

## **Consent and Release Form**

Tata Consumer Products Limited (herein referred to as “**Company**”) is hereby conducting a Republic Day campaign commencing from 1<sup>st</sup> January 2023 upto 25<sup>th</sup> January, 2023 (“**Campaign**”). In connection with the Campaign, you are hereby requested to submit your child’s question along with their photograph. In the event your child’s question is chosen by our selection committee, such question may be taken to the nation and their photograph may get featured in any of India’s leading newspapers.

You hereby grant to the Company the absolute right and permission to take, use, reuse, publish, and republish photographic portraits or pictures of your child or in which your child may be included, in whole or in part, or composite or distorted in character or form, without restriction as to changes or alterations from time to time, in conjunction with your child’s own or a fictitious name, or reproductions of such photographs in color or otherwise, made through any medium and in any and all media now or hereafter known, including the internet, for art, advertising, trade, or any other purpose whatsoever, without any consideration. You also consent to the use of any published matter in conjunction with such photographs.

You specifically consent to the digital compositing or distortion of the portraits or pictures, including without restriction any changes or alterations as to color, size, shape, perspective, context, foreground or background. You waive any right that you or your child may have to inspect or approve any finished product or products or the advertising copy or printed matter that may be used in connection with such photographs or the use to which it may be applied. You release, discharge, and agree to hold harmless and defend the Company and its legal representatives or assigns, and all persons acting under the Company’s permission or authority from any liability by virtue of any reason in connection with the making and use of such photographs, including blurring, distortion, alteration, optical illusion, or use in composite form, whether intentional or otherwise, that may occur or be produced in the taking of said picture or in any subsequent processing thereof, as well as any publication of them, including without limitation any claims for libel or violation of any right of publicity or privacy.

All advertising materials produced by the Company or its authorised representatives and assigns, based on photographs or questions of your child, will become the sole and exclusive property of the Company and you hereby agree and declare that the Company shall be

entitled to use the said photographs and/or questions, in perpetuity, without any consideration in any territory in India or abroad, for the purpose of any kind of promotion including packaging, key visuals, TV, digital, print advertisement or such other medium including on all social media platforms which exists today or will be known anytime in the future at the Company's absolute discretion together with any adaptations to the advertisements produced from time to time and copyright, if any, lying in such works shall rest with the Company.

You hereby warrant that you are a legal competent adult and a parent or legally appointed guardian of the child, and that you have every right to contract for the child in the above regard. You state further that You have read the above authorization, release, and agreement, prior to its execution, and that You are fully familiar with the contents of it. This release shall be binding upon the minor and you, and your respective heirs, legal representatives, and assigns.