

## **TERMS AND CONDITIONS FOR 'MOMENT WITH MAHI' ("Terms and Conditions")**

### **1. Introduction:**

Platinum Guild India Private Limited, having its registered office at 891 Blue Nile, 3rd Floor, 114 Turner Road, Bandra West, Mumbai: 400050 ("**PGI**"), is organizing the - Moment with Mahi contest to offer eligible participants an opportunity to win a chance to meet Mr. Mahendra Singh Dhoni ("**MSD**") by providing a response to a creative skill-based question ("**Contest**"). The Contest is a purchase-linked gratification and participation shall be conditional upon purchase of eligible products. The Contest is only open to residents of India having a valid shipping address within India (hereinafter referred to as "the **Participant(s)/ You**"). Participation in this Contest is voluntary. You agree that, if you choose to participate in this Contest, you will be bound by these Terms and Conditions and you acknowledge that you satisfy all Contest eligibility requirements as provided herein below. This Contest is a skill-based promotional event and does not constitute gambling, betting, or a lottery under any applicable law.

### **2. Eligibility:**

- i. To be eligible to participate in the Contest, You shall have purchased a product from the MS Dhoni Signature Edition under the Men of Platinum collection ("**Product**"). Such purchase of the Product shall be from an authorized PGI retail partner or through the retail partner's online channel. No separate fee is charged for participation. Participation is free upon purchase of the Product, and such purchase only enables entry and does not increase chances of winning.
- ii. Employees, campaign partners, agencies, affiliates and advisors of PGI, and their immediate family members are not eligible to participate in the Contest.
- iii. You need to be a natural person, and You should be of age 18 (eighteen) years or above at the time of entry into the Contest.
- iv. You shall be legally competent to enter a binding contract under the applicable laws of India.
- v. You should be holding a valid PAN card and, Aadhar Card.
- vi. You should retain the original purchase invoice or bill as proof of purchase of the Product.

### **3. Contest Mechanics:**

- i. To be eligible to participate in the Contest, you must purchase the Product available at participating retail outlets or through their approved online channels. A list of such retail outlets is available at: <https://menofplatinum.com/store-locator/>. Please note that once an entry is submitted based on a Product purchase, that Product cannot be exchanged or returned. Any exchange or return request post-submission shall result in cancellation of your Contest entry.

#### **ii. Accessing the Contest:**

Following your purchase, you may participate by either scanning the QR Code displayed at the participating retail outlet where the purchase was made; or by scanning the QR code on the card that is given with the jewellery purchased whichever is applicable or by visiting <https://menofplatinum.com/momentwithmahi/>. (for online purchases). These actions will direct you to an online web form.

#### **iii. Form Submission:**

Upon scanning the QR Code or visiting the website, you will be directed to an online Contest form ("**Form**"), wherein you may, at your discretion, provide and submit the following details:

- a) Full Name
  - b) Valid Mobile Number
  - c) Email ID (collectively a, b and c called as the "**Optional Details**")
- If you provide any or all of the Optional Details, you consent to PGI collecting and processing such Optional Details solely for the purposes of administering the Contest, including contacting you in case of selection.
  - In addition to the above Optional Details, the Form shall also require you to provide the following mandatory information in case if you wish to participate in the Contest
    - a) Name and Location of the participating retail outlet
    - b) Unique Identification Number (UIN) of the Product purchased
    - c) Invoice Number under which the Product was purchased

(collectively, a, b, c herein above called as the "**Mandatory Details**")

- Upon providing the Mandatory Details at the time of filling the Form, and in the event, you are selected as a Winner, PGI will (in case none of the Optional Details are provided) reach out to the relevant retail partner to procure your Optional Details solely for the purpose of contacting you and to facilitate the meet and greet (*as defined below*) under the Contest. In relation to the same, PGI shall proceed on the basis that you have duly provided your consent to the relevant retail partner to share your Optional Details to PGI for the purpose mentioned above and as part of the meet and greet.
- PGI shall rely on such consent and shall not be responsible or liable for the manner in which the retail partner collects, stores, or shares your Optional Details.
- For further information on how your Optional Details and/or Mandatory Details (containing any personal data) is processed, your rights, and the procedure to exercise them, please see Clause 7 below.

iv. **Qualifier Question**

As part of the Form, you will also be required to answer a qualifier question ("**Qualifier Question**") in not more than 1000 characters. The response must be original, authored solely by you, and must not violate any applicable law or third-party rights (including intellectual property rights).

v. **Winner Selection:**

The Contest is entirely skill-based. Purchase of a Product is only an eligibility requirement and does not enhance chances of winning. Responses will be evaluated solely on:

- d) Originality and Creativity; and
- e) Emotional Impact.

