

OFFICIAL RULES:
BLENDERS PRIDE FASHION TOUR 'THE SHOWCASE'

Blenders Pride Fashion Tour 'The Showcase' - (**'the contest'**) is being jointly organised by Fashion Design Council of India (**'FDCI'**) having its place of business at 209, Okhla Industrial Estate, Phase 3, near Modi Flour Mill, Okhla, New Delhi – 20 and Pernod Ricard India Pvt. Ltd. (**'PRO'**) having its registered office at Atelier, No.10, Level 1, Worldmark 2, Aerocity, New Delhi – 37, hereinafter together **'the organisers'**.

Free participation. This is a contest of skill and chances of winning depend solely on the quality of the entrant's online application. By participating in the contest, you agree to these official rules, which create a contract between you and the organisers. Read them carefully before entering. These rules shall be void where prohibited or restricted by law.

Please read the official rules carefully.

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1. WHO MAY ENTER: ELIGIBILITY

The Contest is open only to students and design enthusiasts from India as long as the individuals have reached the age of 21 years at the time of entry, and that they have the necessary legal status to provide the relevant invoices, when and if needed (**"Participant"** or **"Participants"**). Minors and individuals who have no or only limited legal capacity may not participate.

All eligible applicants can be current students or graduates in the fields of Fashion Design, Textile Design, Fashion/ Lifestyle Photography & Videography, Graphic Communication design or Fashion communication, or self-trained in one of the above fields. All individuals shortlisted will have to agree to become a part of a design team that will contest only strictly in the given four categories of Fashion Designer, Model, Shutterbug & Content Creator.

Employees of the FDCI and/or PRI, each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies, distributors (collectively, the **'Contest Entities'**) are not eligible to enter the Contest or win a prize.

The Organizers reserve the right to exclude/disqualify any Participant/Selected Participant from the Contest at any stage on grounds of misconduct, criminal record or if found to be complicit or involved in any scam, scandal or any incident which prejudicially affects the market standing, reputation and image of the Organizers by virtue of its association with the said Participant/Selected Participant.

2. CONTEST PHASES AND TIMELINES:

Blenders Pride Fashion Tour 'The Showcase' - ('**The Contest**') begins on 3rd August 2021 at 5:00 PM (IST) and qualifying submissions (as defined in Appendix 1) must be received on website www.blenderspridefashiontour.com ('**the Contest Website**') Latest by 15th August 2021 23:59 (IST).

The Contest invites participation from participants in 4 categories – Fashion Designers, Models, Shutterbugs & Content Creators

Please note that this Contest is developed over several phases:

a. PHASE I

During the first phase (Phase I), the participants ('**The Participants**') will register on the contest website platform, fill out the application form, submit the same along with their digital portfolios, their "My Passion My Pride" introductory video as well as an Instagram Reel video (of up to 60 seconds) as per mandates requested according to the format described hereunder. At the end of which only Forty (40) Participants will be selected as the '**Selected Participants**' by an internal Jury constituted by FDCI ('**Jury**');

b. PHASE II

During the second phase (Phase II), the 40 selected participants will be divided into 10 teams of 4 persons each and will be invited to the MAIN TASK, according to the relevant format and instructions given hereunder, at the end of which all 10 teams will submit their final films and social media content plan ('**Work**') to the Jury.

c. PHASE III

During the third phase (Phase III), the 10 teams' work will be reviewed at the end of which up to three (3) finalist teams will be awarded as the "Final Winners" of the contest and announced as Winner, First Runners up & Second Runners Up teams.

The dates are subject to extension, subject to the organisers sole and absolute discretion.

Process and Timelines:

1.1 Online applications open – Apply Online on the contest website starting **3rd August 2021 5:00 PM IST onward (Last date to apply – 15th August 2021 23:59 PM IST).**

1.2 Shortlist 40 Applicants – FDCI's internal Jury shortlists 40 online applicants (10 each Category)

1.3 Team Division: 10 teams (each team consist of 4 individuals, one from each category) is formed. Team Formation is done via Chit System by FDCI.

1.4 Assign Tasks & Allotment of Industry Mentors – My Planet My Pride – Main assignment will be assigned to all teams. Simultaneously Industry Mentorship begins, wherein a leading Roster of Industry Mentors (FDCI Members) assigned to each team for completing task. The Mentor would interact with the teams for 1 hr. every week over 3 weeks.

1.5 Garments from FDCI Gallery: 60 garments sourced from industry ace designers will be dispatched, 6 Garments assigned to each team.

