

Campaign Terms & Conditions

A. Campaign Details, Concept and Participation:

1. These terms and conditions apply to the "Tata Salt Desh Ke Liye #HarSawaalUthega " programme (hereinafter referred to as "Campaign") sponsored and launched by Tata Consumer Products Ltd. Any parent or legal guardian of a child below 18 years of age can participate by giving a missed call on 7036068888 or by scanning the QR code mentioned on the promotional pack or available on any media, print, digital or otherwise or clicking on the link promoted on social/digital media. Upon giving a missed call or scanning the QR code, the parent or legal guardian will receive a message on Whatsapp asking if they are interested to participate in the Campaign.
2. The Campaign is valid from 1st January 2023 until 25th January 2023 (hereinafter referred to as "Campaign Period")
3. During the Campaign Period all entries shall be accepted on the WhatsApp number from parent or legal guardian giving their consent on the Whatsapp platform or on the Tata Salt social media platforms of Instagram and Facebook
4. The Campaign is subject to all applicable central, state and local laws and regulations.

B. Agreement to Terms and Conditions:

1. By participating in this Campaign, the parents or legal guardian fully and unconditionally agree to and accept these terms and conditions available [on <https://www.tataconsumer.com/privacy-and-cookies-policy>](https://www.tataconsumer.com/privacy-and-cookies-policy) ("Campaign Website"). The decisions of TATA CONSUMER PRODUCTS LTD. will be final and binding in all matters related to the Campaign. Successfully entering the Campaign and standing a chance to have your child's photograph featured in India's leading newspapers is subject to all requirements set forth herein.
2. TATA CONSUMER PRODUCTS LTD. reserves the right to exclude any parent or legal guardian and/or the question entry from the Campaign on grounds of misconduct or if the question submitted is inappropriate, politically or religiously motivated, indecent, immoral, or such other reasons, as it may deem fit and proper. No communication in the regards will be entertained.
3. TATA CONSUMER PRODUCTS LTD. reserves the right to terminate, modify or extend the Campaign and/or delete or add any of the terms and conditions of the Campaign, at any time at its absolute discretion, without advance notice and / or assigning any reason thereof. All decisions of TATA CONSUMER PRODUCTS LTD. in respect of the Campaign will be final, binding, and conclusive.
4. This Campaign is open to the parents or legal guardians of a child below 18 years of age.
5. The parent or the legal guardian shall be required to send in their child's question. The parent or the legal guardian shall ensure that such question is not inappropriate, politically or religiously motivated indecent, immoral.
6. TATA CONSUMER PRODUCTS LTD. or its Agency will not be responsible for any NDNC (National Do Not Call) Registry regulation that will come into play. All Participants who participate will agree as per the terms and conditions that even if they are registered under NDNC, DND (Do Not Disturb), TATA CONSUMER PRODUCTS LTD. or its Agency will have all the authority to call such shortlisted winners by virtue of them having voluntarily participated in the Campaign.

C. Campaign Period & Campaign Timings:

1. The Campaign will be valid for the duration of the Campaign Period i.e. from 01.01.2023 upto 25.01.2023 (till 11:59 pm).
2. Entries coming outside the Campaign Period will not be considered.

3. The Campaign shall run on the specially marked Tata Salt 1 kg packs and shall also be promoted on Tata Salt's digital platforms, print media and the radio and on such other platforms as decided by TATA CONSUMER PRODUCTS LTD.
4. Products without this promotion also available in the market.

D. How to Participate:

1. Any parent or legal guardian of a child below 18 years of age can enter any number of times during the Campaign Period.
2. Step 1: the parent or legal guardian to give a missed call to 7036068888 or scan the QR Code printed on the promotional pack, or available on any print or digital media or otherwise to receive a message via WhatsApp or click the link available on social/digital media Tata Salt handles i.e. [_https://www.instagram.com/deshkanamak/](https://www.instagram.com/deshkanamak/) on Instagram and [_https://www.facebook.com/TATASaltDeshKaNamak/](https://www.facebook.com/TATASaltDeshKaNamak/) on Facebook.
3. Step 2: the parent or legal guardian to enter the details of their child as prompted and their child's question in selected format either in text, image or video format.
4. TATA CONSUMER PRODUCTS LTD. and the partner Agency shall not be responsible for (including but not limited to):
 - a) For any SPAM generated messages.
 - b) For the Operator Code not being displayed on the individual's mobile phones.
 - c) For any message delivery failures.
 - d) Any lost, late or misdirected computer transmission or network, electronic failures or any kind of any failure to receive entries owing to transmission failures or due to any technical reason.
 - e) If the individual has registered themselves to the DND of the telecom provider/ the individual has registered with National Do Not Call Registry.
 - f) The individual has specifically requested for not receiving messages for any specific campaign.
 - g) Other conditions beyond its reasonable control.
 - h) Any message not deliverable due to changes in TRAI policies / Telcom operator policy.

