TERMS AND CONDITIONS FOR 'MOMENT WITH MAHI' CONTEST (for United Arab Emirates ("UAE"))

1. Introduction

Platinum Guild India Private Limited having its registered office at 891 Blue Nile, 3rd Floor, 114 Turner Road, Bandra West, Mumbai- 400050 and operating a website under the domain name: https://menofplatinum.com/ae/ ("PGI") is organizing a contest titled 'Moment With Mahi' in the United Arab Emirates ("UAE") ("the Contest"), wherein the winners shall have the exclusive chance to attend a meet & greet event with Mahendra Singh Dhoni in Mumbai, India ("Meet & Greet"). By entering into the Contest, You agree to be fully and unconditionally bound by these Terms & Conditions and the decisions of PGI, which are final and binding in all aspects.

For the purposes of these Terms and Conditions, wherever the context so requires, "You" or "Your" shall mean such natural person who have participated in the Contest. If You are selected as a winner, the references to 'Winner' in these Terms & Conditions shall be deemed to mean a reference to You.

2. Eligibility

- a. You agree and confirm that: (i) You are a legal resident of UAE; (ii) You are a natural person and at least 21 years of age at the time of submission; (iii) You are holding a valid Emirates ID which may be required to be submitted for confirmation of eligibility; (iv) You are legally competent to enter into a binding contract under the applicable laws of UAE.
- b. You shall make submissions in Your legal name only.
- c. The purchase of the Product (as defined below) shall not be construed as an entry fee or participation fee for participation in the Contest and the participation is voluntary in nature.
- d. The Contest is not open to employees of PGI, participating retail outlets and their respective parent companies, subsidiaries, affiliates, agents, organizers and agencies that are involved in the development or execution of this Contest or any of its materials and their immediate relatives (spouse, parents, siblings and children).

3. Contest Period

- a. The Contest will commence on 18th September, 2025 and expire on 16th November, 2025 ("Contest Period").
- b. Entries submitted before the commencement or after the expiration of the Contest Period shall not be considered or entertained by PGI.

4. How to Participate

You may participate in the Contest and submit Your entry in accordance with the process outlined below:

- a. Purchase Requirement: To be eligible, You must purchase any product from the 'MS Dhoni Signature Edition Collection by Men of Platinum" ("Product") available at participating retail outlets in the UAE. A list of these participating retail outlets is available at: https://menofplatinum.com/ae/store-locator/ Please note: Once an entry is submitted on the basis of a Product purchase, such Product cannot be exchanged or returned. Any exchange or return request post-submission shall result in cancellation of Your Contest entry.
- b. QR Code/Website Access: Following Your purchase, You must scan the QR Code either (i) displayed at the participating retail outlet; or (ii) provided on the card given with Product ("QR Code") or manually submit by visiting: https://menofplatinum.com/ae/momentwithmahi/
- c. <u>Form Submission</u>: Upon scanning the QR Code or visiting the website link as mentioned above, You will be directed to a Contest form ("Form"), wherein You must accurately fill and submit the following details:

i. Full Name;

ii. Valid (UAE) Mobile Number;

- iii. Email ID;
- iv. Name of the participating retail outlet from which the purchase is made;
- v. Location of the participating retail outlet from which the purchase is made;
- vi. Unique Identification Number (UIN) of the Product purchased from the concerned participating retail outlet;
- vii. Invoice Number under which the Product was purchased from the concerned participating retail outlet; and
- viii. Date of purchase.
- d. **Qualifier Question:** You will also be required to answer a Qualifier Question in not more than 1000 characters. Please note that purchase of the Product alone does not guarantee selection as a winner. The answer to the Qualifier Question shall be evaluated and scored on the basis of:
- i. Originality and Creativity, and
- ii. Emotional Impact
- e. General Participation Terms:
- i. All steps outlined above are mandatory. Incomplete or skipped steps will render Your entry invalid and ineligible for consideration;
- ii. Only one entry is permitted per UIN. Any duplicate or multiple submissions against the same UIN shall be deemed invalid;
- iii. Any entry made using automated, robotic, programmed, or repetitive methods shall be considered invalid;
- iv. By participating, You confirm that all details submitted are true, accurate, and complete to the best of Your knowledge;
- v. Platinum Guild International (PGI), its affiliates, agents, sub-contractors, employees, and representatives shall not be held liable or responsible for any errors, inaccuracies, or omissions in the information provided by You.