1.6 Task Performance – Team performs the tasks in a *physical* space to complete the task

- Every team needs to create 2 ensembles, 1 fashion film, 3-6pcs of social media content.
- Garments from industry ace designers are sourced by FDCI, 6 Garments assigned to each team is dispatched to the designer contestant. Petty cash of INR 25,000 is assigned to each team to complete the task.
- Designer contestant develops two ensembles and couriers it to Model team member in a given time duration
- Model & Shutterbug team member shoot with the Two Ensembles remotely, where the Shutterbug team member remotely guides the Model team member (in a better scenario with respect to Covid-19, the Shutterbug will him/herself shoot the Model posing in the ensembles and create a fashion film)
- Model couriers the two ensembles and the content to the Content Creator team member to create social media content plan

1.7 Submission Deadline: Final Fashion film & Social Media Content Plan are submitted for assessment

1.8 Announcement of Winners: Finalists are chosen. One winning Team & Two Runners Up teams

3. SUBMISSION PROCESS: HOW TO ENTER

Prior to submitting entries, each Participant will be asked to fill in and submit an official Application form which requests the Participant's information listed in Appendix 1. Kindly Complete the online Application form with all relevant Details as Incomplete forms will not be accepted.

Application Process:

- i. Applicants/Participants will be required to submit a short portfolio in the given format to participate in The Showcase. For the purpose of this Contest, the Submission must follow the technical, creative, and legal requirements disclosed on the Contest Website and in these Official Rules, including, but not limited to, the Submission Content Guidelines (Article 4). All entries that

are late, illegible, incomplete, or otherwise not in compliance with these Official Rules will be disqualified from the Contest at the FDCI's sole and absolute discretion.

- ii. All submissions should be the sole and original work of the Participants and they should be the sole owners of the work submitted and its Intellectual Property. Submission that is not the original work of the registered Participant or if the submission infringes the copyright of someone else's work, the Organizers reserve the right to disqualify such Participant(s) during any stage of the Contest without any recourse to the Participant(s).
- iii. Submission by duo is unacceptable and only Individuals entering will be considered as a single entry.

For the purpose of this Contest, an online entry is 'received' when the Contest Website's servers record the entry information. The automatic response indicating the message 'successfully published' does not constitute proof of the actual receipt of an entry for the purposes of this Contest.

In the event of a dispute as to the identity of any Participant who submits an entry, the entry will be deemed submitted by the holder of the e-mail from which it was sent but only if such person is otherwise eligible. The 'account holder' is the person assigned an e-mail address or username by the entity responsible for assigning it (e.g., Yahoo).

The FDCI, PRI and affiliated entities are not responsible for lost, misdirected, misplaced, tampered with, deleted, or invalid entries.

4. CONTENT SUBMISSION GUIDELINES

Each Participant is limited to one (1) entry.

1 – To merit consideration as a qualified entry, the work must be complete, respect the following guidelines and contain all elements listed below.

2 – The work must be submitted to the Contest section found on the Contest Site. Images and texts must be in digital format.

3 – The work may be produced on and by any medium but must be submitted to the Contest section as low-res JPEG (or JPG) format. All digital files must be 1000 pixels wide, RGB color mode.

4 – The Work must not involve or invoke physical harm to any person or animal.

5 – All works submitted as part of the application process by the Participants or during any of the Contest Phases by the Selected Participants must not be inappropriate, libelous or defamatory, harassing, abusive, threatening, harmful, racially, ethnically or otherwise objectionable or offensive. Further, the works/submissions must not be obscene, vulgar; have content which has or hints towards any content which is sexual in nature and/or be distasteful and disrespecting of any brand(s) of PRI including '*Blenders Pride*', '*Blenders Pride Fashion Tour*' and '*Blenders Pride Fashion Tour – The Showcase*'.

6 – The work must not contain any viruses, worms, corrupt files, Trojan horses, or other forms of corruptive code or content that may harm or compromise the Contest Site and/or the proper conduct of the Contest.

5. SHORTLIST CRITERIA:

The Participants will be selected on the below-mentioned criteria for Phases I and III of the Contest.

