

Participate in the CEAT #MeriGaadiMeriPehchaan Contest

3 Best entries win mobile phones worth Rs. 20,000/-

33 next best entries win gift vouchers worth Rs. 1000/- each

Terms and Conditions for #MeriGaadiMeriPehchaan Contest (“Terms and Conditions”)

- 1) The Contest (defined hereunder) is organized by CEAT Limited, a company incorporated under the Companies Act, 1956 and having its registered office at 463, Dr. Annie Besant Road, Worli, Mumbai - 400 030 (“Company”). The Contest shall be open only from 17th September 2023, 12 p.m. till 27th September 2023, 12 a.m.
- 2) The Participant shall share a selfie or selfies featuring their truck with the Company via any one of the following modes along with hashtag #MeriGaadiMeriPehchaan. The Participant shall provide details such as his/her name, mobile number, vehicle number (“Personal Information”) and comply the following conditions (collectively referred to as “Contest”):
 - (a) Upload selfie or selfies on social media and tag CEAT Tyres using the hashtag #MeriGaadiMeriPehchaan. The Participant must tag the correct CEAT social media IDs as mentioned below:
Twitter: <https://twitter.com/CEATtyres>
Instagram: https://www.instagram.com/ceat_tyresindia/
Facebook: <https://www.facebook.com/ceattyresindia>

(Hereinafter referred to as “social media platforms”); **OR**
 - (b) Send selfie / selfies via WhatsApp on +91 8657992527 and use the hashtag #MeriGaadiMeriPehchaan **OR**
 - (c) Visit the page <https://www.ceat.com/truck-contest.html> and submit the mandatory details and upload the selfie or selfies, **OR**
 - (d) Email the selfie or selfies to accelerate@ceat.com and use the subject line – CEAT #MeriGaadiMeriPehchaan.
- 3) **Eligibility:**
 - (a) Only Truck Drivers (“Participant”) are eligible to participate in this Contest.
 - (b) This Contest is open only to Indian citizens of more than eighteen (18) years of age and residing in India.
 - (c) Employees of the Company and Agencies associated with the Contest, including their respective immediate family members, are not eligible to participate in the Contest.
 - (d) The Contest shall not be valid and no Participants from any city/state may participate if such contests and participation is prohibited as per applicable law in the states that they reside in/belong to.

- (e) The Participants acknowledge that they do not have any medical, physical and/or emotional condition which can jeopardize their eligibility for participation in the Contest.
- 4) A Participant shall be bound by the "Privacy Policy" available on Company's website www.ceat.com.
 - 5) It is important to note that no purchase is necessary to participate in this Contest. Participation is open to Truck Drivers, including Truck Drivers who have not previously purchased Company products. The Company will not charge any fee for participation, and eligibility is based solely on compliance with the above activities and any additional activities stated hereunder.
 - 6) By participating in the said Contest, it is deemed that the participation is voluntary, and each Participant has read, understood and accepted these Terms and Conditions and agreed to be bound by them.
 - 7) Entries and Selfies of Participants from any one mode mentioned under point 2 would be considered by the Company. Participation by a Participant through multiple modes and/or multiple accounts will not be entertained. The Company holds the sole discretion to disqualify the Participant.
 - 8) 36 (thirty-six) best Participants out of all entries received, who have shared their selfies through various modes mentioned above, shall be selected by the Company, at their sole discretion and shall be declared as the Winner of the said Contest ("Winner(s)"). The Company will select the best selfie(s) shared by the Participants (totaling to 36 nos.) from each of the modes mentioned above. The Company's decision on the selection of the Winners shall be final and binding on the Participants. Mere Participation in the Contest does not entitle the Participants to win the Prize.
 - 9) The prize for the Contest will be as follows:
 - The top 3 (three) best selfies and entries will be a mobile phone of any brand valued at Rs. 20,000 (Twenty Thousand only) ("**Prize 1**")
 - The prize for the remaining next best 33 (thirty-three) selfies and entries will be a gift voucher worth Rs.1000 each (Rupees thousand only) ("**Prize 2**") (collectively "**Prize(s)**").

An individual is not eligible to win both Prize(s). The Prize shall be subject to the terms and conditions as specified by CEAT from time to time. The Prize is non-exchangeable for cash equivalent. The Company holds the complete right to change the Prize at any time without any prior notice.

- 10) The names of the all the Winners will be announced on social media platforms through a wall post. The Winners will also be separately notified by the Company. Upon such an announcement, the Winner is expected to contact the Company either via DM or WhatsApp or email and convey their acceptance of the Prize within 24 (twenty-four) hours from date of declaration. In case of failure to do so, the Winner/s shall have deemed to have waived his/her entitlement to the Prize and the Company shall be entitled to announce another Winner or deal with the Prize in any manner that they may think fit and proper.