5. Selection of Winners

Each submission for the Contest will be evaluated by PGI in its sole discretion. A total of 15 participants shall be selected as the winners under this Contest by PGI in its sole discretion ("**Winners**") and no dispute/demur in that regard shall be raised. The Winners will be selected based on: (i) the successful completion of the steps as recorded in Clause 4 above; and (ii) the originality, creativity, emotional impact and relevance of the answer to the Qualifier Question.

The Winners shall be informed of their selection as the winners via email and mobile number (including through WhatsApp) (submitted during entering the Contest) and within a period of 5 (five) days from such correspondence, each Winner(s) shall intimate PGI of his/her willingness to attend the Meet & Greet in written as indicated in the announcement. In the event, a Winner does not respond within the afore-mentioned time period or is ineligible or PGI is unable to reach out to him/her despite continued efforts for a period of 2 (two) days, the right of such Winner to participate in the Meet & Greet shall be forfeited and PGI shall in its sole and absolute discretion, select another participant as the winner of the Contest and such former Winner shall raise no dispute/demur in that regard. The decision of PGI shall be final and no dispute/demur in this regard shall be raised by the Winner or anyone on his/her behalf. No cash redemption or transfer/assignment of the right to attend the Meet & Greet is permitted.

All Winners are subject to verification by PGI, whose decisions are final and binding in all matters related to the Contest. A participant is not a winner even if he/she has received a correspondence that he/she has won, unless and until his/her eligibility has been verified and he/she is notified that the verification is completed.

6. Meet & Greet

- **a.** The Meet & Greet shall be conducted in Mumbai, India on such date as shall be informed by PGI at least 30 (thirty) days in advance.
- b. PGI shall bear the cost of a 1(one) air ticket per Winner for a round-trip ticket from UAE to India, 1 (one) hotel room, transportation from airport to hotel and from hotel to the venue of Meet & Greet and meals during the 2 (two) days stay in India and details whereof shall be shared 21 (twenty-one) days prior to the date of Meet & Greet. The choice of airlines, ticket class and the accommodation shall lie with PGI alone and the Winner(s) shall raise no dispute/demur in that regard. In the event You miss Your scheduled flight for any reason whatsoever then You shall be solely liable to arrange for Your own travel with no further recourse to PGI. You shall not be entitled to seek any additional flight booking or compensation in cash from PGI. PGI shall only be liable to provide one round ticket from UAE to India.
- c. PGI shall not be liable for any cancellations and/or delays in the flights/cars arranged for the Winner(s) due to any reason including but not limited to force majeure and logistical problems at the airports/road and the Winner(s) shall have no claim against PGI for the same.
- d. In the event, the Winner seeks to arrange for his/her own air-ticket and accommodation or seeks to prepone/extend his/her 2 (two) days stay in India, he/she shall inform PGI at least 7 (seven) days in advance and costs for such arrangement/preponement/ extension shall be to the sole account of the Winner and no reimbursement shall be sought from PGI.
- e. Each Winner shall undertake a prior verification to ensure that his/her travel to India is not banned for reasons including but not limited to his/her belonging to a nation on the sanction list of India or because of his/her citizenship. Travel to India for participation in the Meet & Greet is subject to international travel laws relating to UAE, India and other transit countries. PGI will not be responsible if the travel is to be cancelled for reasons outside of its control or restrictions are placed by the authorities in UAE and/or India or transit countries or the Winner is disqualified to travel to India in accordance with the applicable laws.
- f. The Winners shall: (i) be responsible to arrange for their own valid passport, visa and additional documentation (including but not limited to local laws and regulation clearances) in accordance with the laws of India and UAE at his/her own cost; and (ii) ensure compliance with the immigration laws of India and UAE.
- g. The Winners shall submit all relevant information and documentation as shall be required by PGI in order to make the relevant bookings and in no event more than 24 (twenty-four) hours of the demand of such information and documentation.
- h. All incidental and personal expenses incurred by the Winners during their travel to India and participation in the Meet & Greet shall be borne by such Winners alone.
- 7. The Winners shall act in a civilized manner during the Meet & Greet and adhere to the instructions issued by PGI from time to time. PGI shall have the sole right to ask a Winner to leave the venue of the Meet & Greet if he/she does not abide by this Clause 7 and such Winner shall raise no dispute/demur in that regard.
- 8. PGI shall not be held responsible if a Winner is dissatisfied with the management, organization, results of the Meet & Greet.
- 9. All actions and inactions of the Winners during their travel to India shall be to their sole account and PGI shall in no event held liable/responsible for the same. If You are found to be in breach of any applicable laws of India during Your stay there, You shall be solely liable and responsible for the defence of the same with no recourse to PGI. The Winners shall at all times ensure compliance with the applicable laws of India and shall also obtain a relevant medical insurance prior to their travel to India. The Winners recognize and confirm that the role of PGI is limited to facilitate the attendance of the Winners to the Meet & Greet with no further relation being created in relation thereto.