- A. Criteria for Phase I (Selection of 40 Shortlisted Participants):
- a. Criteria: The evaluation criteria will be based on Creative Quotient, Design Quality/Artists Statement, Conceptual Quality/Expression of Idea, Submissions should respect cultural, should be non-political, non-violent, no nudity or suggestive overtones, Degree of Creativity and overall approach and Technical Expertise/Artistic Skill Set
 - b. If you have been shortlisted for Phase II, you will be notified within a stipulated date on your submitted email id. You will have to accept and confirm your interest in Participation within two working days via return email.
 - c. Shortlisted participants will be notified of the additional tasks as per fixed dates / schedules of the Contest during Phase II and go through the final judging round in Phase III.
 - d. Shortlisted Participants maybe requested to email further material such as a high-resolution image of one of their best artworks as well as a portrait image of themselves to meet the broadcast deadlines if selected for Phase II. They will also have to agree to participate in any promotional or social media activities the contest may require them to do so at each stage.
- B. Criteria for Phase III (Final selection of Winners):
- a. Criteria: Relevance to Brief, Originality, Innovation, Symbolic & Emotional Quotient, Shareability, Manufacturing Processes and Technical Standards, Visual Identity, Brand Positioning, Market Readiness / Commercial Sensibility, Product aesthetics and Graphics

Usage Guidelines: Shortlisted participants for Phase II & III will have to agree to let their artworks / short videos or still images emerging from the Contest to be posted and remain posted on the BLENDERSPRIDEFASHIONTOUR and FDCI digital/social media platforms in perpetuity.

Submitted Portfolios: All Work including Photos/Videos submitted for the Jury evaluation could be used digitally on the Organisers network & Social Media Handles. The Organisers may format the images to fit the Channel of Display or digital screens. The applicants will need to email a high-resolution image of the work selected should the Jury select it. Images that are not in high quality resolution will unfortunately be automatically disqualified from being screened. Content chosen to be screened is entirely at the discretion of the Organisers.

Physical Aspect of The Showcase:

- i. In case the ongoing COVID-19 pandemic eases and conditions are suitable to conduct any phase of the Contest physically, the Participants are free to decide whether or not they wish to continue with the competition in its

- Physical Form. But they will need to update the Organisers in writing via email 10 days prior to the cutoff Date for that particular phase of the Contest.
- ii. The Organisers will be responsible for couriers of all articles which will need to be sent to the Participants that are shortlisted for their respective tasks only. The timely and safe transfer of only task specific packages and its attached shipping costs will be the responsibility of the Organisers.
 - iii. However, at any point The Organisers shall not be held liable for any loss or damage incurred during the courier processes or due to any Force Majeure Event or other reasons beyond their reasonable control.

6. INTELLECTUAL PROPERTY AND LICENSE

All submitted works will remain the exclusive property of the Participant, subject to the provisions laid out hereinafter. The Organisers will have the right to use all of the works submitted as part of the Contest, and all images depicted therein, in any promotion or for any non-commercial purpose. By submitting a work from Phase I onward, the Participant grants the Organisers the non-exclusive, unlimited, royalty-free, rights to publish, represent and reproduce in all media now known or hereafter discovered, all or part of the works for an unlimited period, and worldwide, within the context of the Contest.

The organisers has the right to apply minor modifications without damaging the integrity of the work submitted from Phase II onward, e.g. add the Showcase logo and text, reframing, changing the colors, cutting the background or parts of it.

During all Phases I, II and III, neither any Participant nor any third party may communicate on the Submitted works before (i) any first disclosure by the Organisers itself and (ii) without prior written consent of the Organisers.

By submitting a design in the Contest for Phase II, the concerned Selected Participant agrees to provide the organisers with the right of first refusal to the exclusive use of the design. This option is valid for 12 (twelve) months after the end of the Contest.

The Contest Prize once Received will include the assignment of the material property rights attached to the design , images , short films etc. created by the Participant and/or the Organizers, during & for the Contest.

The Organisers intellectual property rights (such as trademarks, logos, designs, copyright, etc.) will only be used as part of the Contest and remain the FDCI's sole and unique property.

If the organisers do not exercise the option within the exclusivity period of 12 (twelve) months after the end of the Contest and/or the Participant was not selected by the FDCI during Phase II and III, the Participants shall retain the full ownership on their works. The Participants shall be free to use these non-selected works in whatever manner they deem appropriate without any reference to the FDCI and as long as these works do not integrate nor copy any design, model, trademark, copyright, logo, or any other intellectual property duly registered by and/or belonging to the FDCI.

If the Participant wishes to communicate the Contest in his/her portfolio, the Participant will always mention the fact that his/her Work was realized within the framework of a competition named "The Showcase" for BLENDERS PRIDE

FASHION TOUR and not as part of a collaboration between the Participant and BLENDERS PRIDE FASHION TOUR.