PGI reserves the right to disqualify any response that it, in its sole discretion, considers offensive, defamatory, inappropriate, or otherwise in violation of these terms.

4. **Contest Period:**

- i. The Contest will commence on September 18, 2025, and end on November 16, 2025. ("**Contest Period**")
- ii. PGI reserves the right to cancel/modify/extend the Contest Period or the Terms and Conditions applicable to the Contest Period without giving any prior notice to You. No claims/questions shall be entertained in this regard.

**5. Winner Selection and Prize:**

- i. Each Participant would be eligible to win only if he/she has participated in the Contest in compliance with provisions of these Terms and Conditions.
- ii. PGI will select a total of 40 winners ("**Winners**") who will be invited to meet MSD at a brand event. The Meet & Greet ("**M&G**") shall be held in Mumbai, India. The exact date and venue shall be communicated to the Winners at least 30 (thirty) days in advance. The date, venue, format, and nature of the event shall remain at the sole discretion of PGI. PGI shall bear the costs of round-trip economy travel from the Winner's city of residence in India to Mumbai, accommodation, and local conveyance in Mumbai for the duration of the event. All other costs and expenses not expressly covered above (including meals outside of event hospitality, personal expenses, documentation, insurance, and applicable taxes) shall be borne by the Winner.
- iii. Winners will be declared upon conclusion of the Contest Period and post completion of internal evaluation and shall be informed individually via the contact details provided at the time of entry. Each Winner must confirm his/her willingness to participate in the Meet & Greet within 7 (seven) days of notification, failing which the selection shall stand forfeited and PGI may, at its discretion, select an alternate Winner. The prize is strictly non-transferable and cannot be exchanged or assigned.
- iv. Winners will be selected by PGI based on the response to the Qualifier Question. The response shall be judged based on its originality/creativity, emotional impact, and relevance to MSD's persona. It is hereby clarified that there shall be no element of chance involved in the selection of Winners by PGI. Winners will be selected solely based on individual skill and merit, and no draw, lot, or chance-based mechanism shall be employed at any stage of the Contest.
- v. PGI's decisions regarding the Winner selection shall be final and binding and any disputes in relation to the same will not be entertained by PGI.
- vi. The Winner shall be liable to comply with any additional rules, regulations, terms and conditions of the venue and/or travel/lodging arrangements. PGI shall not be liable for any act, omission, or non-compliance on the part of the Winner in relation to the same.
- vii. PGI will not be held responsible for any alterations to the schedule, delays, or any other changes that may lead to direct or indirect losses for the Winner.
- viii. Winners will be declared upon conclusion of the Contest Period and post completion of internal evaluation and shall be informed individually via the contact details provided at the time of entry.
- ix. The prize for the Winners is non-transferable, non-assignable and non-exchangeable.

- x. PGI does not guarantee any minimum value or time, experience quality, or specific outcome from the event.
- xi. Except as provided in Clause 5(ii) above, all taxes, levies, and incidental costs arising from participation in or winning the Contest shall be borne solely by the Winner.

**6. General Conditions:**

- i. Participants hereby represent that his/her answers/responses to the Qualifier Question in the Contest shall not be libelous or slanderous towards PGI or any third party, nor shall it infringe upon any third party's intellectual property rights. Further, Participants shall not use crass, vulgar or abusive language in the response given by them to the Qualifier Question, and Participants acknowledge that the use of any such language or infringement will lead to automatic disqualification from the Contest (without prejudice to any other rights that PGI may have under the applicable law).
- ii. Participants hereby provide their explicit consent to PGI to collect, use, process, transfer and disclose, as necessary for the purpose of this Contest only, their personal data and information forming part of the Optional Details and Mandatory Details.
- iii. Participants consent to the use and display of their answers/ responses on various social media handles of PGI (and/or its affiliates) including but not limited to Facebook, X and Instagram, YouTube, as well as PGI's website, without any compensation to such Participants in perpetuity.
- iv. PGI will not be liable for the responses of any Participants that have been uploaded by such Participants including any injuries, damages or losses that the same might cause to the Participants or any third party.
- v. PGI reserves the right to suspend, shorten, modify, extend or cancel the Contest or any of the Terms and Conditions of the Contest, at its sole discretion at any time. If such cancellation occurs, it shall be for reasons beyond the control of PGI.
- vi. PGI reserves the perpetual right to remove, refuse, modify or cancel any posted entry/ answer/ response ; without providing any reason for such action whatsoever.
- vii. This Contest is subject to force majeure events and situations beyond the control of PGI and/or its affiliates. In such cases, PGI reserves the right to modify, suspend, or cancel the Contest without any liability or prior notice.
- viii. The Contest is not a lottery, betting, or gambling activity under applicable law. It is a promotional event based on individual skill and subjective evaluation of submitted responses.
- ix. The Participant agrees and acknowledges that all the intellectual property rights in the responses to the Qualifier Question shall be unconditionally owned by and vest with PGI in perpetuity throughout the world. While PGI shall own all intellectual property rights in the responses, Participants may share their own entries for personal and non-commercial purpose.
- x. PGI is not responsible for any technical issues, including but not limited to, network congestion, that may affect participation in the Contest.

