

Terms & Conditions

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These Terms & Conditions ("**T&Cs**") apply to the contest "**Aashirvaad Select Atta Gold Contest**" ("**Contest**") organised and launched by **ITC Limited** ("**ITC**" / "**Brand**"), in partnership with **Birdvision Consulting Pvt. Ltd.** ("**Partner**") and hosted on the platform of **Blink Commerce Private Limited** (operating as **Blinkit**).

By participating in the Contest, each participant agrees to be bound by these T&Cs and all decisions of ITC, which shall be final and binding.

1. Contest Period

1.1 The Contest shall be live from **00:00 hours on 28 November 2025** and shall close at **23:59 hours on 31 December 2025** (both days inclusive) ("**Contest Period**").

1.2 A contest day shall mean a 24-hour period from 00:00 hours to 23:59 hours.

1.3 Entries received after the end of the Contest Period shall not be considered.

2. About the Contest

2.1 Individuals participating in the Contest shall be referred to as "**Participant**".

2.2 Participation in the Contest is purely voluntary. Participation does not guarantee any reward or prize.

2.3 By participating, Participants confirm that they have read, understood and accepted these T&Cs, available on the official Contest website, and agree to be bound by the decisions of ITC in all matters related to the Contest.

2.4 ITC reserves the right to terminate, modify, extend, withdraw or discontinue the Contest, in whole or in part, at its sole discretion, without prior notice and without any liability.

2.5 The Contest is subject to all applicable central, state and local laws and regulations of India.

3. Eligibility Criteria

3.1 Participation is open only to individuals who:

- Are Indian citizens and residents of India, excluding the state of **Tamil Nadu**;
- Are aged **18 years or above**;
- Are competent to contract under applicable Indian laws;
- Have a valid billing and delivery address in India (excluding Tamil Nadu);
- Purchase **Aashirvaad Select Atta** (any SKU of 1kg / 2kg / 5kg / 10kg, minimum purchase of 5kg) during the Contest Period via the **Blinkit** platform; and
- Successfully submit the Participation Form and complete the Contest journey.

3.2 The following persons are **not eligible** to participate:

- Employees, directors, officers, contractors and agents of ITC, Birdvision, Blinkit and their affiliates;
- Immediate family members and household members of the above persons.

3.3 ITC reserves the right to disqualify any Participant found engaging in misconduct, fraud, tampering with the Contest process, violation of these T&Cs or any unlawful activity. No correspondence shall be entertained in this regard.

4. Participation & Entry Mechanism

4.1 Participation in the Contest is optional.

4.2 Eligible Participants may participate by clicking on the Contest banner or checkbox displayed on Blinkit's platform during the Contest Period.

4.3 After successful checkout, Participants may access the Participation Form via the post-checkout banner and will be redirected to the official **Aashirvaad WhatsApp Chatbot**.

4.4 Participants must follow the steps provided on the WhatsApp Chatbot and answer the questions creatively to submit a valid entry.

4.5 Eligible methods of entry include:

- Clicking the post-checkout **Select Gold Grain Order Tracking Banner**;
- Scanning the QR code displayed;

- Visiting the designated Contest URL; or
- Giving a missed call on **84639 84639**, as applicable.

4.6 Incomplete, incorrect or non-compliant entries shall be considered invalid.

5. Content Guidelines

5.1 Entries must be original and lawful and must not:

- Contain obscene, offensive, defamatory or inappropriate content;
- Promote violence, illegal activities, political agendas, hate speech or discrimination;
- Infringe intellectual property rights of third parties;
- Harm the goodwill or brand image of ITC or its products;
- Violate any applicable law.

5.2 ITC reserves the right to reject or disqualify any entry that violates these guidelines.

6. Prizes & Winner Selection

6.1 A total of **three (3) Winners** shall be selected during the Contest Period.

6.2 Each Winner shall receive **one Sharbati wheat grain made of 18 karat gold weighing approximately 1–1.2 grams ("Prize")**.

6.3 Winners shall be selected by ITC or its appointed judges based on creativity of responses and/or through a randomizer from valid entries, as determined by ITC.

6.4 The decision of ITC regarding Winner selection shall be final and binding.

6.5 Winners shall be notified via WhatsApp message, email or phone number provided at the time of participation.

7. Prize Fulfilment & Delivery

7.1 The Prize shall be dispatched to the Winner within **60 days** from Winner confirmation.

7.2 Prizes shall be delivered via courier to the address provided by the Winner.

7.3 Winners must cooperate with courier requirements, including signing proof of delivery (POD).

7.4 In case of non-availability or non-cooperation, ITC reserves the right to forfeit the Prize.

7.5 The Prize is non-transferable, non-exchangeable and non-redeemable for cash.

8. Winner Verification & Data Usage

8.1 Winners must provide valid identification, address proof and any additional details required for verification.

8.2 Failure to respond within **15 days** of notification or failure to provide required details shall result in disqualification.

8.3 By participating, Participants consent to collection, storage, processing and sharing of personal data by ITC, Birdvision and Blinkit strictly for Contest purposes and in accordance with applicable data protection laws.

9. Publicity Rights

9.1 Participants grant ITC the right to use their name, image, likeness, voice and location for promotional and marketing purposes without additional compensation.

10. General Conditions & Liability

10.1 ITC shall not be responsible for technical errors, network failures, force majeure events or courier delays.

10.2 ITC and its partners shall not be liable for any loss, damage or injury arising from participation in the Contest or use of the Prize.

10.3 All entries submitted shall become the sole property of ITC.

10.4 ITC reserves the right to cancel, amend or modify the Contest or these T&Cs at any time.

11. Blinkit's Role

11.1 Blinkit's role is limited to providing the platform and sharing Participant data with ITC upon consent.

11.2 Blinkit shall have no liability or responsibility with respect to Contest execution or Prize fulfilment.

12. Governing Law & Jurisdiction

These T&Cs shall be governed by the laws of India. Courts at **Bengaluru, Karnataka** shall have exclusive jurisdiction over any disputes arising out of or in connection with the Contest.

By participating in the Contest, you confirm that you have read, understood and agreed to these Terms & Conditions.