

‘2MAD’

VOTING RULES AND REGULATIONS

The Voting Rules and Regulations shall be available on <http://www.colorsmarathi.com/> as TnC for 2MAD in the footnote and as a separate tab on 2MAD show page on colors Marathi and on the official Facebook page of colors Marathi in the notes section, shall be binding on each individual, who participates in VOTING ACTIVITY (“**Poll**”) by casting his/her vote, using the Voting Mechanism (as stated hereinafter), for the individual competing in the program titled ‘**2MAD (“Program”)**’ which is produced by BBC Worldwide Media Pvt. Ltd. (‘Producer’) for and on behalf of Viacom18 Media Pvt. Ltd. (“**Viacom18**”) and is aired on Viacom18’s television channel “Colors Marathi” (hereinafter collectively referred to as “**Channel**”), as per the Principal Voting Terms, Rules and Regulations and General Rules (hereinafter collectively referred to as “**Rules and Regulations**”) stated hereunder:

PRINCIPAL VOTING RULES AND REGULATIONS:

1. The Program is a dance competition where girls and boys from all over Maharashtra compete with each other individually, as per the format of the Program, and proceed to next levels of the competition of the Program. The final scores of the participants of the Program will be average of the previous week’s points given by the judges (on the basis of the individual’s performance in the previous episode) and number of votes received by Viacom18, within the Voting Cycle, for such individual. Viacom18 and/or the Channel reserve the right to modify the format of the Program and accordingly the Voting Rules and Regulation, at any time, at its discretion, during the telecast of the Program, or at any other time at its convenience and the users / viewers are required to check the Rules and Regulations to make themselves aware of the amended Rules and Regulations and shall be bound by such amended Rules and Regulations
2. The votes, for the episode, should be sent only during the timelines, as more particularly mentioned in clause 7 below. Votes sent beyond the timelines, shall not be considered as valid votes and shall be deemed null and void.
3. To participate in the Poll, the viewers must watch the episodes of the Program being telecast on the Channel, on the times as mentioned in clause/ rule 2 above. The viewers by participating in the Poll will get an opportunity to cast their vote for any individual(s) participating in that episode(s) of the Program.
4. The viewers interested in the Poll can participate by choosing the only one mechanism as mentioned below and shall be subject to the respective mechanism’s requirements and rules:

SMS Mechanism: Viewers shall be able to cast their vote by sending text message of Team’s Keyword to 56882 (“**Sms**”);

All the above mechanism together shall hereinafter collectively be referred to as “**Voting Mechanism**”.

5. A viewer interested to cast his/her vote, by using **SMS Mechanism**, will be subject to the following:
 - 5.1. only viewers who are citizens of India and 18 years and above can participate through SMS Mechanism;
 - 5.2. the viewer needs to use a valid phone number, registered either with the network operators viz. **Aircel, Airtel, Idea, Reliance, Tata, Videocon, Vodafone**;
 - 5.3. the viewer can cast his/her vote for the Team, he/she desires for a particular episode of the Program, by sending text message containing the Keyword assigned to each of the individual of the Program, for each respective episode of the Program to the shortcode number **56882**, as per the details mentioned on in these Rules and Regulations mentioned herein (for illustration purposes, to vote for Sonal Vichare, the viewer must send an SMS containing the Keyword “SONA” to 56882).
 - 5.4. Each SMS shall be chargeable, at the applicable rate i.e. Rs.3/- as on date of upload of these Rules and Regulations, and shall be borne by the viewer any change in the rate of the SMS (arising due to law or network operator’s policy) shall be checked by the viewer at his/her sole responsibility.
6. For the purposes of the Poll of the Program, the keyword assigned to each of the individual (‘Keyword’) of the Program, for the respective episode of the Program, as given below:

Sr No	NAMES	Keyword
1	NIKHIL THAMKE	NIKH
2	RAHUL KULKARNI	RAHU
3	TUSHAR KHERADE	TUSH
4	SONAL VICHARE	SONA
5	AKASH MORE	AKAS
6	PRATIKSHA SUTAR	PRAT
7	ARYA DONGRE	ARYA
8	SHIVAM WANKHEDE	SHIV
9	MANGESH PATNE	MANG
10	SHREE DALVI	SHRE
11	SURAJ MORE	SURA
12	MITHALI NIMBALKAR	MITA
13	GAURAV NERPAGAR	GAUR
14	VAISHNAVI MORE	VAIS
15	PALAK BERAD	PALA
16	APURVA KAKDE	APUR
17	TANVEER SHAIKH	TANV
18	KRIPESH SHETTY	KRIP
19	NIDHI DICHOLKAR	NIDH
20	PRIYANKA MAYDEO	PRIY

Eg. If a user wants to vote for Sonal, he/she must send the Keyword SONA to 56882 Only the above 4-letter Keywords will be considered as valid votes.

7. The viewer should cast his/her votes for a particular individual, for respective episodes of the Program, during a particular Voting Cycle (as defined below) and any vote casted after the Voting Cycle shall neither be considered as vote for that episode nor for the next Voting Cycle.
8. Viewer(s) interested in voting for their favorite individual in a particular episode of the Program, must send in their entries within the time period stated herein below:

For every episode, the period starting from Voting Start Date and Time and ending on Voting End Date and Time will be considered as voting cycle for that particular episode (“**Voting Cycle**”).

The Poll will start from 9.30 p.m. (i.e. 21:30 hrs IST) on Monday 13th March 2017 and end at 12 p.m. (i.e. 12:00 hrs IST) on Wednesday 12th April 2017 (both days inclusive)

Voting Schedule as below

Start Date	Start time	End Date	End time
13 th March	9.30 pm	14 th March	9.30 am
14 th March	9.30 om	15 th March	9.30 am
20 th March	9.30 pm	21 st March	9.30 am
21 st March	9.30 pm	22 nd March	9.30 am
27 th March	9.30 pm	28 th March	9.30 am
28 th March	9.30 pm	29 th March	9.30 am
3 rd April	9.30 pm	12 th April	9.30 am

9. The viewers who use the SMS Mechanism understand that as per the Rules and Regulations, the maximum number of votes that he/she can cast, for their favorite individual per episode, during the Voting Cycle, is limited to: a maximum of 100 votes per valid mobile number through the SMS mechanism..
10. The votes sent after the first 100 votes of any user/viewer through the SMS Mechanism, shall not be counted and will be considered null and void. Thus, for e.g., a viewer has sent 110 votes, during the Voting Cycle, then the vote casted by the viewer vide his/her mobile number after the 100th vote i.e. 101st to 110th for that particular episode during that particular Voting Cycle will not be counted and would be considered null and void.
11. The vote through the SMS Mechanism will be deemed to have been casted and received only when such vote reaches the server of the concerned mobile operator and such vote as received by the mobile operator shall be considered for the purpose of counting. Any unclear/incorrect/incomplete vote, including wrong characters in SMS, incomplete vote, incomplete Keyword of team, shall be considered invalid vote and deemed null and void.
12. Neither Viacom18 nor the Channel shall be responsible in case of any kind of network problem, technical failure whatsoever and/or the data charges/costs charged by the network operator(s) and/or

any other problems which may occur due to the failure of the Mechanism or misuse of the Mechanism or any kind of problems in connection thereto. Any dispute in connection to the same should be settled directly between the viewer/subscriber and the operator(s) without involving Viacom18 and/or the Channel in any manner and at anytime whatsoever.

13. Neither Viacom18 nor the Channel shall be responsible for any unauthorized access to user data and/or for any misuse of /compromise on private / confidential user related, or any other data, including but not limiting to user ids, email address, names, or any other user related details.
14. In case of any network failure, technical problem and/or for any reasons whatsoever, Viacom18 reserves the right to change the voting system/Voting Mechanism and/or cease from accepting votes of the viewers for any and/or all the episode(s) of the Program, or take such necessary steps as it may deem fit.
15. Upon the viewer's voting for the favorite individual(s), the user and email id or phone number from which the individual (s) has voted during the Voting Cycle would get registered with the respective network provider(s) who will collate the total number of votes received for each Team and send the same to Viacom18.
16. The viewer(s) can cast their votes for only those individual (s) of the Program who have participated in that episode of the Program. Any votes sent by the viewers for the individual (s) who were not a part of that particular episode due to elimination or for any other reason whatsoever, will not be considered and shall be null and void.
17. It is expressly stated that this is a Poll to enable the viewers to choose their favorite Team(s). Therefore, there are no winners being declared or any prize(s) being distributed for participating in the Poll.
18. The elimination of the Teams and/or the decisions made by judges of the Program, Viacom18 and/or the Channel shall be final and binding and in no event shall the **individual** (s) dispute the decision made by the judges of the Program, Viacom18 and/or the Channel.