- 11) The Winner after contacting the Company as mentioned in point 10 above shall mandatorily provide his/her name, mobile number, vehicle RC book, driving license, other contact details (if applicable), email address, courier address, valid identity proof and any other information including photographs (if so requested) that may be required by the Company (collectively also referred to as "Personal Information").
- 12) Upon verification of the documents and details mentioned hereinabove, Prize 1 will be sent via courier to the Winner(s) and Prize 2 will be sent to Winner(s) via Email or WhatsApp. The Company shall not be responsible if the Prize is damaged during delivery by courier and/or post.
- 13) By sharing Personal Information, the Participant / Winner hereby expressly:
 - a. confirms that the information shared by the Participant / Winner is complete, correct and accurate; and
 - b. confirms that she/he is authorized to disclose such Personal Information and that such disclosure complies with the privacy legislation within the geographical scope of this Contest, and the use of such Personal Information by the Company as contemplated herein (including, without limitation, the disclosure of such Personal Information to external agencies or third parties) is permitted; and
 - c. consents / permits the Company to use and share (including third parties) Personal Information for all purposes connected to the Contest and as per applicable laws. In view of such consent the Participant / Winner shall not be entitled to file any claims against the Company for using or sharing the Personal Information for purposes connected to the Contest; and
 - d. agrees to waive the 'Do not Disturb' subscribed by them and confirms that the Company or their representatives shall be entitled to contact the Participant / Winner for any particulars pertaining to the Contest and related activities.
- 14) By participating in this Contest, the Participant(s)/Winner(s) agree and undertake to be unconditionally bound by the terms and conditions, terms of use, privacy policy and such other policies of WhatsApp, Instagram, Facebook and Twitter. It is further clarified that Instagram, Facebook and Twitter reserve the sole and exclusive right to make any amendments to its terms and conditions from time to time, at its discretion, and the Participant/Winner shall be responsible for checking the same without any recourse to the Company. Any content/comment/reply/tweet uploaded in any other format other than that prescribed by such platform will be deemed invalid and will be disqualified from the Contest without any prior intimation by the Company.
- 15) Participants shall not post, email or Whatsapp any profanity, obscene, provocative, copyrighted, questionable or abusive pictures or comments on any of the channels/modes. In case of any non-compliance to this obligation by the Participant, the Participant shall be disqualified from participating in the Contest and the Company reserves the rights, in addition to removing such post, email or message and/or to take a legal action against such Participant.

- 16) The Company shall be entitled to call upon the Winner to produce such documents as may be necessary to provide their identity. Failure to produce adequate documentation may result in forfeiture of the Prize/s.
- 17) In case any Winner is subsequently found to be (a) disqualified; or (b) ineligible; or (c) if the Company has reasonable ground to believe that the Winner has breached any of the terms and conditions of the Contest, the Company reserves its right to cancel/forfeit the Prize and confer the same to another Winner or deal with the same in the manner the Company deems fit and proper.
- 18) The Company shall endeavor to deliver the Prize to the concerned Winner/Winners within a reasonable time or such other date as may be deemed fit by the Company. However, in case of any further delay due to the extension in lockdown/various restrictions imposed by the Central and/or State Government, the Winner will be informed of the same together with the tentative delivery date for the Prize. Prize(s) returned as undelivered or otherwise not claimed/availed within 7 (seven) days after delivery of notification shall be forfeited and may be awarded to an alternative Participant, as per the sole discretion of the Company.
- 19) The Company shall not be responsible if the delivery of the Prize is not possible due to reasons including but not limited to incorrect email address provided by the Winner (s), package being unclaimed, incorrect phone number, incorrect delivery address, etc. Further, the Company shall not be responsible or liable for any technical disruption and/or failure and/ or any other difficulties of such nature, due to which the Winner is unreachable or for any other difficulties of such nature, due to which the Company is unable to intimate the Winner or deliver the Prize to the Winner.
- 20) Income tax, gift tax or any other statutory taxes, duties or levies as may be applicable from time-to-time, arising out of the Prize, shall be borne and paid by the Winner. The Winner shall indemnify and keep Company Indemnified against any losses, claims, expenses, costs and actions initiated against the Company due to any non-compliance by the Winner.
- 21) The Winner/Participant agrees to co-operate with the Company and their agencies and authorizes the Company and their agencies to use the comments/reply shared by them, Personal Information shared by them, data gathered during the said Contest in their communications, including marketing promotions and advertisements for the Company's branding, any media or future promotional activities, publicity and marketing material, without any payment or compensation to the Participant/Winner. The Winner/Participant also agrees to participate in any advertising or publicity activities arranged by the Company relating to the said Contest and agrees that the Company shall be entitled to publicize the name and/or photograph of each Participant/Winner in such mode and manner as they may think fit.
- 22) By participating in the Contest, the Participants/Winners waive all copyrights, moral rights and any related rights in the comments/ replies posted by them on social media platforms and message sent/posted through other modes as part of the Contest and consents to the Company's right to click photographs, take pictures, shoot audio-visuals, tape, record, exhibit or portray them as the Winners/Participants ("content") and/or publish such content. The Participant/Winner further grants irrevocable consent in perpetuity to use, edit, exhibit, publish and/or exploit the content, in any and all applications including advertising, commercials, promotion, stories, text, illustrations, articles and commercial exploitation,

