

## TERMS & CONDITIONS

### ICC CRICKET WORLD CUP CONSUMER PROMOTION

Clause	Title	Terms and Conditions
1.	Promotion Details, Concept and Participation	<p>1.1. More Retail Limited (collectively “Organizer”) will conduct a lucky draw promotion during the period commencing from <b>22<sup>th</sup> April to 14<sup>th</sup> May</b>, (“Promotion Period”) under the name of <b>“Buy a Coke at More Megastore and get a chance to watch the ICC World Cup live in England”</b> to promote sale of 180ml / 200ml / 300 ml / 330ml / 500 ml/ 600ml / 750 ml/1.25 Litre/ 2 Litre / 2.25 Litre Can and PET Bottles of Coca-Cola® (“Promotional Products”) within the territory as specified under the terms and conditions set out below ( “Promotion”).</p> <p>1.2. The Promotion shall be valid for the individuals residing in India except for the state of Tamil Nadu (“Promotion Territory”).</p> <p>1.3. Interested individuals being citizen(s) of India who are aged 18 years and above are eligible to participate in the Promotion by purchasing the Promotional Products. This Promotion is only limited to the pack size and brands as specified in the present Promotion.</p> <p>1.4. During the Promotion Period, Participants participating in the Promotion will get an opportunity to win a trip to England to watch an ICC Cricket World Cup match, in accordance with the Terms and Conditions of this Promotion. (“Prize”)</p> <p>1.5. Stocks without the Promotion offer will also be available with the Organizer. Further, certain stock of the Promotional Product containing the Promotion offer may be available before commencement of the Promotion Period or continue to be available even after the Promotion Period. However, Participants understand and agree that they will not be permitted to participate in the Promotion after the expiration or prior to start of the Promotion Period and further, agree not to raise any claim or complaint against the Organizer or its agents/authorized representatives in this respect.</p> <p>1.6. The Promotion may be advertised and promoted, <i>inter alia</i>, through digital media banners, print, website and other available media.</p> <p>1.7. The Promotion is subject to all applicable central, state and local laws and regulations.</p>

		1.8. These Promotion terms and conditions (“Terms”) will be hosted at <b>www.morestore.com</b> (“More Website”).
2.	<b>Organizer and Partners</b>	<p>2.1 This Promotion is conducted by the Organizer, having its corporate office at <b>Mumbai</b></p> <p>2.2 Coca-Cola India Private Limited (“CC IPL”) shall be offering the Prize under the Promotion.</p> <p>2.3 A reputed travel agency, determined by CC IPL at its sole and absolute discretion (“Travel Agency”), shall manage all travel related logistics of the Promotion, including but not limited to planning an itinerary, making airline and hotel reservations, making arrangements for internal commute, and procuring the travel insurance for the winner.</p> <p>2.4 The computerized random selection of winner for this Promotion will be conducted by the Organizer and list of shortlisted winner’s will be provided to CC IPL. CC IPL shall further declare Final winners.</p>
3.	<b>Deemed acceptance of terms and conditions</b>	<p>3.1. Entry and participation in this Promotion will be deemed as an unconditional and an unequivocal acceptance of these Terms, including any modifications, revisions and amendments thereto.</p> <p>3.2. The decisions of Organizer, shall be final and binding on the Participants in all matters related to the Promotion.</p> <p>3.3. Further, the Participants recognize that these Terms may be modified by Organizer or CC IPL from time to time without any prior/public notice by posting the applicable terms and conditions on the Promotion Website. Organizer also reserves the right to cancel or terminate the Promotion at any stage without assigning any reasons whatsoever. Successfully entering the Promotion and winning the Prize is subject to all requirements set forth herein.</p>
4.	<b>Promotion Period</b>	<p>4.1. This Promotion will commence on <b>22 April 2019</b> (“Start Date”) to <b>14<sup>th</sup> May 2019</b> (“End Date”).</p> <p>4.2. The Period between the Start Date and End Date shall be called the “<b>Promotion Period</b>”.</p> <p>4.3. Participants can participate in the Promotion during the aforesaid mentioned time and be eligible to win the Prize in accordance with the Terms &amp; Conditions specified herein.</p> <p>4.4. Promotion will be closed for participation after the Promotion</p>

