

LOVEBOARDS CAMPAIGN TERMS AND CONDITIONS:

1. **Applicability:** This campaign is open to participants of the Loveboards Campaign (“Campaign”) who satisfy the minimum eligibility criteria mentioned in clause 2 below.
2. **Eligibility:** Visitors will be eligible to participate in this Campaign (unless they choose to opt-out), provided they meet all of the following criteria:
 - a. Must be 18 years of age or above;
 - b. Must be a resident of India (except the state of Tamil Nadu and wherever else is prohibited by law);
 - c. The user must have participated in the Campaign in Vegas Mall, Delhi.
3. **Agreement to the Terms and Conditions:** By participating, the participant agrees to be fully and unconditionally bound by these terms and conditions and represents and warrants that they meet the eligibility requirements set forth herein. The Campaign is subject to all applicable laws of India.
4. **Campaign Period:** The period for the participation in the Campaign will be from 8th February 2025 to 16th February 2025.
5. **Participation and Prizes:**

I. Gift Voucher:

- Visitors who participate in the Campaign and successfully sing in a manner that triggers the Loveboards activation, resulting in the display of a success message, will receive a ₹1,000 Gift Voucher. This voucher is redeemable on purchase of jewellery of ₹50,000 or more from an Indriya store in Delhi NCR.
- Participants can redeem this Gift Voucher only at the respective store.
- The Gift Voucher is a one-time redemption voucher only. The Gift Voucher is valid till 24th February, 2025. Expired vouchers will not be accepted.
- The Gift Voucher cannot be exchanged for cash, nor will any balance be refunded to the customer if the purchase value is less than the Gift Voucher value. Once redeemed, whether partially or fully, shall be considered as fully redeemed.
- Lost/stolen Gift Voucher will not be replaced or reissued.
- Indriya T&C and polices as applicable to the product and transaction shall apply at the time of redemption.

II. Grand Prize

- One lucky winner from amongst successful participants will be selected through a randomized process.
- The lucky winner will win Indriya Jewellery worth up to ₹1,00,000/- (Rupees One Lakh) from Novel Jewels Ltd. (“NJL”) on the following conditions:
 - The winner must visit a NJL store in person to claim the prize;
 - The prize will consist of Indriya Jewellery worth up to ₹1,00,000 (Rupees One Lakh), with the selection of jewellery being at the sole discretion of NJL;
 - The prize is subject to availability at the store;
 - The prize cannot be exchanged for cash.
- The winner announcement will take place on 1st March, 2025.
- The grand prize must be claimed by 31st March 2025 at an Indriya Store in Vegas Mall, Delhi NCR. Otherwise, the grand prize will be deemed to be forfeited.

6. Exclusions:

- Any and all prize-related expenses, including taxes, transportation, personal expenses, or any additional costs, shall be the sole responsibility of the winners.
- No substitution of prizes or requests for cash equivalents by winners is permitted.
- Neither NJL nor any of its affiliates shall be responsible for any third-party services, including logistics, or any disputes arising from such services.
- NJL shall not be liable for any claims, damages, losses, or expenses arising from participation in the giveaway or the use of prizes, including personal injuries, accidents, delays, cancellations, or any unforeseen circumstances.
- Winners acknowledge that participation in the Campaign and use of the prize are entirely at their own risk.
- Employees of the Aditya Birla Group (ABG), their immediate family members, as well as government employees and media personnel are not eligible to participate in or win this Campaign.

7. Use of personal information: By accepting the prize, you grant NJL to use your name, gender, portrait, photograph, voice, likeness, image, and statements for promotional and advertising purposes, without any additional compensation or payment.

8. Winner Selection and Notification: Winners of the Campaign will be chosen in a random drawing under the supervision of NJL. Winners will be notified via email, phone call or WhatsApp within two weeks of the draw. NJL shall have no liability for a winner's failure to receive notices due to winners' spam, junk e-mail or other security settings or for winners' provision of incorrect or otherwise non-functioning contact information. If a winner cannot be contacted, is found to be ineligible, fails to claim the prize within a specified period required by NJL, fails to provide necessary documentary proof as required by NJL, the prize shall be forfeited and an alternate winner shall be selected.