The Participants agree that the Organisers shall have the sole discretion in determining the extent and manner of non-commercial use of the Submissions and are not obligated to use any Submission. Each Participant acknowledges that other Participants may have created plans and concepts contained in their Submission that may have familiarities or similarities to his/her own Submission, and that he/she will not be entitled to any compensation or right to negotiate with the Contest Organizers because of these familiarities or similarities.

Any image uploaded or image shared via email remains entirely the intellectual property of the artist.

The applicant's consent to give permission to the Organisers for the use of the images uploaded for promotional purposes will be free of charge including but not limited to: any Instagram post, credited communication material, website visuals and online gallery, etc.

Once registered for this competition, all applicants agree that PRI/FDCI may display their work free of charge for purposes of marketing, promotion, discussion and in media including catalogues and publications, posters, websites and social media and on hoardings if needed.

Intellectual Property of Winning Final Garments & Winning Films: Once the Contest is completed and the Winners are announced, the winning teams agree to return to The Organisers the two Ensembles created by each team, which will be Intellectual Property of the Organisers. Also the Digital Films of all the 3 winning teams will be considered the Intellectual Property of the Organisers and the team contestants agree to forego all IP rights for the same.

7. GUARANTEES AND INDEMNITY

Each Participant guarantees that he or she has read, understood and will follow the Official Rules. Each Participant further guarantees that their Submission and all materials and matter therein: (1) (except for elements that are within the public domain) are wholly original creations of the Participant and are not a copy or imitation of any other material; (2) will not infringe or violate any right whatsoever, including, without limitation, any personal rights (e.g., defamation, privacy, false light, moral right, etc.) or any property rights (e.g., copyright, trademark, right to ideas, etc.) of any person or entity and the use thereof will result in no third party liability or obligations; and (3) is not the subject of any threatened or pending litigation, claim or dispute that might give rise to litigation, which adversely affects or in any way prejudices, impairs or diminishes the rights granted hereunder or the value thereof. Each Participant further guarantees that he or she has the right to agree to and fully perform in compliance with these Official Rules and that no consent of third parties is required to grant the rights hereunder. Each Participant further acknowledges and agrees that he/she has not previously granted, assigned or otherwise hypothecated his/her Submission to any other third party. Further, each Participant guarantees that the organisers' use of any Submission shall not violate an agreement previously signed by the Participant. Each Participant agrees to indemnify and hold the Released Parties (defined below) harmless from and against any third-party claim, to the extent relating to any breach of any representation, warranty or covenant made

by such Participant in connection with his or her acceptance of these Official Rules or Contest activities.

8. CONTEST PRIZES

Each of the Four members of The 3 Final Winning Teams will each receive Varying cash prizes, award Certificates, Show Passes, and other GRATIFICATION listed here.

The Prizes are non-transferable, and no cash alternative is available. The Finalists must possess all required Bank Account documents. It is the responsibility of each Finalist to provide proper documentation (including a government-issued picture identification)

9. DISQUALIFICATION

The Organisers are not responsible for false, incorrect, changed, incomplete or illegible contact information. If the Organisers are unable to contact a Selected Participant, Finalist or Final Winner or if they do not comply with these Official Rules, the prize will be forfeited, and, at the Organisers discretion, an alternate Selected Participant, Finalist or Final Winner will be selected. Non-compliance shall result in disqualification and the award of the prize will be given to an alternate Selected Participant, Finalist or Final Winner. If any potential Selected Participant, Finalist or Final Winner is found to be ineligible or declines the prize for any reason prior to the award, such potential Selected Participant, Finalist or Final Winner may be disqualified, and an alternate potential Selected Participant, Finalist or Final Winner may be selected. The Contest Organizers are not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify a potential Selected Participant, Finalist or Final Winner.

Also If at any point in the contest the conduct or behavior of any shortlisted Candidate is found to be inappropriate OR any Team Member is causing delay in the Contest due to Non-Performance, the Jury & the Organisers can disqualify that Candidate at any stage of the Competition via Formal communication. The decision will be considered final.

10. GENERAL CONDITIONS

Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, delayed, distorted or damaged Submissions; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing/reviewing of entries, the announcement of the prizes or in any Contest-related materials.

Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by Contest Website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not

responsible for injury or damage to participants' or to any other person's computer or mobile device related to or resulting from participating in this Contest or downloading materials from or use of the Contest Website. Persons who tamper with or abuse any aspect of the Contest or the Contest Website or who are in violation of these Official Rules, as solely determined by 'THE ORGANISERS', will be disqualified and all associated entries will be void. Should any portion of the Contest be, in 'THE ORGANISERS' sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of 'THE ORGANISERS', corrupt or impair the administration, security, fairness or proper play, or the Submission of entries, or should the Contest be unable to run as planned for any other reason, 'THE ORGANISERS' reserve the right, in their sole discretion to suspend, modify or terminate the Contest and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to the action taken or as otherwise deemed fair and appropriate by the FDCI. The Released Parties are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in Entrant's e-mail account to receive e-mail messages.

CAUTION: ANY ATTEMPT TO DAMAGE THE CONTEST WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, 'THE ORGANISERS' WILL DISQUALIFY ANY SUCH INDIVIDUAL AND RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

11. RELEASE

By participating in the Contest, the Participants agree to release, discharge and hold harmless the Organisers and each of their parent companies, subsidiaries, affiliates, agents, distributors, licensors, licensees, representatives, attorneys, and advertising and promotion agencies, and each of their respective directors, officers, employees, agents, successors and right holders ('Released Parties'): from and against and any and all claims, liability, costs, losses, damages or injuries of any kind arising out of or related to the Participants' participation in the Contest and/or related to any prize (including, without limitation, losses, damages or injuries to the Participant's or any other person's equipment or other property, or to their persons, related to participation in the Contest; or arising out of any violation of rights of publicity or privacy, or claims of defamation or portrayal in a false light; or based on any claim of infringement of intellectual property; or from any typographical, human or other error in the printing, offering, selection, operation or announcement of any Contest activity and/or prize). 'THE ORGANISERS' maintain no control over the personnel, equipment or operation of any air, water or surface carrier, ship line, bus or limousine company, transportation company, hotel in connection with the Contest; and will not be responsible or liable for any injury, expense, accident, delay, inconvenience or other irregularity that may be caused. Each Participant further agrees to indemnify and hold harmless Released Parties from and against any and all liability resulting or arising from the Contest and to release all rights to bring any claim, action or proceeding against Released Parties. The Released Parties are not responsible for the actions of the Participants in connection with the Contest, including the Participants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Contest.

12. SUSPENSION / MODIFICATION / TERMINATION

In the event the Organisers are prevented from continuing with the Contest by any event beyond its control, including, but not limited to, fire, floods, epidemics, pandemics, earthquakes, explosions, labour disputes or strikes, acts of God or public enemy, communications or equipment failure, utility or service interruptions, riots or civil disturbances, terrorist threats or activity, war (declared or undeclared), interferences with the Contest by any party, or any country, federal state or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within 'THE ORGANISERS' control (each a "Force Majeure" event or occurrence), the FDCI shall have the right to modify, suspend or terminate the Contest. The Organisers additionally reserve the right, in its sole and absolute discretion: (1) to modify, suspend or terminate the Contest should causes beyond the FDCI's control corrupt or (2) interfere with the administration, integrity, operation, security or proper execution of the Contest.

The Showcase will follow the regulations of the Govt of India with regards to health and public safety. During Covid-19, organization of public events depends on government guidelines and directions. For any such reason, in case a cancellation of the Showcase is required, neither PRI nor the FDCI will be held liable for same and all shortlisted candidates will be informed accordingly. The Decision of the Organisers will be considered final.

In the event the Blenders Pride Fashion Tour is cancelled owing to any Force Majeure Event, including but not limited to Covid-19 Pandemic, any gratification linked to the same shall stand forfeited and the Winners shall be entitled to receive other Gratification and no claim whatsoever shall lie against the Organizers for the same.

13. GOVERNING LAW / LIMITATION OF LIABILITY

Delhi shall have exclusive jurisdiction in respect of all disputes arising out of or in connection with the Contest. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of the Participants, the FDCI, the Producer, or the Released Parties in connection with the Contest will be governed by and construed in accordance with the internal laws of India, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state laws.

14. SUBMITTED INFORMATION/ USE OF PERSONAL DATA/ PRIVACY POLICY

By participating in the contest, you agree that your personal data may be collected and processed by the organisers. Please find the Blenders Pride Fashion Tour Privacy Policy page here.

These privacy policies apply to everyone who uses www.blenderspridefashiontour.com website and takes part in the contest.

How to contact us?

In issues relating to your application and process thereafter, or to withdraw your consent, or to ask general questions or to lodge a complaint, please contact us at contact@blenderspridefashiontour.com