		Period and Participants will not be eligible to participate in the Promotion after <b>14<sup>th</sup> May 2019</b> under any circumstances.
5.	<b>Eligibility</b>	<p>5.1 Entry and participation in this Promotion is open to residents of India who satisfy each of the following criteria (“<b>Eligible Persons</b>”):</p> <ul style="list-style-type: none"> <li>- are of the age of 18 (eighteen) years or above.</li> <li>- a Participant is eligible to win the Prize, only once and as per the Terms and Conditions of this Promotion.</li> <li>- possess all valid documents including but not limited to Passport which shall not expire before at least 6 (six) months from the date of travel and other necessary documents as necessary to enable the Winner to travel abroad from India.</li> <li>- have not been arrested for or convicted of any crime or been the subject of any criminal investigation.</li> <li>- bear a good moral character and have not been implicated or named in any legal proceedings (either Civil or Criminal).</li> <li>- are not management, employees, directors or contractors, or the family of the management, employees, directors or contractors of Organizer, their related entities or other agencies, firms or companies associated with or related to the Promotion.</li> <li>- Organizer and its affiliates, service and advertising agencies and their immediate families (spouses, parents, siblings, children and each of their spouses) and household members are not eligible to participate in the Promotion.</li> </ul> <p>5.2 Please note that any application received from residents of the state of Tamil Nadu for Promotion, shall be declared as null and void and shall not be taken into consideration for the purpose of determining the Winner of the Prize.</p> <p>5.3 For the sake of clarity, this Promotion is not open to Non-Resident Indians (NRIs), Overseas Citizens of India (OCIs) and Persons of Indian Origin (PIOs).</p> <p>5.4 If any Eligible Person has listed his/her phone numbers on the National Do Not Call Registry (“NDNC Registry”), he/she shall de-register from the NDNC Registry prior to participating in the Promotion, till the completion of the Promotion (including availing of the Prize (if applicable) under the Promotion). Such persons agree not to make any claim or raise any complaint whatsoever against the Organizer or CCIPL in this respect. Please note that persons intending to participate in the Promotion who have not de-registered themselves from the NDNC Registry shall also have no right to make any claim or raise any complaints against Organizer or CCIPL if they do or do not receive any call or SMS with respect to their application, participation and all other matters pertaining to the Promotion.</p>

		<p>5.5 By participating in the Promotion, each Participant hereby agrees to receive details and information on this Promotion, on their respective mobile phones, through SMS or voice calls, during the entire tenure of the Promotion.</p> <p>5.6 Eligible Persons participating or seeking to participate in the Promotion shall individually be referred to as “Participant” and collectively as “Participants”.</p>
6.	<p><b>Prizes and Winners</b></p>	<p>6.1. The organizer will conduct a lucky draw on 15<sup>th</sup> May 2019 through computerized random selection from amongst the valid entries received through Club More database, Eligible Winners under the Promotion (“Eligible Winners”).</p> <p>It is hereby clarified that there shall be three (2) Winners for the Prize under the Promotion.</p> <p>Such Eligible Winner shall then be contacted by the Travel Agency appointed by CCIPL for taking his/her consent to visit Manchester from 5<sup>th</sup> July, 2019 to 7<sup>th</sup> July, 2019. Upon receiving assent, the Travel Agency shall confirm availability of requisite travel documents from such Participant.</p> <p>It shall be the sole responsibility of such Participant to procure all relevant documents including Passport and Visa in accordance with the Terms of the Promotion. The Organizer will provide to the Participant such necessary documents, if any, required for the purpose of procuring requisite travel documents.</p> <p>An Eligible Winner who has obtained a valid visa and has fulfilled all other requirements for the purpose of claiming the Prize as outlined herein shall henceforth be designated as “Winner”.</p>
7.	<p><b>How to enter the Promotion</b></p>	<p>7.1. Participants wishing to enter the Promotion may do so through the following routes:</p> <ol style="list-style-type: none"> <li>1. This offer is valid exclusively for customers of Aditya Birla Retail Limited (Hereinafter referred as “ABRL”) having ClubmoreMembership and promoted by ABRL</li> <li>2. Members have to buy any 180ml / 200ml / 300 ml / 330ml / 500 ml/ 600ml / 750 ml/ 1.25 Litre/ 2 Litre / 2.25 Litre Can and PET Bottles of Coca-Cola® (“Promotional Products”) in the single bill during the promotion period at the stores of ABRL.</li> </ol> <p>Please note that standard SMS charges will apply (this will depend upon the call tariff of the user). However, these rates are not fixed and</p>

