunity, or for any indirect, special, consequential, incidental, or punitive damages whatsoever, even if Organizer has been advised of the possibility of any such damages. The Participant/ Lucky Winner(s) specifically agree not to file and/or initiate in person or through any family member or through any third party, any criminal and/or civil proceedings/ complaints/ applications in any courts or forum in India against Organizer, its management, directors, employees, officers, affiliates or subsidiaries, agents, representatives, etc. to claim any damages for any losses or seek relief in connection with the Campaign and/or the prizes. The Participant/ Lucky Winner(s) specifically agree that Organizer, its affiliates, its group companies, their employees, officers, directors, or any other person and/or sponsors shall not be responsible for any claims/ liabilities/ losses (including legal fees) arising out of and in relation to any injury/ damage/ harm/ loss/ death/ mental or emotional trauma suffered by the Participant or Lucky Winner(s) in any manner whatsoever in connection with the Campaign and/or the prizes.
- xiv. Organizer/s is empowered to take a decision in case of any conditions, circumstances and scenarios beyond these terms and conditions of the Campaign.
- xv. The Campaign and the terms and conditions herein shall be governed by and construed in accordance with the applicable laws in India. All matters with respect to the Campaign and/or Prizes are subject to the exclusive jurisdiction of the courts at Delhi only. The Campaign shall be deemed void wherever prohibited by law.
- xvi. In case of any queries with respect to the Campaign, please write to [seagramsbpftofficial@gmail.com](mailto:seagramsbpftofficial@gmail.com).
- xvii. The Organizer's liability, under any circumstances, shall be strictly limited to the value of the Mega Prize awarded to a Lucky Winner under this promotion. Under no circumstances shall the Organizer be liable for any claims, losses, damages, or expenses exceeding the total value a Mega Prize.