throughout the world, in any and all media, mode or format whether now existing or hereinafter developed, including but not limited to radio, broadcast and television, newspapers, social media, magazines, and electronic media, at any time without the Participant's/Winner's further knowledge or consent and without any compensation whatsoever.

- 23) The Company's decision on all matters relating to the said Contest, disqualification of Participant(s)/Winner(s), the Winner and the Prize(s) announced, or decisions taken thereunder shall be final and will be binding on all Participants/Winners. No correspondence or clarifications or questions shall be entertained regarding the same.
- 24) No other offers/contest can be clubbed with this Contest.
- 25) The Company shall not be liable for any loss or damage or for expenses arising in connection with the Contest or the Prize, including any act or omission relating to any Participant's participation, howsoever caused.
- 26) Non-conformance by the Participant to any and all the Terms and Conditions herein or as revised by the Company shall invalidate the Participant's participation at any stage without notice thereof. The decision of the Company in this regard shall be final and binding upon the Participant(s).
- 27) Each Participant understands that each of the officials of Company engaged in the organization and management of this Contest including its directors, officers, partners, employees, consultants, and agents are under no obligation to render any advice or service to any Participant in respect of this Contest.
- 28) Each Participant must ensure that his or her participation in the Contest is lawful in accordance with the laws of India. Neither Company nor its representatives or agents shall be taken to make any representations, express or implied, as to the lawfulness of any Participant's participation in the Contest.
- 29) This Contest is in no way sponsored, endorsed or administered by, or associated with. Instagram, Facebook and Twitter. Any questions, comments or complaints regarding the Contest will be directed to Company, not to Instagram, Facebook and Twitter.
- 30) The Participant agrees that if due to any reason, whatsoever, beyond the control of Company the said Contest is cancelled or withdrawn or delayed, the Company cannot be held responsible and/or liable for the same.
- 31) The Company is not responsible for any errors or omissions in the terms and conditions contained herein. The Company makes no representations and disclaims all express, implied, and statutory warranties of any kind to the Participant(s) and/or any third party including, without limitation, warranties as to accuracy, timelines, completeness, merchantability or fitness for any particular purpose.
- 32) The Participant(s) and/or the Winner(s) shall not in any circumstances make any claims against the Company or its entities arising out of or relating to any and all costs, injuries, losses or damages of any kind, including without limitation, due to any technical faults

(directly or indirectly), to the Participant(s) and/or the Winner(s) participation or non-participation in the Contest or any related activity.

- 33) By participating in the said Contest or accepting the Prize, the Participants/Winners agree that that they have no claims or actions against the Company, affiliates, directors, officers, employees or agents for any losses or injuries (including special, indirect and consequential losses) and all losses, damages, rights, claims and actions of any kind resulting from the Contest and acceptance of any Prize shall be solely borne by the Participant / Winner.
- 34) The Company is in no manner whatsoever responsible and/or shall not be held liable in any manner whatsoever, for any injury, loss, outrage, dissatisfaction, death, mental trauma caused to the Participant(s) and/or the Winner in any manner whatsoever or for any reason whatsoever in connection to the Contest and/or Prize.
- 35) The Company shall not be deemed to be in breach of any applicable law, rules and regulation in India including but not limited to the Do Not Disturb guidelines.
- 36) The Company reserves the right to extend, cancel, discontinue, prematurely withdraw, postpone, change, amend, alter or modify the Terms & Conditions governing the Contest or any part thereof, prospectively or retrospectively, at its discretion and without prior notice and/or, as may be required in view of business exigencies and/or statutory changes and the same shall be binding on the Participants of this Contest.
- 37) The Contest shall be governed by and construed in accordance with the applicable laws in India. All matters with respect to the Contest are subject to the jurisdiction of the Courts at Mumbai only.