		<p>may be subject to change and may vary from operator to operator. We recommend that the Participants confirm the applicable rates and charges with their respective telecom service providers.</p> <p>Entry by proxy is not permitted. Participants can only enter in their own name.</p> <p>7.2. The Promotion is only limited to the Promotional Products sold by the Organizer.</p> <p>7.3. Participants are eligible to participate in the Promotion and win Prize in accordance with the terms and conditions of this Promotion by purchasing the Promotional Products.</p> <p>7.4. The Promotion is only limited to the beverages under the brand Coca-Cola sold by the Organizer.</p> <p>7.5. However, mere participation in the lucky draw does not imply the Participant is selected as a winner of the Prize.</p> <p>7.6. The Organizer has the discretion to observe and reject any incorrect, incomplete, returned, bulk orders.</p> <p>7.7. If the contacted winner conveys that he/she is not interested in the Promotion any longer, the winner's opportunity to visit England shall stand forfeited.</p> <p>7.8. Process:</p> <ul style="list-style-type: none"><li>i. The Eligible Winner will be contacted total of 3 times, within 3 working days of announcement of results.</li><li>ii. If the Eligible Winner is not reachable / contactable or suitable response/confirmation is not received from the winner, the winner's opportunity to win the Prize shall stand forfeited.</li><li>iii. If the Eligible Winner upon receiving the call, is interested in continuing in the Promotion and is in possession of a valid passport not later than 5 days from the date of receiving the call herein, he/she shall remain eligible for the Prize and be required to procure visa in accordance with the Terms.</li><li>iv. Travel Arrangement: Expenses Included:<ul style="list-style-type: none"><li>a. <b>General</b> category match tickets;</li></ul></li></ul>
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- b. Round trip economy class airfare (starting and finishing at **Delhi**);
- c. **3** star hotel accommodation
- d. Meals excluding alcohol to be managed by an agency appointed by the Organizer or any entity approved by the Organizer;
- e. Transport (starting and finishing at **Delhi International Airport**)
- f. Standard visa processing fees;

It is hereby clarified that:

- i. Any additional costs beyond the standard package provided by the Travel Agency will be borne by the Winner.
- ii. It is the Winners' responsibility to organize transport to/from the airport departure/return point.
- iii. The Travel Agency shall not be responsible for any other expenses other than herein specified. The Winner agrees that no claims, correspondence or complaints shall be raised against the Organizer or CCIPL or Travel Agency in this regard.
- iv. The Participant will have to bear the costs involved in getting his/her own passport.
- v. The Participant shall be solely responsible for procuring his/her visa for the purpose of this Promotion.

Please note that apart from the standard visa application fee, neither the Travel Agency, nor CCIPL or other agents of this Promotion will be responsible to bear any other costs for the Participant in relation to procurement of visa, including but not limited to the following:

- travel for the purpose of meeting the Travel Agency
- travel for the purpose of the visa interview (if required or applicable).
- travel for the purpose of collecting visa or submitting documents
- any other expenditure incidental to applying for or collecting the visa including but not limited to, accommodation, etc.