E. Entry Selection:

The question entries shall be screened by TATA CONSUMER PRODUCTS LTD. and the selected entries shall get published on the Tata Salt social media handles and selected few entries will get printed in some of India's leading newspapers along with the image of the child to whom such question belongs to.

F. Publicity:

1. The parent or legal guardian undertakes and irrevocably and unconditionally permits TATA CONSUMER PRODUCTS LTD. to cover the Campaign including the image, question, age of their child through various media including newspapers, radio television news channels, internet, point of sale materials, social media etc., in perpetuity and shall not raise any objection, protest or demur to such coverage or in this regard.
2. TATA CONSUMER PRODUCTS LTD., shall without any intimation to the parent or legal guardian, be at liberty to use the photographs, questions or any other details submitted by them of their child, related to the Campaign, in perpetuity, for media coverage, advertisement or publicity in any form which exists today or will be known anytime in future, without any consideration to the parent or legal guardian and the parent or legal guardian shall have no objection to the same.

G. Intellectual Property:

1. All right, title and interest, including but not limited to the intellectual property rights, in the promotional material(s) and in any and all responses received shall vest solely and exclusively with TATA CONSUMER PRODUCTS LTD. at all times. TATA CONSUMER PRODUCTS LTD. or any person or entity permitted by TATA CONSUMER PRODUCTS LTD. in this regard shall be entitled to use the responses

received or any information in connection with the Campaign in any media for future promotional, marketing, publicity and any other purpose, without any permission and or payment to the parent or legal guardian of the child.

2. All material submitted in connection with the Campaign (whether written, audio, electronic or visual form, or a combination of those) or any photographs, videos and/or audio recording taken of the child by their parent or legal guardian which are submitted to TATA CONSUMER PRODUCTS LTD. shall be considered as an assignment to TATA CONSUMER PRODUCTS LTD. and upon submission shall become the property of TATA CONSUMER PRODUCTS LTD. exclusively. TATA CONSUMER PRODUCTS LTD. may use the material in any medium in any reasonable manner it sees fit. Copyright in any such material remains the sole property of TATA CONSUMER PRODUCTS LTD.

H. General Terms & Conditions of the Campaign:

1. The parent or legal guardian of the child represents and warrants that they are legally competent to enter into binding contracts under applicable laws. By taking part and/or entering into the Campaign such parent or legal guardian warrants that all information provided by the parent or legal guardian as requested by TATA CONSUMER PRODUCTS LTD. is correct and true.
2. The decision of TATA CONSUMER PRODUCTS LTD. or its agency, as regards the selection of questions shall be final, subject only to TATA CONSUMER PRODUCTS LTD. 's approval. No correspondence or any other claims whatsoever, in this regard will be entertained.
3. No queries, claims, dispute, complaints or grievances shall be entertained by TATA CONSUMER PRODUCTS LTD. and its agency after 30 days from the date of the closure of the Campaign.
4. TATA CONSUMER PRODUCTS LTD. reserves the right to change, defer, alter or cancel this Campaign in part or full, or change any or all of the terms and conditions that are applicable, without giving prior intimation/notice of any kind and will not be liable for any consequential losses/damages. Any decision of TATA CONSUMER PRODUCTS LTD. in this regard and in general with respect to this Campaign and the terms and conditions thereto shall be final, binding and conclusive.
5. Nothing contained herein amounts to a commitment or representation by TATA CONSUMER PRODUCTS LTD. to conduct further Campaigns.
6. The decision of TATA CONSUMER PRODUCTS LTD. shall be final in all regards and no communication shall be entertained in this regard. None of the provisions of these Terms and Conditions shall be deemed to constitute a partnership or agency between any parent or legal guardian and TATA CONSUMER PRODUCTS LTD. and the parent or legal guardian shall not have the authority to bind TATA CONSUMER PRODUCTS LTD. in any manner whatsoever.
7. TATA CONSUMER PRODUCTS LTD. or its Agency shall not be liable to perform any of its/their respective obligations under the Campaign where it is unable to do so as a result of circumstances beyond its/their control in the nature of fire, explosions, natural calamities, state emergency, riots, or any other force majeure condition, etc., and shall not be liable to compensate the parent or legal guardian in these circumstances.
8. TATA CONSUMER PRODUCTS LTD. or it's agency shall not be accountable/liable for any disruptions/stoppages/interruptions or cancellation of the Campaign due to any government restrictions.
9. Failure to exercise or delay in exercising a right or remedy provided hereunder or by law does not constitute a waiver of the right or remedy or waiver of other rights or remedies on the part of TATA CONSUMER PRODUCTS LTD. or its agency.
10. TATA CONSUMER PRODUCTS LTD. or its agency accepts no responsibility for late, lost, incomplete, incorrectly submitted, delayed, illegible, corrupted or misdirected entries, loss of SMS, loss of internet connectivity, unique codes, documents, claims or correspondence whether due to error, omission, alteration, tampering, unauthorized data hacking, deletion, theft, destruction, virus attack, transmission interruption, communications failure, hardware failure or otherwise. TATA CONSUMER PRODUCTS LTD. or it's agency shall not be liable for any consequences of user error including (without limitation) costs incurred.
11. TATA CONSUMER PRODUCTS LTD, in its absolute discretion reserves the right at anytime, without giving any previous notice to the parent or legal guardian, to add, alter, modify, change or vary all or any of these terms & conditions, wholly or in part, prospectively or retrospectively, or to withdraw the Campaign. Participants undertake the responsibility to update themselves of the changed terms &