- xi. PGI shall not be responsible for any incorrectly tagged Participants on its social media handles.
- xii. Participants shall indemnify and hold harmless PGI for any breach of his/her representation and/or for any loss that may occur to PGI due to non- adherence to these Terms and Conditions or due to non-adherence to any law.
- xiii. Notwithstanding anything to the contrary, in no event shall PGI be liable to the Participants for any consequential, incidental, indirect, special, or punitive damages incurred by the other party and arising out of this Contest, including but not limited to loss of goodwill and lost profits or revenue, whether or not such loss or damage is based in contract, warranty, tort, negligence, strict liability or otherwise.
- xiv. PGI's maximum liability towards the Participants for any reason whether contractual or otherwise shall always be limited to INR 100 (Indian Rupees Hundred).
- xv. PGI shall not be liable for any direct or indirect losses, damages or injuries that may arise on the Participants due to participation in the Contest or by claiming the reward hereunder including any losses caused due to the retail partner's non-compliance of applicable laws.
- xvi. PGI shall not be liable for failure of selected Participants to accept or receive his/her prize or reward and shall not be liable whatsoever, for any dissatisfaction of selected Participants with the prize or reward.
- xvii. Participation in the Contest is purely voluntary and at the sole discretion of the Participants.
- xviii. PGI shall not be responsible for the invoices that are lost by the Participants or by any other means.
- xix. PGI shall not be liable or responsible in any manner if a Participant makes a purchase of the Product but is not selected as a Winner. Participation in the Contest does not guarantee selection or entitlement to any prize.
- xx. By participating in the Contest, the Participants agree and acknowledge that they have no objections to being tagged on social media for the purpose of this Contest
- xxi. Participation in the Contest constitutes acceptance of these Terms and any decisions made by PGI, which shall be final and binding.
- xxii. The terms of the Contest shall be construed in accordance with the laws of India, and the courts of Mumbai have sole and exclusive jurisdiction in relation to any dispute arising in relation to this Contest.

## **7. Privacy Notice**

- i. **Purpose of Processing:** Your Optional Details and/or Mandatory Details (as the case may be) will be used strictly for administering the Contest, evaluating entries, selecting winners, contacting winners, and facilitating delivery of rewards.

- ii. **Manner of Collection:** Your Optional Details and/or Mandatory Details (as the case may be) may be collected directly from you when you submit the Contest Form, or your Optional Details may be separately collected by PGI from the relevant retail partner solely for contacting you and facilitating delivery of rewards if you are selected as a Winner, in accordance with Section C of Clause 3 above.
- iii. **Storage & Retention:** Your Optional Details and/or Mandatory Details (as the case may be) will be retained only for as long as necessary for administering the Contest, delivering rewards, and meeting any applicable legal or regulatory requirements.
- iv. **Your Rights:** You have the right to access, correct, and erase your Optional Details and/or Mandatory Details (as the case may be), and to withdraw your consent (in relation to at any time by contacting PGI at [menofplatinum@pgiglobal.com]). For clarity, you shall only have such rights in relation to your Optional Details and/or Mandatory Details (as the case may be) directly shared with PGI at the time of filling the Form, or your Optional Details that may have been shared with PGI by its retail partners in accordance with Section C of Clause 3 above. In the event that you withdraw your consent or request erasure of your data prior to the completion of the Contest, your participation shall be deemed invalid and you will no longer remain eligible to continue in the Contest.
- v. **Grievance Contact:** For any queries or complaints regarding your personal data, please contact PGI's grievance officer at:  
Name: [Sujala Martis]  
Email ID: [smartis@pgiglobal.com]