

TERMS AND CONDITIONS FOR “KBC PHONE LINE” COMPETITION

I. COMPETITION DESCRIPTION:

“KBC Phone Line” (“**Competition**”) is a competition that will be held on-air, each day, during the broadcast of “Kaun Banega Crorepati ” (“**Show**”) for Home Viewers. The competition is telecast on Sony Entertainment Television Asia (“**Channel**”) which channel is owned by MSM Asia Ltd. and/or its affiliates (“**Company**”).

II. DEFINITIONS:

1. “**Participant (s)**”: Any person(s) who participates in the Competition and who (i) is above eighteen (18) years of age; (ii) Resident of UK with a valid UK bank account and (iii) enters the Competition in accordance with the rules stated below. Employees of MSM Asia Ltd., of the Producer, of the advertising agency which has been appointed from time to time, and also employees of the main sponsors; and members of their immediate family; persons living out of UK are ineligible to enter the Competition.
2. “**Winner(s)**”: Those Participant(s) who have sent/given valid and correct Entries in the prescribed format and those who have been selected on the basis of a randomizer and declared as the winner(s) of the Competition.
3. “**Competition**” General knowledge quiz for Home Viewers entitled “KBC Phone Line”.
4. “**Company**”: MSM Asia Ltd. and/or its affiliates, the organizers of the Competition.
5. “**Show**”: “Kaun Banega Crorepati ” which is being produced by BIG Synergy Media Limited (“**Producer**”) for initial exhibition on Sony Entertainment Television (“**Channel**”) which channel is owned by Multi Screen Media Private Limited and/or its affiliates (“**Company**”). It also includes, but is not limited to, recordings of the Competition in the Studio (including any seasonal *special/s* recording).
6. “**Home Viewers**”: Individuals viewing the Show during its initial exhibition on the Channel.
7. “**Episode**” An episode of the Show.
8. “**Producer**”: means the producer of the Program which is Big Synergy Media Ltd.
9. “**Rules and Regulations**”: These Rules and Regulations governing the said Competition, stated herein in entirety.
10. “**Channel**”: Sony Entertainment Television Asia

III. PROCEDURE TO PARTICIPATE IN THE COMPETITION:

Questions on air

1. The Competition question for the day will be broadcast during the Episode for that day. One Competition question will be aired per Episode that is broadcast on the Channel during initial exhibition.
2. The Competition questions will be aired during the Episodes telecast during the period August 15, 2011 to November 17, 2011. The Competition question of the day will be broadcast at any given time during the duration of the Episode i.e. between 20:30 hours to 22:00 hours each day, or around that time, as determined by the Company.

Participation

1. The telephone lines (mobiles and landlines) and SMS acceptance of Entries for each Competition question shall be open from when the Competition question is first aired till 20:29:00 hours (BST) i.e. anywhere around 20:30:00 hours (BST) to 20:29:59 hours (BST) as per the following schedule:

Question	Lines open		Lines close	
	Date	Time	Date	Time
1	15-Aug-11	20:30:00	16-Aug-11	20:29:59
2	16-Aug-11	20:30:00	17-Aug-11	20:29:59
3	17-Aug-11	20:30:00	18-Aug-11	20:29:59
4	18-Aug-11	20:30:00	19-Aug-11	20:29:59
5	22-Aug-11	20:30:00	23-Aug-11	20:29:59
6	23-Aug-11	20:30:00	24-Aug-11	20:29:59
7	24-Aug-11	20:30:00	25-Aug-11	20:29:59
8	25-Aug-11	20:30:00	26-Aug-11	20:29:59
9	29-Aug-11	20:30:00	30-Aug-11	20:29:59
10	30-Aug-11	20:30:00	31-Aug-11	20:29:59
11	31-Aug-11	20:30:00	01-Sep-11	20:29:59
12	01-Sep-11	20:30:00	02-Sep-11	20:29:59
13	05-Sep-11	20:30:00	06-Sep-11	20:29:59
14	06-Sep-11	20:30:00	07-Sep-11	20:29:59
15	07-Sep-11	20:30:00	08-Sep-11	20:29:59
16	08-Sep-11	20:30:00	09-Sep-11	20:29:59
17	12-Sep-11	20:30:00	13-Sep-11	20:29:59