GENERAL RULES

1. Viacom18 or the Channel reserves all rights to make amendments to the existing Rules and Regulations of the Poll, or withdraw the Poll, change the schedule of the episodes of the Program, Teams of the Program, the Voting Mechanism, any details of the Program etc, at any time, without prior notice to the viewer, for any reason whatsoever. It shall be the sole responsibility of the viewers to check the Rules and Regulations of the Poll for the Program on the Website of Viacom18 and all the viewers /voters shall be bound by any such amended Rules and Regulations.

2. The viewer interested in participating in the Poll must be above the age of 18 years as on the Voting Start Date and shall be citizens of India.
3. The voter(s) of the Poll agrees that he/she shall hold harmless the Channel, Viacom18, its group companies, affiliates and their respective directors, employees, officers, representatives, agents, partners or any other person in relation to any injury/damage/harm/loss suffered by him/her, in any manner, whatsoever in connection with the Poll and shall also not file in person/ through any family member and/or third party any applications, criminal and/or civil proceedings in any courts or forum anywhere in the World against the sponsor and/or the Channel and/or Viacom18 to claim any damages and/or relief's and/or otherwise.
4. The Channel and/or Viacom18 is in no manner whatsoever responsible and/or shall not be held liable in any manner whatsoever, for any injury, death, mental trauma caused to the viewer/voter in any manner whatsoever, in connection to the Poll.
5. Viacom18 and/or the Channel reserves the right to disregard the vote(s) in the event Viacom18 observes any irregularity in the voting pattern of the vote(s) sent by the viewer(s) and/or if Viacom18 in its knowledge has reason to believe that the viewer(s) has acted in a fraudulent manner and/or engaged in any deceitful activity in sending the said vote(s).
6. Employees of and/or consultants of and/or persons hired on contract by the Channel, Viacom18 and the main sponsors of the Program, if any, and the members of their immediate family are ineligible for voting for the Program through this Poll.
7. By the act of voting by the viewer(s) it is deemed that the viewers have checked these Rules and Regulations and the viewer agrees that he/she shall hold harmless the Channel, Viacom18, its group companies, affiliates and their respective directors, employees, officers or any other person/party in relation to any injury/damage/harm/loss suffered by him/her, in any manner, whatsoever in connection with the Program and/or otherwise and shall also not file in person and/or through any family member and/or third party any applications, criminal and/or civil proceedings in any courts or forum anywhere in the world against the Channel and/or Viacom18 to claim any costs, damages and/or relief's and/or otherwise.
8. All decisions made by Viacom18 and/or the Channel shall be final and binding on all the viewers and voters and in no event shall the viewer and/or the voter shall dispute the decision made by Viacom18, Channel and/or its employees in connection to the same.
9. The elimination of the participant(s) and/or the decision(s) made by the Channel and/or Viacom18 regarding the winners, final winner of the Program shall be final and binding on all the viewers, participants, other any person and/or party and in no event shall the viewer(s) dispute the decision made by Viacom18, Channel and/or its employees in connection with the Program and/or otherwise at anytime whatsoever.
10. By voting it is deemed that the viewers have read, understood, accepted the terms and conditions , Rules and Regulations as stated herein and agree to abide by all the Rules and Regulations of the Poll.

11. The terms of these Rules and Regulations shall be construed in accordance with the laws of India and in case of any dispute and/or any other matter arising in connection to the Poll shall be governed by the laws of India and shall be subject to the exclusive jurisdiction of the Courts at Mumbai.