		<p>The Participant understands and acknowledges that neither the Travel Agency nor CCIPL or agents of this Promotion are responsible for rejection of a visa application by the concerned authorities.</p> <p>The Participant understands and acknowledges that his/her Prize will stand forfeited and his/her participation in the Promotion will stand cancelled:</p> <ul style="list-style-type: none"> <li>- if his/her visa is rejected by the concerned authorities;</li> <li>- if his/her visa does not come through before the date of travel.</li> </ul> <p>In case of rejection of VISA, Prize shall not be redeemed in cash/kind.</p>
8.	Reminder	<p>8.1 If the Eligible Winner of this Promotion Activity fails to submit the confirmation and any other verification documents before <b>15<sup>th</sup> May</b> , whichever is later, commencing from the date on which declaration of the Eligible Winner is made; no further reminder shall be sent by the Organizer and the right of the Eligible Winner to win the Prize will stand forfeited.</p>
9.	Conditions relating to Prize	<p>9.1 The Prize provided will be subject to the inclusions and exclusions mentioned in Clause 7 above.</p> <p>9.2 The Winner will be intimated of the date, port of departure and other requisite details of the trip sufficiently in advance in order to enable him/her to make all arrangements for the trip (if required).</p> <p>9.3 If the Winner, for any reason whatsoever, is unable to board the flight to <b>Manchester</b> on a designated date, such Winner's Prize shall stand forfeited. If the Winner fails to board the return flight from <b>Manchester</b> to India on a designated date, the Winner will be required to return at his/her cost and neither CCIPL, Organizer nor the Travel Agency shall be liable for any claims, damages or liabilities arising therefrom.</p> <p>Flight schedules are subject to change without notice. All travel is subject to availability of tickets.</p> <p>9.4 Winner is responsible for any additional spending (other than those included as specified in clause 7 above) and any other ancillary costs, including but not limited to any applicable insurance excesses, excess travel luggage and payment in respect of any damage to property or person caused by the Winner.</p> <p>9.5 No portion or the whole of the Prize is redeemable for cash. The</p>

		<p>Prize is not refundable.</p> <p>9.6 The Winner is responsible for obtaining all required travel documents and the visa prior to the travel.</p>
10.	Publicity	<p>10.1 The Participants undertake and irrevocably and unconditionally permit the Organizer, or any entity approved by Organizer to cover the Promotion through various media including newspapers, radio, television including news and other channels, internet, point of sale materials, etc., and shall not raise any objection, protest or demur whatsoever to such coverage or in this regard. Further, the Participants also understand and agree that their responses may be publicised as part of this Promotion.</p> <p>10.2 Whilst Organizer shall make all reasonable efforts, there is no obligation on the part of Organizer to air any entry.</p> <p>10.3 The Winner must, at the request of the Organizer, participate in all promotional activity (such as publicity and photography) surrounding the winning of the Prizes, free of charge, and they consent to the Organizer or any entity approved by Organizer using their name and image in all promotional materials.</p>
11.	Intellectual Property Rights	<p>11.1 All rights, titles and interests, including but not limited to the Intellectual Property Rights, in the promotional material(s) and in any and all responses received shall vest solely and exclusively with the Organizer at all times.</p> <p>11.2 The Organizer or any person or entity permitted by the Organizer in this regard shall be entitled to use any information in connection with the entry in any media for future promotional, marketing, publicity and any other purpose, without any permission and or payment to the Participant.</p> <p>11.3 All material submitted in connection with the Promotion (whether written, audio, electronic or visual form, or a combination of those) or any photographs, video and/or film footage and/or audio recording taken of Participants are assigned to the Organizer upon submission and become the property of the Organizer exclusively. Organizer may use the material in any medium in any reasonable manner it sees fit. Copyright in any such material remains the sole property of the Organizer.</p>
12.	General Conditions	<p>12.1. Each Participant represents and warrants that he/she is legally competent to enter into binding contracts under applicable laws. By taking part and/or entering this Promotion the Participant warrants that all information provided by him/her regarding his/her name, age, state, city, address, phone number, etc., is true, correct, accurate and complete.</p>