18	13-Sep-11	20:30:00	14-Sep-11	20:29:59
19	14-Sep-11	20:30:00	15-Sep-11	20:29:59
20	15-Sep-11	20:30:00	16-Sep-11	20:29:59
21	19-Sep-11	20:30:00	20-Sep-11	20:29:59
22	20-Sep-11	20:30:00	21-Sep-11	20:29:59
23	21-Sep-11	20:30:00	22-Sep-11	20:29:59
24	22-Sep-11	20:30:00	23-Sep-11	20:29:59
25	26-Sep-11	20:30:00	27-Sep-11	20:29:59
26	27-Sep-11	20:30:00	28-Sep-11	20:29:59
27	28-Sep-11	20:30:00	29-Sep-11	20:29:59
28	29-Sep-11	20:30:00	30-Sep-11	20:29:59
29	03-Oct-11	20:30:00	04-Oct-11	20:29:59
30	04-Oct-11	20:30:00	05-Oct-11	20:29:59
31	05-Oct-11	20:30:00	06-Oct-11	20:29:59
32	06-Oct-11	20:30:00	07-Oct-11	20:29:59
33	10-Oct-11	20:30:00	11-Oct-11	20:29:59
34	11-Oct-11	20:30:00	12-Oct-11	20:29:59
35	12-Oct-11	20:30:00	13-Oct-11	20:29:59
36	13-Oct-11	20:30:00	14-Oct-11	20:29:59
37	17-Oct-11	20:30:00	18-Oct-11	20:29:59
38	18-Oct-11	20:30:00	19-Oct-11	20:29:59
39	19-Oct-11	20:30:00	20-Oct-11	20:29:59
40	20-Oct-11	20:30:00	21-Oct-11	20:29:59
41	24-Oct-11	20:30:00	25-Oct-11	20:29:59
42	25-Oct-11	20:30:00	26-Oct-11	20:29:59
43	26-Oct-11	20:30:00	27-Oct-11	20:29:59
44	27-Oct-11	20:30:00	28-Oct-11	20:29:59
45	31-Oct-11	20:30:00	01-Nov-11	20:29:59
46	01-Nov-11	20:30:00	02-Nov-11	20:29:59
47	02-Nov-11	20:30:00	03-Nov-11	20:29:59
48	03-Nov-11	20:30:00	04-Nov-11	20:29:59
49	07-Nov-11	20:30:00	08-Nov-11	20:29:59
50	08-Nov-11	20:30:00	09-Nov-11	20:29:59
51	09-Nov-11	20:30:00	10-Nov-11	20:29:59
52	10-Nov-11	20:30:00	11-Nov-11	20:29:59
53	14-Nov-11	20:30:00	15-Nov-11	20:29:59
54	15-Nov-11	20:30:00	16-Nov-11	20:29:59
55	16-Nov-11	20:30:00	17-Nov-11	20:29:59
56	NA	NA	NA	NA

The above mentioned schedule could be added to, changed, or cancelled based on programming requirements and in the event the Show is for any reason extended, cancelled or terminated early.

1. In case the calls and/or SMS (“Entry(ies)”) are made after the lines have closed, or calls are in progress when the lines are closed each day, or SMSs sent are not received within the timelines as defined above, the said Entry(ies) shall not be deemed as a valid Entry for that days competition and will be counted as an entry to the current days open competition. Premium rates for SMS and calls shall be applicable. Please check with your respective service providers for the same.
2. To participate in the Competition the Participant has to enter the correct answer by selecting the correct option and sending the Entry in the manner prescribed in the grid below and as stated in the promos of the Competition:

Mode of participation	Number to be used for Participation
IVR	09099 290 290
SMS	63333

3. How to answer through SMS?
 - a. KBCQ<Space>A/B/C/D
 - b. The acknowledgement message will read “Thank you for your entry to The KBC Phone In Competition. Texts are charged at 50p + standard text charge per text. For T's and C's please visit www.setasia.tv”. If selected you will be contacted by our team within 2 days. See standard competition terms and conditions at www.setasia.tv
4. How to answer through IVR?
 - a. Call on 09099 290 290 and when prompted press 1 for option A, 2 for option B, 3 for option C and 4 for option D.
 - b. And the call will end with a thank you note/play back option.
 - c. If any of the above information is not provided by the Participant as per the instructions of IVR within five (5) seconds then a termination message will be played and the call will end. On answering as per the format, the Participant will be thanked for his/her Entry and the call will be terminated.
 - d. Call costs are 50p per minute from a BT landline, costs may be more from other networks and from mobile considerably higher.

Need to keep a separate section on charges

Winner Selection

1. The Winner of the Competition will be selected from amongst the valid and correct Entries received for each day on a random basis. One Winner will be selected on a daily basis from the valid Entries received for each day (defined as the period from 20:30:00 hours) to 20:29:59 hours (BST). However, in the event of any technical or unforeseen failures or issues, Winner(s) may not be selected on certain days, and may be selected subsequently and the Company may use one day’s data for another day’s selection, or may use data for more than one day on certain days.

