

RULES & REGULATIONS FOR SET's 'Complan Kesar Badam presents Om Shanti Om contest' CONTEST

The "Complan Kesar Badam presents Om Shanti Om contest" (hereinafter referred to as "Contest") will be hosted on 52525 mobile shortcode wireless service, (available on select networks only) as stated hereunder:

1. The Contest is open to Indian Citizens residing in India only, other than the employees of Multi Screen Media Private Limited ("MSM") and its affiliates, subsidiaries, assignees, representatives and their families as well as the producer of the Program and the companies and their subsidiaries that are sponsoring and/or promoting the Contest.
2. The Contest will start from August 10, 2008 at 8.00 pm and will end on August 10, 2008 at 11:30 pm.
3. The cellular mobile phone user (hereinafter referred to as the "Contestant") has to send sms to 52525
4. Two final winners will be selected by a lucky draw.
5. MSM reserves its right to select and declare or not to declare the Contest Winner(s). The decision of MSM and Complan in this matter will be final and binding and no correspondence will be entertained on the same.
6. Mere participation in the Contest and sending the right answer do not entitle the Contestant to win a prize.
7. Prizes are neither transferable, negotiable, assignable nor exchangeable.

8. The price of the SMS is decided at the sole discretion of the cellular operators and varies across cellular operators. Kindly check with your cellular operator of details regarding the same.

OR

The sms charges will be minimum upto Rs. 3/- per sms for this Contest.

General Rules:

1. The winner(s) of the Contest agree(s) that he/she shall hold harmless MSM and/or its affiliates, the Channel, its directors, employees, officers or representatives in connection with the prize won by him/her in the Contest and shall also not file in person/through any family member and/or any third party any applications, criminal and/or civil proceedings in any courts or forum in India against MSM and/or the Sponsor to claim any damages or reliefs.

2. Non-conformance by any Contestant and /or winner of the Rules & Regulations including the General Rules of the Contest will disqualify the Contestant from participation or winning as the case may be.

3. MSM reserves all rights to make amendments to the existing rules without prior notice.

4. MSM and its affiliates, subsidiaries reserve the right to cancel/ postpone/ stop/ terminate the Contest at its sole discretion.

5. The winner(s) of the Contest agrees that he/she shall make himself/herself available from time to time and co-operate with the Channel and/or MSM and participate in any activity and/or campaign ("Promotional Activity") of any nature whatsoever without any money payable to the winner(s). Further, the winner(s) shall at no point of time refuse or disagree to participate in any

such Promotional Activity for any reason whatsoever. The winner(s) agrees that the footage of any nature with regard to the winner(s) shall vest with MSM, including but not limited to all intellectual property rights and any other rights for worldwide and in perpetuity.

6. All and any taxes and/or levies, as may be applicable on the prize, that may be imposed by Central, State and/or local government authorities, from time to time, shall be borne by the Contest winner(s) and he/ she/ they is/ are fully responsible in this regard for the same.

7. MSM is not responsible for any errors or omissions. All information provided in the Contest is provided "As is" without warranty of any kind. MSM makes no representations and disclaims all express, implied, and statutory warranties of any kind to the Contestant and/or any third party including, without limitation, warranties as to accuracy, timeliness, completeness, merchantability, or fitness for any particular purpose.

8. Under no circumstance, unless due to willful misconduct or gross negligence shall MSM and/or its directors, employees, officers, affiliates or subsidiaries, be liable to the Contest participant and/or any third party for any lost profits or lost opportunity, indirect, special, consequential, incidental, or punitive damages whatsoever, even if MSM has been advised of the possibility of such damages and shall also not file in person/through any family member and/or any third party any applications, criminal and/or civil proceedings in any courts or forum in India against MSM and/or its directors, employees, officers, affiliates or subsidiaries to claim any damages or relief.

9. 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.

10. Your participation in the Contest by sending your entry to short code 52525 will be construed as an acceptance of the above stated Rules & Regulations including the General Rules AND also of the terms of use of the website www.SETINDIA.com.