		<p>12.2. Each Participant is required to provide full and accurate details of his/her name, permanent address, phone number, age and such other details as may be prescribed by the Organizer and it is to be understood that the Prize will be given to the winner only upon furnishing of the prescribed details and documents to the Organizer, or the Travel Agency (as applicable).</p> <p>12.3. The Organizer may, at any time, verify or authorize verification of the Participant's entry (including such Participant's identity, age, place of residence and affiliations) and disqualify any Participant (at any stage of the Promotion) if it is found that such Participant has misrepresented any material fact or submitted an entry or any documents that is inconsistent with these Terms.</p> <p>12.4. The Organizer may, disqualify any Participant if such Participant engages in or it is found that such Participant has engaged in any illegal, unlawful or improper conduct (with regard to the Promotion or otherwise).</p> <p>12.5. The Prize is not redeemable for cash or any monetary benefits in kind.</p> <p>12.6. The Organizer reserves the right at its sole discretion to cancel, terminate, postpone, modify or suspend the Promotion in whole or in part at any time including if, for any reason, the Promotion is not capable of running as planned, including due to any technical failure or any other causes beyond the control of Organizer, and will not be liable for any consequential losses/damages. The Winner and/or Participants agree that no claims or complaints may be raised against the Organizer or CCIPL, or the Travel Agency in this respect. Any decision of Organizer in this regard and in general with respect to this Promotion and the Terms thereto shall be final, binding and non-contestable.</p> <p>12.7. CCIPL further reserves the right to modify or cancel the Prize offered under this Promotion, at its sole and absolute discretion. The Winner and/or the Participants agree that no claims or complaints whatsoever may be raised against CCIPL in this respect.</p> <p>12.8. The decision of the Organizer shall be final in all regards and no communication shall be entertained in this regard. None of the provisions of these Terms shall be deemed to constitute a partnership or agency between any Participant and the</p>
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		<p>Organizer and the Participant shall not have the authority to bind the Organizer in any manner whatsoever.</p> <p>12.9. Failure to exercise or delay in exercising a right or remedy provided hereunder or by law does not constitute a waiver of the right or remedy or waiver of other rights or remedies on the part of Organizer, CCIPL or the Travel Agency.</p> <p>12.10. Winner and Participants undertake not to, at any time, disclose, reveal, communicate or otherwise make public any information relating to the Organizer, their respective business, personnel, servants, agents or officers to anyone.</p> <p>12.11. If a Participant is dissatisfied with the Promotion or the Promotion Terms, his/her sole and exclusive remedy is to not participate in the Promotion.</p> <p>12.12. Please note that neither Organizer, CCIPL or any of its affiliates, representatives etc shall be responsible for any disruption, disturbance or disconnection in the phone line and all disputes, complaints, claims shall be raised with the telecom service provider only.</p> <p>12.13. These Terms may be altered, modified, amended by the Organizer or CCIPL at its sole and absolute discretion and without any notice to the Winner and/or Participants.</p> <p>12.14. All costs associated or arising in connection with the Prize are the responsibility of the Winner, unless otherwise expressly provided in these Terms.</p> <p>12.15. CCIPL or the Travel Agency retain the exclusive right to modify, amend or alter the itinerary and schedule of the trip including travel dates, hotel accommodation etc.</p> <p>12.16. This Promotion cannot be combined or clubbed together with any other Promotion, offer or scheme organized or conducted by the Organizer or its authorized retailer/ outlet.</p> <p>12.17. Decisions of the Organizer are final and binding. All promotional materials relating to this Promotion, including details on how to ratify and claim prizes are part of these conditions on entry.</p> <p>12.18. CCIPL or Organizer will not be liable to perform any of their respective obligations under the Promotion or in respect of the Prize or to modify and / or cancel the Promotion in its total</p>
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and to amend the Terms & Conditions to this Promotion due to any act or event, unforeseeable, irresistible and beyond their control which shall be considered as a force majeure event and shall include fire, explosion, earthquake, storm, flood or other weather, unavailability of necessary utilities, war, insurrection, riot, act of God or the public enemy, law, act, order, proclamation, decree, regulation, ordinance, or instructions of Government or other public authorities or judgment and further shall not be liable to compensate the Winner or the Participants in these circumstances.

12.19. Participation in this Promotion confirms acceptance of these conditions of entry and the Organizer's decision.

12.20. All local laws and regulations apply to this Promotion.

12.21. Participants assume liability for any injury or damage sustained or claimed to be caused by participation in the Promotion.

12.22. The Organizer, CCIPL, its affiliates, and related companies are not liable for any loss, damage, or injury by or to any person in connection with the Promotion.

12.23. By participating in the Promotion, the Participant (including winners) hereby consent to the use, display, publication and reproduction of the information relating to the winner including their images, names or likeness and shall not make any claim in respect thereof from the Organizer or third party event agency.

12.24. Any cost involved in entering the Promotion by a consumer shall be borne by the particular consumer and shall not be reimbursed by the Organizer.

12.25. Entry and participation in the Promotion shall be deemed as an unconditional and unequivocal acceptance of these terms and conditions.

12.26. The Organizer, CCIPL disclaims liability for any physical or psychological injury or damage sustained or claimed to have been sustained by a consumer due to the participation in the Promotion.