- 10. By entering the Contest, You consent to: (i) PGI collecting, using, processing, transferring and disclosing, as necessary, for the purpose of this Contest, Your Personal Data; (ii) PGI passing Your details to third-parties for the purpose of contacting You in the event You are a winner and for arrangement of Your travel to India and participation in the Meet & Greet; and (iii) PGI announcing Your first name, location on its social media platforms when the winners are announced
- 11. PGI represents and warrants that all the Personal Data collected shall be used, processed, transferred and disclosed in accordance with the applicable laws of UAE including but not limited to Federal Decree Law No. 45 of 2021 (Concerning the Protection of Personal Data)
- 12. PGI shall have the right to document each Winner's attendance and participation at the Meet & Greet in all forms (including but not limited to graphic, audio, videos, images) and each Winner submits and expressly consents to the use and publication of such documentation in connection with reasonable marketing and promotional activities, including but not limited to official social media activities without a demand of compensation. The Winners waive any right they may have to inspect or approve such activities and the Winners further release and discharge PGI from any claims or liability relating to PGI's reasonable use of such documentation.
- 13. PGI reserves the right to cancel or terminate the Contest for reasons outside PGI's control.
- 14. You shall not hold PGI or any of its shareholders, employees, managers, representatives, agents or affiliates ("Indemnified Parties") responsible for failures of any kind, including but not limited to, malfunctions, interruptions or disconnections in phone lines, internet connections or electronic transmission errors or network hardware or software or logistical issues, ineligibilities under applicable laws, or such circumstances beyond PGI's control that could affect Your participation in the Contest or the attendance of the Meet & Greet.
- 15. You release, indemnify, defend and hold harmless the Indemnified Parties from and against any and all claims, liabilities, losses, damages and expenses (including reasonable attorney's fees) arising out of or in connection with Your participation in the Contest including but not limited to negligence and damages of any kind to persons and property, unauthorized human intervention in the Contest, violation of the applicable laws of India and/or UAE, actions and inactions during Your travel to India, defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage or death or personal injuring, creation of submission, broadcast, transmission, performance, exploitation or use of the submission as authorized or licensed by these Terms & Conditions.
- 16. If for any reason Your submission is determined to have not been received or been erroneously deleted, lost, or otherwise destroyed or corrupted, Your sole remedy is to request the opportunity to resubmit the submission. Such request must be made promptly after You know or should have known there was a problem and it will be determined in the sole discretion of PGI.
- 17. PGI shall not be liable to You for any consequential, incidental, indirect, special or punitive damages incurred by You as a result of this Contest. The maximum liability of PGI to You under these Terms & Conditions shall not exceed AED 1.
- 18. In the event the Contest or the Meet & Greet is suspended or cancelled or discontinued or postponed due to events beyond the control of PGI including but not limited to war, act of terror, political unrests, change in applicable laws, governmental restrictions, pandemic, epidemic, lock-down, floods, riots, technical failures, flight suspensions, acts of God, unavailability of Mahendra Singh Dhoni (due to illness, professional commitments or other reasons), PGI shall neither be responsible for such suspension, postponment cancellation or discontinuation nor be liable to reschedule the Meet & Greet or offer an alternate prize or compensation to the Winners.

19. General Conditions

a. Your participation in the Contest is at Your own initiative and responsibility. You are solely responsible for ensuring compliance with these Terms and Conditions and any applicable laws/regulations, including the laws of the UAE and /or India.