conditions on <https://www.tataconsumer.com/privacy-and-cookies-policy> on a regular basis.

12. Any attempt by a parent or legal guardian to deliberately damage or undermine the legitimate operation of the Campaign is a violation of criminal and civil laws and should such an attempt be made, TATA CONSUMER PRODUCTS LTD reserves the right to seek damages from any such parent or legal guardian to the fullest extent as permitted by law
13. TATA CONSUMER PRODUCTS LTD, its partner agency or vendors and/or its subsidiaries shall not be liable to any person or entity for any direct, indirect, incidental, special, punitive or consequential damages, including loss of profits, incurred by the winner or any third party, whether in connection with this Campaign, or for breach of any warranty or in tort.
14. TATA CONSUMER PRODUCTS LTD, its partner agency and its subsidiaries shall not be responsible for any claim/s arising out of any technical failure/s either before, during, or after the completion of the Campaign including but not limited to any technical failures in the telephone lines, failure of servers or the failure to provide the correct Campaign updates or any mistakes arising out of technical snags. Further, TATA CONSUMER PRODUCTS LTD. shall not be responsible for any claims arising out of any failure(s) which are beyond the control of TATA CONSUMER PRODUCTS LTD. or its partner agency.
15. This Campaign is subject to guidelines/ directions issued by Telecom Regulatory Authority of India or any other statutory authority from time to time.
16. For purposes of this Campaign, the parent or legal guardian waives their Do Not Disturb rights, if any, and permit communication with them via SMS and / or call and / or WhatsApp.
17. This Campaign is subject to force majeure circumstances i.e. act of God or any circumstance beyond the control of TATA CONSUMER PRODUCTS LTD., for which TATA CONSUMER PRODUCTS LTD. or it's partner agency cannot be held responsible.
18. All entries will be treated as the property of TATA CONSUMER PRODUCTS LTD. and can be used by TATA CONSUMER PRODUCTS LTD. for any promotional and / or commercial activity & the parent or legal guardian waives all rights of whatsoever nature in the said entries in favour of TATA CONSUMER PRODUCTS LTD. by participating in the Campaign.
19. If a parent or legal guardian is dissatisfied with the Campaign or the Campaign rules and/or any content or any requirements of the Campaign form, the materials available related thereto, or with these terms and conditions, his/her sole and exclusive remedy is to not participate in the Campaign.
20. The participation in the Campaign is purely voluntary and the same shall be construed as an acceptance of the terms and conditions stipulated herein.
21. TATA CONSUMER PRODUCTS LTD. or it's partner agency will not be responsible for non-receipt or delayed receipt of SMSs / WhatsApp messages or online forms.
22. By taking part in this Campaign, you agree to provide this information to TATA CONSUMER PRODUCTS LTD and / or its partner agency that conducts this Campaign. The data and information collected shall be used for (a) considering your child's participation in the Campaign; and (b) for any subsequent direct marketing by TATA CONSUMER PRODUCTS LTD., its associate / subsidiary companies, directly or through any designated agency. TATA CONSUMER PRODUCTS LTD. will not sell or transfer such information to any third party for purposes other than those mentioned above. You may opt out of such emailers at any time if you may desire so.
23. The parent or legal guardian shall be solely responsible for any consequences, liability, cost, loss, claim or expense arising in connection with their child's/ward's participation in the Campaign. Such parent or legal guardian undertakes to indemnify TCPL and/or its partner agency and their respective officers, directors, employees, and agents on the happening of such an event (including without limitation cost of attorney, legal charges etc.) on full indemnity basis for any loss/damage suffered by TATA CONSUMER PRODUCTS LTD. or its partner agency on account of such act on the part of the parent or legal guardian.
24. All disputes arising out of or in connection to this Campaign shall be subject to exclusive jurisdiction of the courts in Bengaluru, Karnataka only.
25. For any query, the parent or legal guardian may call us on all days on [18003451720](tel:18003451720) from [10AM](#) to [6PM](#) or email us at care@tataconsumer.com or send us a message on our social media handles <https://www.instagram.com/deshkanamak/> on Instagram or <https://www.facebook.com/TATASaltDeshKaNamak> on Facebook.