9. General Terms and Conditions:

- a.** This Campaign is subject to these terms and conditions.
- b.** Participants in this Campaign agree and understand that the grand prize i.e. Indriya jewellery is for jewellery upto ₹1 lakh. If the total bill value of the said jewellery is less than ₹1 lakh the winner will not be entitled to receive the balance amount in cash, store credit, or any other form of compensation.
- c.** By entering this Campaign, the participant confirms that they have read, understood, and agreed to be bound by these terms. Participation alone does not guarantee selection as a winner, nor should it be interpreted as a commitment by NJL do so. Additionally, nothing in these terms obligates NJL to conduct similar or other campaigns in the future;
- d.** The receipt by winner of the prize offered in this Campaign is conditioned upon compliance with any and all laws and regulations. Winners must provide all documents/proof as may be required by NJL before accepting the delivery of the prize;
- e.** NJL assumes no responsibility and is not liable for acceptability, suitability, delivery, service, defects, deficiency, performance, failure or quality of the products/prize provided under the Campaign;
- f.** If a winner is found to have violated any applicable laws, as determined at NJL's sole discretion, will result in their disqualification from the campaign. All privileges and entitlements associated with being a winner will be immediately revoked;
- g.** NJL reserves the right to change the terms and conditions of this Campaign, including extending, withdrawing, cancelling or discontinuing or substituting the prize without notice, without assigning any reason, at its sole discretion without any liability;
- h.** Any attempt by a participant to intentionally damage any website, application, or interfere with the proper operation of the Campaign may result in civil or criminal legal action. NJL reserves the right to seek damages to the fullest extent permitted by law. Participants found engaging in fraudulent activities or attempting to manipulate the Campaign rules may be disqualified at NJL's sole discretion;
- i.** NJL reserves the right to request proof of a participant's eligibility in the event that there is a doubt over his/her eligibility for the Campaign;
- j.** NJL shall not be liable for any indirect, special, or consequential losses, costs, or damages arising from participation in this Campaign, even if such losses were foreseeable or contemplated, whether due to breach of contract, negligence, statutory violations, or any other reason;
- k.** NJL is not responsible for any technical issue, failure or malfunction that might make any user ineligible to participate in the Campaign;
- l.** NJL reserves the sole right to modify the terms and conditions outlined herein, as well as any other rules and regulations related to the Campaign, at any time and without prior notice, explanation, or liability. While NJL may communicate changes separately at its discretion, it is not obligated to inform each participant individually;
- m.** By entering the Campaign, participants acknowledge and agree that NJL, along with its representatives, employees, officers, directors, affiliates, and partners, has the right to use their submitted entries and related content without further notice, approval, or compensation. This includes, but is not limited to, the use of the winner's name, photograph, voice, likeness, image, statements, and biographical details for publicity, advertising, marketing, or promotional activities worldwide, in any media now known or developed in the future, in perpetuity;
- n.** The participant agrees and undertakes to indemnify and keep NJL harmless and indemnified against any loss, damage, claims, costs and expenses which may be incurred or suffered by NJL due to participant's breach of any of the terms and conditions herein

contained;

- o. Participants in this campaign are deemed to accept these terms and conditions;
- p. Prizes are non-exchangeable and non-refundable;
- q. The decision of NJL shall be final and binding.

10. Limitation of Liability: By participating in the Campaign, each participant agrees to release, discharge, indemnify, and hold harmless NJL and their employees, officers, directors, representatives, subsidiaries, affiliates, advertising and promotion agencies, partners, agents, successors and assigns, and their respective directors, officers, employees, and agents (collectively, the "**Released Parties**") from and against any claims, liabilities, damages, or losses arising out of or in connection with:

1. Participation in the Campaign, including but not limited to any error, omission, interruption, deletion, defect, delay in operation, transmission, communications failure, or unauthorized access to or alteration of participant entries.
2. The cancellation, postponement, or alteration of the event for any reason, including but not limited to force majeure, public health restrictions, or decisions by the NJL or any government entity.
3. Any technical or human error that may occur in the administration of the Campaign or in the processing of entries, including lost, late, misdirected, or incomplete entries.

The Released Parties shall not be responsible for any indirect, incidental, consequential, or punitive damages arising from participation in the Campaign or the use of the prize, to the maximum extent permitted by applicable law.

NJL reserves the right to cancel, modify, or suspend the Campaign at its sole discretion, without prior notice, due to circumstances beyond its control, including but not limited to fraud, technical issues, or other factors that impair the integrity or fairness of the Campaign.

11. Disputes: The Campaign and this terms and conditions shall be governed by the laws of India. As a condition of participating in this Campaign, participant agrees that any and all disputes which cannot be resolved between the parties and causes of action arising out of or connected with this Campaign, shall be exclusively brought before a court located in Mumbai, India having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to claim any prize, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorneys' fees.

12. THE RESIDENTS OF THE STATE OF TAMIL NADU [AS PER TAMIL NADU PRIZE SCHEME (PROHIBITION) ACT 1979] AND WHEREVER ELSE PROHIBITED BY LAW, SHALL NOT BE ENTITLED TO PARTICIPATE IN THIS CAMPAIGN.