

'Ke Bani Crorepati – IDEA PASS – CONTEST RULES

The contest will be held by Mahuaa Media Pvt. Ltd ("Company") as stated hereunder:

Definitions:

"Competition": General knowledge quiz titled "Ke Bani Crorepati "

"Contest": IDEA PASS Contest organized as a part of the registration process, to invite participation for the Competition from amongst the subscribers of the Telecom Partner

"Registrant": Any person(s) who is eighteen (18) years of age and above, and is a citizen of India, and registers to participate in the Contest by sending a SMS / calling the designated IVR number.

"Auditionees": The Registrant(s) who is selected for participation in the Auditions.

"Participant(s)": Auditionees who attend the Auditions and are shortlisted to participate in the Fastest Finger First round of the Competition.

"Fastest-Finger First/FFF" means that part of the Program where a question is asked to the selected Participant(s), who in turn shall answer the same. The first Participant to correctly answer the question shall be entitled to proceed to the Hot Seat as the Hot Seat Contestant

"Hot Seat Contestant(s)" means the winning Contestant(s) of the Fastest Finger First round and who occupies the Hot Seat before the host of the Program to participate further in the Competition

"Company": Mahuaa Media Pvt. Ltd, the organizer of the competition.

"Contestant(s)": Registrant(s), Auditionee(s), Participant(s), Back-up Participant(s), Hot Seat Contestant(s) all collectively referred to as "Contestant"

"Programme": The recordings of the Competition in the studio (including any seasonal *special/s* recording).

"Seasonal special/s": Any episode/s of the Show (defined below) specially recorded to celebrate a specific time of year.

"Schedule": A set of episodes as pre-determined by the Company.

"Show": Each episode of the Programme (including any seasonal special/s episode/s).

"Show Number and Date": The number and date of recording of the show in question.

"Special episode/s": Any episode/s of the Programme recorded with Contestants who belong to a category other than that specified in [3(a)], which may include celebrities, or any other category which may be decided upon by the Company in its sole discretion. Such episodes will have additional rules (as amendments/attachments) to which the Contestants will have to comply with along with all the other rules of the Competition.

"State Special/s": Any episode of the Programme recorded with the Contestants from only a particular state/s.

"Studio": Rajarhat, Kolkata or any such other studio as the Company may nominate where the shoot for the Competition / part of the Competition / promos of the Competition takes place.

"Studio Part": That part of the Competition, which takes place in the studio whether or not recorded for transmission.

Entry to the Competition by participation in IDEA PASS Contest:

ROUND 1:

1. The contest will be held from June 8th, 2011 at 21:00:00 till June 9th, 2011 at 20:59:59.
2. The Registrant(s) shall participate in the contest via SMS and IVR only
3. SMSs sent in an incorrect format shall be deemed as invalid. Incorrect answer options (SMS / IVR) will be deemed as invalid. The next question will not be asked / sent unless a valid response is received from the Registrant(s).
4. The top thirty (25) scorers from amongst the total set of Registrants (SMS and IVR) will get an opportunity to participate in the Auditions of "Ke Bani Crorepati"

SMS

SMS "<KBCB>" to 55456

5. A Multiple Choice Question (MCQ) shall be asked to the Registrant(s) in reply to the SMS.
6. The subsequent questions will also be Multiple Choice Questions (MCQs), where the Registrant will be required to input answer from a series of four (4) options. The format for sending that SMS shall be "<keyword><space><Answer Option>".
7. For every **correct answer the Registrant will be entitled to five (5) points. For every incorrect answer the Registrant will not be awarded any points.** Further, on replying to the Question asked with an answer in the correct format, a new question will be sent to the Registrant(s).
8. The Registrant(s) accumulates points based on the number of correct answers. The Registrant(s) can stop sending responses at any point of time and also resume the same at any time before 20:59:59 Hrs on June 9th, 2011.

IVRS - Call 552561

9. Multiple Choice Questions (MCQs) shall be asked to the Registrant(s), where the Registrant will be required to input answer from a series of four (4) options.
10. For every correct answer the Registrant will be entitled to five (5) points. For every incorrect answer the Registrant will not be awarded any points.
11. Further, after providing every answer, the Registrant(s) will be asked a new question
12. The Registrant(s) accumulates points based on the number of correct answers. The Registrant(s) can stop answering the questions at any point of time. On calling back the IVR from the same telephone number, the Registrant will continue answering questions

from the last unanswered question. This resumption can be at any point before 20:59:59 Hrs on June 9th, 2011.

Questions and answers

13. Registrant(s) will be asked 50 MCQs. The Company reserves the right to reduce / increase / alter the number or format of the MCQs at its own discretion.
14. The Company or the Producers will not entertain any claims/questions/queries with respect to the authenticity or correctness of any questions and answers for the questions asked in any round of the Competition.
15. The Company's decision on the choice of question and answer options is final and binding on all Contestants.