2. The randomization process will be undertaken with the help of a randomizer software developed specifically for the purpose of selection. In the event of a software failure, Channel/the Company may adopt any other methodology or criteria to select the daily Winner.
3. Timelines and methodology of determining Winners are subject to change based on the on-ground conditions, degree of participation, technical issues, force majeure reasons, etc.

Call back

1. Channel and Company are not responsible if the call-back is not successful due to:
 - a. Line being busy
 - b. Congestion on the network
 - c. No answer received
 - d. Poor call conditions / unclear reception
 - e. Number engaged
 - f. Call drop
 - g. Other reasons that could render a call unsuccessful or terminate it.
2. The Company shall not be liable in the event the Participant is not declared a Winner due to any delay or inability to perform such call back to the Participant.
3. The selected Participant will receive a call from a call centre executive ("CCE") and the selected Participant must confirm the details asked for by the CCE immediately. The CCE will ask the Participant to confirm if he/she has sent the Entry for participation in the Competition. If the confirmation required or the other information asked for is not provided to the CCE on the call, then the CCE will call the selected number once again after 10 minutes from the initial telephone contact, asking for the same details. Failure to provide such details during the second call shall lead to disqualification of such Participant from the selection process.
4. The first person who answers the registered phone number and claims/confirms that he/she is the Participant, will be considered as the Participant as per the rules of Competition. MSM will not be responsible to determine the correct Participant in the event more than one person have participated from a particular number, or the incorrect person answers the call and claims to be the Participant, or refuses to permit the actual Participant to continue the call.
5. MSM and its agents, affiliates and representatives will use their best endeavours to contact the selected Participant, but will not be responsible or liable in any way whatsoever if the Participant cannot be reached by telephone, on the number provided, within the next 10 minutes after initial contact is made.
6. Subsequently the following process will be followed by the CCE:
 - a. If the receiver of the call confirms that he/she is the Participant, then the Participant will have to choose between Hindi & English language options.
 - b. The CCE will then ask the Participant to provide his/her Name and Address and confirm other details like date of birth and nationality.
 - c. If the details are not provided by the Participant as required and/or Participant is a minor and/or Participant does not have a registered UK

address and/or UK bank account, then only one further opportunity will be provided to such selected Participant to revise/confirm his/her answer, after which the call will be terminated and the Participant will be disqualified and thus ineligible to receive the Prize.

7. The call back process made by the CCE to the Participant will be recorded.

Winner Declaration and Pay-out

1. The Participant selected as the Winner may be required to send attested copies of one the following documents as valid name and age proof as per the call back process by Registered AD post within 7 (seven) working days from date of call-back.
 - a. Birth certificate
 - b. Passport
 - c. Driving License

In addition, the Participant may be required to send self-attested copies of one of the following documents as valid address proof:

- a. Phone/Electricity bill
 - b. Passport
 - c. Driving License
2. Upon completion of successful verification the Participant will be declared as the Winner and will be sent their prize as per the standard process followed by the Company.

Prizes

For the first 28 episodes, the competition prize each day will be a Lebara Mobile Pay Monthly deal with £250 credit on a £40 per month plan for the country of your choice. This is subject to the Winner having a UK bank account and address. Lebara will create the account with a £250 credit against which all customer charges will be deducted. The Winner would not be allowed to take cash in lieu of the prize. The winner will have the responsibility to either cancel or continue the service once the £250 credit runs out. In the event the customer cancels before the full £250 credit is used, no cash refund will be given. For more information, please visit: www.lebaramobile.com

For the final 28 episodes, the competition prize each day will be a Lebara Mobile Pay As you Go Sim card loaded with £150 credit. For more information, please see the terms and conditions overleaf and visit: www.lebaramoney.com.

Additional Terms for Lebara Pay As You GO KBC Competition

1. The prize providers are Lebara Mobile Ltd., of 25 Copthall Ave, London EC2R 7BP.
2. The prize consists of £150 credit on a Lebara Mobile Pay As You Go SIM. Lebara Mobile's Pay As You Go terms and conditions will apply.
3. The prize is subject to the winner being a UK resident and having a valid UK address.
4. The winner will be notified by phone and the prize will be sent by post (recorded delivery) within 15 days from the date the winner is notified, at the UK address specified by the winner. Lebara does not accept any responsibility for lost delivery where the prize has been signed for at the address given by the winner.
5. There is no cash alternative and prizes are non-refundable and non-transferable
6. The competition will close 8.29pm the day after the completion of the original broadcast of the KBC program
7. The winner will be announced during the next KBC program.
8. By entering this competition, entrants consent to Lebara collecting, storing and processing their personal information in accordance with the terms of its Privacy Policy for the purposes of administering and assessing this competition and for future marketing purposes – see <http://www.lebara-mobile.co.uk/privacy-policy>