- b. By submitting a response, You grant PGI in relation to this Contest a non-exclusive, worldwide, royalty-free, and irrevocable license to use, reproduce, publish, display Your submitted content (including answers to the qualified question), Your identity for promotional purposes, including without limitation to use in social media, events, advertising, and marketing materials, without any further notice or compensation.
- c. The participation in the Contest could be through platforms not owned or controlled by PGI (such as WhatsApp and web forms). PGI is not responsible for technical errors, disruptions, or limitations arising from the use of such platforms. You are advised to comply with the terms of service of any third-party platform used to enter the Contest.
- d. PGI reserves the right to disqualify You from participation in the Contest at its sole discretion for reasons including, without limitation, tampering with the entry process, violating these Terms and Conditions, or engaging in fraudulent, dishonest, or disruptive conduct. PGI further reserves the right to pursue legal remedies against You, where applicable.
- e. PGI shall not be held responsible for any entries or claims that are misdirected, lost, delayed, damaged, or corrupted during transmission to or from PGI, whether due to technical issues, computer malfunction, viruses, bugs, network failures, or any other reason beyond PGI's control.
- f. PGI shall not be responsible for the losses or damages incurred to the Winners due to failure to clear immigration, customs, securities during their travel to India for participation in the Meet & Greet and back to UAE. Further, it shall also not be held responsible for other medical issues, health-related risks, accidents or incidents that the Winner(s) could face during their visit to India.
- g. PGI may assign or transfer any or all of its rights and obligations under these Terms and Conditions to its affiliates or any third party without requiring prior consent from the participants.
- h. If any provision of these Terms and Conditions is held to be unlawful, void, or for any reason unenforceable under the laws of the UAE, such illegality or unenforceability shall leave the remainder of these Terms & Conditions, including the term or condition affected, to the fullest extent permitted by law, unaffected and valid. PGI shall replace such illegal or unenforceable provision with a valid and enforceable provision that comes closest and best reflects the intention in a legal and enforceable manner with respect to the invalid or unenforceable provision.
- i. These Terms & Conditions shall be construed in accordance with the Laws of United Arab Emirates and the appropriate Courts at Dubai shall have exclusive jurisdiction in respect of any dispute arising out of or in relation to these Terms & Conditions.
- j. If at any time during the Contest, any participant has any query pertaining to the Contest or the Terms & Conditions herein or wish to notify PGI for any matter related herein, they must submit a written request by email for clarification at menofplatinum@pgiglobal.com.
- k. PGI shall not be held responsible/liable for actions, inactions, omissions, misconduct, service deficiencies or operation issues occurring at the participating retail outlets including but not limited to staff behaviour, billing disputes, non-availability of products.
- I. All intellectual property related to this Contest, including but not limited to copyrighted material, trademarks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned or used under license by PGI and its affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owners is strictly prohibited. Further, all intellectual property rights incidental to the Meet& Greet shall lie with PGI in perpetuity with no additional compensation to You for the same.
- m. You agree that no aspect of the submission will defame others, or include any content which is obscene, abusive, blasphemous, discriminatory, libelous, slanderous, offensive, hateful or inflammatory or be

- deemed to be in breach of any applicable Sharia Laws; and/or (iii) promotes or incites violence or illegal activities. In the event of non-compliance with this Clause, You shall be disqualified from the Contest with immediate effect, without prejudice to other rights available to PGI at law and in equity.
- n. By entering this Contest, You represent and warrant that Your submission is an original work of authorship and does not violate any third party's proprietary or intellectual property rights. If Your submission infringes upon the Intellectual Property Right or other right of a third party, You will be disqualified at PGI's sole discretion. If the content of Your submission is claimed to constitute infringement of any proprietary or intellectual property rights of any third party, You shall at Your sole expense, defend or settle against such claims. You shall indemnify, defend and hold PGI harmless from and against any suit, proceeding, claims, liability, loss, damage, costs or expense, which PGI may incur, suffer or be required to pay arising out of such infringement or suspected infringement of any third-party rights.
- PGI reserves the right to amend, modify, or update these Terms and Conditions at any time, without prior notice. You agree to comply with any additional terms and conditions communicated by PGI in connection with the Contest.