The titles to the paragraphs of this document are solely for the convenience of the parties and shall not be used to explain, modify,

		<p>simplify, or aid in the interpretation of the provisions of this Terms and Condition applicable to this Promotion.</p>
<p>13.</p>	<p>Release and Limitations of Liability</p>	<p>13.1 By entering the Promotion, the Participants hereby release from and agree to indemnify the Organizer, CCIPL and/ or any of its respective officers/employees from and against all liability, cost, loss or expense arising out of acceptance of the prize or participation in the Promotion including (but not limited to) personal injury and damage to property and whether direct, indirect, consequential, foreseeable, due to some negligent act or omission, or otherwise.</p> <p>13.2 International Cricket Council (ICC) and its affiliates shall not be liable for any claim arising out of or related to the Promotion and or Prize.</p> <p>13.3 The Organizer, CCIPL accept no liability, whether jointly or severally, for any errors or omissions, whether on behalf of themselves or third parties in relation to the Prize. The Organizer, CCIPL and any of their respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees and agencies will not be responsible for cancellation of the match, flights or any late, lost, misrouted, garbled or distorted or damaged transmissions or entries or documents.</p> <p>13.4 The Participant(s) shall be solely responsible for any consequences which may arise due to their participation in the Promotion by conducting an illegal act. Participant(s) also undertakes to indemnify the Organizer, CCIPL and their respective officers, directors, employees and agents on the happening of such an event (including without limitation cost of attorney, legal charges etc.) on full indemnity basis for any loss/damage suffered by the Organizer or CCIPL on account of such act on the part of the Participant. Participant(s) hereby agree to indemnify, defend and hold harmless the Organizer and CCIPL in case of any loss or liability (including but not limited to liabilities, judgments, damages, losses, fines and penalties, claims, costs and expenses such as attorneys' fees and expenses) or any other loss associated with, arising out of or incidental to their ineligibility to participate, any untoward, rash or negligent act on their part, or non-compliance or alleged non-compliance with these Terms and Conditions, any other rules, regulations, directives (whether written or verbal) issued by the Organizer from time to time, during the Promotion.</p> <p>13.5 To the fullest extent permitted by law, in no event will the Organizer, CCIPL or any of its officers, servants, employees, representatives and/or agents (including without limitation, any third</p>

		<p>party service providers that the Organizer may engage for purposes of the Promotion), be liable for any loss or damages (including, without limitation loss of income, profits or goodwill, indirect, incidental, consequential, exemplary, punitive or special damages of any party including third parties) howsoever arising whether in contract, tort, negligence or otherwise, in connection with the Promotion and/or the Promotion Prizes, even if the Organizer or CCIPL has been advised of the possibility of such damages in advance, and all such damages are expressly excluded. The Participant shall indemnify, defend, and hold the Organizer and CCIPL harmless in the event of there being any third party/entity/organization claims arising from or related to his/her participation in the Promotion. In no event shall the Organizer or CCIPL be liable to any Participant for acts or omissions arising out of or related to the Promotion or his/her participation in the Promotion.</p> <p>13.6 In consideration of the Organizer allowing the Participant(s) to take part in the Promotion, to the maximum extent permitted by law, the Participant(s) waive and release each and every right or claim, all actions, causes of actions (present or future) each of them has or may have against the Organizer, its respective agents, directors, officers, business associates, group companies, sponsors, employees, or representatives for all and any injuries, accidents, or mishaps (whether known or unknown) or (whether anticipated or unanticipated) arising out of the Promotion or related to the Promotion or the prizes of the Promotion.</p> <p>13.7 The participants shall not hold <b>Organizer</b> responsible for or liable for any actions, claims, demands, damages, losses, costs, charges and expenses which a winner may suffer, sustain or incur with respect to the winners selection and Prize declaration process under the Promotion.</p>
14.	Dispute	<p>14.1 The courts of competent jurisdiction at <b>New Delhi</b> shall have exclusive jurisdiction to determine any and all disputes arising out of, or in connection with, the Promotion.</p> <p>14.2 Participation in the Promotion is unauthorized in any jurisdiction that does not give effect to all provisions of these terms and conditions, including without limitation, this clause.</p> <p>14.3 Further all issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, or the rights and obligations of the Participants and/or the Organizer and/or Partners of this Competition, shall be governed and construed in accordance with the laws of the Republic of India.</p>