Telephony

16. In the event the Contestant(s) uses a public phone or phone not registered in his name for registration, the Company will not be responsible to track the registered Contestant(s).
17. In case the Company is unable to reach the registered Contestant(s), the registration entry will be deemed as disqualified.
18. In the event it is not possible to determine with certainty the person who registered from a particular telephone number/mobile number, that entry would be disqualified. Registrant(s) are requested to use phone numbers which are unique to them and where they do not foresee such difficulties.
19. Company/Producer shall not be liable for any failure of the IVR or SMS server or system, any call drop during participation or incomplete registrations submitted by Registrant(s).
20. Post submission of the entry via SMS or IVR, the Registrant(s) will not be permitted to modify / alter /change any details / answer submitted.
21. The Company shall endeavor to make all reasonably practicable arrangements to minimize telephone system difficulties, ensure uptime of systems, back-up of data, telephone system capacity, and prevent other technical impediments, but can make no guarantee thereof.
22. The Company and its sub-contractors are not responsible for delayed receipt or non-receipt or incomplete receipt or corrupt receipt of Registration entries.
23. The Company shall not be responsible and/or liable in any manner whatsoever in case the Contestant(s) are unable to participate in the Competition due to failure on the part of the telecom operator, facility provider, etc, or due to capacity constraints.
24. All attempts will be made to protect registration data from loss and corruption, but in the event such data loss happens, and because of the intricate timelines of the participant selection process, Company may have to continue with whatever data is available or in any other manner as it may deem reasonable.
25. The calls and/or SMS ("Entry") for participating should have been completed on or before closing of the phone line in order to be considered as valid entry ("Valid Entry/ies"). Premium rates for SMS and calls shall be applicable.

ROUND 1 - GENERAL

26. The Registrant(s) will not be informed about their aggregate score or the number of correct answers submitted by them at any point. No queries will be entertained with respect to the same.
27. In case of a tie existing between two (2) or more Registrant(s), the Company shall shortlist on the basis of random selection from amongst the tied entries.
28. The shortlisted Auditionee(s) will be informed /contacted by the Company within 7 days on completion of the IDEA PASS Contest.
29. In case the Company receives less than 25 participants for the IDEA PASS Contest, the Company will proceed with the shortlisting process in any manner as it deems fit.
30. The number of Auditionees to be selected shall be at the sole discretion of the Company / Producer. The Company or its affiliates reserve the right to increase / decrease / alter the number of Auditionees that are shortlisted from the IDEA PASS Contest at any time, and no Contestant(s) may raise any objection thereto.
31. The decision of the Company or its affiliates in connection with the IDEA PASS Contest including but not limited to short listing the Auditionees will be final & binding and is non-contestable. In case of any dispute or difference in respect of this IDEA PASS Contest, the decision of the Company shall be final and binding on all concerned and the Contestant(s) cannot raise question/objection regarding the same. The Company and /or The Producer shall have the right to disqualify any Contestant(s) at any time for non-compliance to the defined terms of participation, at its / their discretion.
32. Persons must enter the Competition on their own behalf and entry/ies by proxy will not be accepted, even for their family members.
33. An entry/ies is not transferrable to any other Registrant.
34. The Contestant(s) shall undertake, warrant and guarantee to the Company that the Contestant has the full legal capacity to participate in the Competition in accordance with these Rules & Regulations.
35. The Contestant(s) acknowledges that he/she has voluntarily chosen to participate in the Competition as per her/his own will, and knowing the rules and regulations of the Program, he/ she is freely and willingly agreeing to bear, take and accept all risk, costs & consequences arising from such participation in the Competition, and will not hold and make responsible the Company and/or its affiliates for anything.
36. The Company has the right at any time to require proof of identity and/or eligibility. Failure to provide such proof within a reasonable time could result in disqualification from the Competition.
37. The Contestant(s) understands that getting shortlisted in the Audition is only a preliminary step towards further participation in the Competition and it shall be the absolute and sole discretion of the Company/Producer to allow further participation based on creative requirements

Other terms

38. The Company reserves the right to amend (add, delete or modify) the Rules & Regulations governing the Competition and/or the participant selection process prospectively or retrospectively, at its discretion and without prior notice, in order to improve the Competition or remedy any issues that occur.
39. The Company has the right at any time to terminate the Competition without any prior intimation or notice and the Company is not obligated in any manner whatsoever to compensate any person or persons who have participated in the Competition and/or accommodate any person or persons who have been selected in the Competition for the Program.
40. Registration to the Competition does not guarantee the selection of the Registrant(s) to proceed with the Competition. Registration also does not entitle any Contestant(s) to a prize or award.
41. Taking part in the registration process shall be deemed to be acceptance by the Registrant(s) to receive promotional messages / calls from the Company or any third party so authorized by the Company, and the Do Not Disturb (DND) registry will no longer apply.
42. The Company reserves the right to re-schedule the date(s) of registration, callbacks, Auditions, recording the Studio Part of the Competition and broadcast, at its discretion.
43. If Contestant(s) are unclear as to the Rules & Regulations of participation he/she will have to send an email to kbc@mahuaatv.com. The Company shall make reasonable endeavors to respond thereto. The above shall not, however, be a ground for extension of time / deadlines as specified herein.
44. The Company's decision (or, where appropriate, the decision of the Judges) is final and non-contestable
45. Contestant(s) acknowledge that the interests of the Program/Show shall override those of any Contestant(s) and/ or Contributor.
46. These Rules & Regulations and the Competition shall be governed by and construed in accordance with the laws of India and the Contestant(s) submit irrevocably to the jurisdiction of the Courts in Kolkata.
47. Registration does not guarantee the selection or participation of the Contestant(s) and such selection shall be as per the sole discretion of the Company or its affiliates
48. The Company / Producer of the Competition is empowered to take a decision on any case not covered by the present Rules and Regulations
49. The Competition is governed by the Rules and Regulations uploaded on the Mahuaa Media Pvt. Ltd. website: <http://www.mahuaatv.com/movies.aspx>. This set of Rules and regulations is to be read in conjunction with the overall Rules and Regulations of the Competition, as available on the website.
50. Participation to the IDEA PASS Contest shall be deemed to be acceptance of the Contest Rules and Regulations and the Competition Rules and Regulations.