

## Terms and Conditions

1. The “7UP 2016 Mega Trade UTC” promotion (**‘Offer’**) is being organized by PepsiCo India Holdings Pvt. Ltd. (Organizer) It is valid only on green ringed crowns of 200ml and 300ml glass returnable bottles of 7UP only (the **‘Products’**).
2. Offer is valid from [February 01, 2016] to [April 30, 2016] both dates inclusive, in the States of Maharashtra, Gujrat, Bihar, Odisha, West Bengal, Andhra Pradesh, Telangana, Kerala, Karnataka and Tamil Nadu, where the Products are available.
3. Offer is valid only for Retailers of the **Organizer**. If at any stage any of this promotion, it is found that the participant is not a Retailer of the Organizer, his/her participation will be canceled without any communication to any such participant. The participant should make sure that the claim is lodged only from the territory to which the promotion applies. Only state/central government issued documents submitted by the claimant would be considered for establishing claim of domicile.
4. Offer is being conducted under the supervision of independent auditors
5. Products without the Offer are also available. Participation is optional. Promotion is not open for employees and the family members of Organizer, its associate companies, its Agents, its distributors, its JV partners, its bottlers, its advertising promotional agencies and its auditors.
6. On purchase of the products the participant has to look under the crown and he/she could stand a chance to win any one of the following:
  - 6(A)
    - (i) Rs. 1,00,000/- (Rs. One Lac Only) (Number of prizes :29)
    - (ii) Rs. 10,000/- (Rs. Ten Thousand Only) (Number of Prizes: 132)
  - 6(B)
    - (i) Rs. 1,000/- (Rs. One Thousand Only) ( Number of Prizes: 13194)
    - (ii) Rs. 100/- (Rs One Hundred Only) (Number of Prizes :26387)
    - (iii) Rs 10/- (Rs Ten Only) (Number of Prizes: 4221957)
    - (iv) Rs.1/- (Rupees One Only) (Number of Prizes : 26519280)
7. To redeem prizes in category 6(A) the winner is required to call the Organizer helpline number. The winner is required to call 08971333 999 between 10 am

to 6 p.m. except on public holidays. The winner is required to register by furnishing his/her complete name, Winning code, address and phone number on a helpline recording and the winner will be contacted by the Organizer. The representatives of the Organizer shall contact the winner thrice over a period of 48 hours and in case the winner is not reachable for any reason whatsoever, the Organizer reserves the right to forfeit the prize, as per its discretion. Record of all calls received will be maintained serially by date and time of the call. No calls will be registered or entertained after June 15, 2016.

8. Calls made at any other number except mentioned above or any other mechanism to get in touch with the Organizer shall not be considered for the prize.
9. For prizes in Category6(A):
  - (i) In order to redeem the prize the participant will have to mandatorily present the winning crown In the event the winner is unable to provide the winning crown, the Prize will be forfeited and no communication in this regard will be entertained.
  - (ii) The person should be above 18 years of age Award of prizes is subject to the verification of the prize winning crown and documents. After verification the prize winner will be informed about the entire process of redemption of the prize.
  - (iii) In the event that the winner fails to register before June 15, 2016, the prize on his / her respective crown (s) shall be forfeited in its entirety by the Organizer without any communication to this effect to the winner. Also for this purpose the organizers records will be considered final.
  - (iv) In addition to other documents, including copy of the cover page of passbook/current bank statement[clearly showing the Bank holder's name and, IFS Code, full name and address of bank(**mandatory**)], Pan card/original form 60, the winners will have to present one government issued photo identity and address proof at the time of redemption of the prize. These include Election I card, Passport, Driving License, Adhar card and/or identity card issued by the Government of India.
  - (v) In case the winning crown is not presented, lost, misplaced or mutilated, the Organizer would be within its rights to forfeit the prize, without any further communication to the participant.

10. For prizes in Category 6 (B), the winner is required to contact the sales person of the area concerned and the prizes will be redeemed by the sales person on a weekly basis, in the following manner:
  - (i) In form of free bottles of the Product ('liquid only'); or
  - (ii) In form of trade discounts to the winners

It is clarified that the redemption process shall be at the sole discretion of the Organizer. It is however clarified that the winner even under this category will be required to submit the winning crown, failing which the prize will be forfeited.

11. No Prize can be redeemed if the claim is not lodged by [June 15, 2016]. Lodging of claim will mean submission of all documents and details as required for audit purposes. The details maintained by the organizer for claims lodged by the participants will be considered as final. No communication would be entertained beyond this period. Also the organizer would be under no obligation to inform the participants whose claims cannot be processed because of the delay in lodging them. It is clarified that the prizes for which claims have not been lodged by 6 PM of June 15, 2016 shall be forfeited by the Organizer and no communication in this regard shall be entertained by the Organizer.
12. The Participants are required to submit the whole winning crown clearly showing the winning prize. Incomplete/depilated/ worn out crowns are liable to be rejected and no communication will be entertained in this regard.
13. Organizer reserves the right to cancel, modify, extend or withdraw the offer at its sole and absolute discretion. The Organizer reserves the right to modify the terms and conditions without any prior notice. Organizers of the Promotion reserve the right to change the Promotion without giving any prior notice of the same.
14. All crowns submitted towards verification shall become the property of Organizer. The Organizer is not responsible for any loss / damage caused to the crowns.
15. Decision of the Organizer will be final and binding with regard to Offer and prizes and no correspondence will be entertained in this regard.

16. Organizer reserves the right to request winners to provide proof of identity and Indian residency at the nominated prize delivery address. Identification considered suitable for verification is at the discretion of Organizer.
17. Prizes are not transferable and no cash payment in lieu of the prizes in Category 6B will be made.
18. In case the participant wishes to contact the organizer for any reason whatsoever, the contact should be made only with the consumer relations department of the organizer. Any attempt to contact any officer of the organizer or any of the organizers agencies/its personnel would not be entertained and could lead to the claim of the participant being rejected.
19. This Promotion cannot be clubbed with any other Promotion/offer which may be applicable on the Products.
20. At the Organizer's request, winners must participate in all promotional activity (such as publicity and photography) surrounding the winning of the prize, free of charge, and they consent to the Organizer using their name, likeness, image and/or voice in the event they are a winner (including photograph, film and/or recording of the same) in promotional material or in any media for an unlimited period without remuneration for the purpose of promoting this Promotion (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Organizer.
21. Winners will have to bear incidental costs, if any, that may arise for redemption of the prize.
22. Organizer shall not be responsible for any loss, injury or any other liability arising out of the offer.
23. Organizer shall not be liable for any loss or damage due to Act of God, Governmental actions, other force majeure circumstances and shall not be liable to pay any amount as compensation or otherwise for any such loss.
24. Organizer shall not be liable for any loss of prize due to incorrect address or any other information provided by the winner.
25. By participating in the promotion the participant waives the conditions of the DND directory and the Organizer will be entitled to approach the Participants for any future promotions as well.

26. All taxes/levies and charges (including Gift Tax, where applicable) on prizes will be the responsibility of the winner. Taxes as applicable will be deducted at the source for all prizes or shall be deposited in advance by the winner and produce proof before claiming the prize(s).
27. All disputes relating to this Offer shall be subject to the exclusive jurisdiction of Courts at New Delhi only.