

“Dus Ka Dum Play Along” Contest

I. Specific Terms and Conditions

1. The "Dus Ka Dum Play Along" (hereinafter the "Play Along") is hosted in India on Sony Entertainment Television channel owned by Multi Screen Media Private Ltd. and/or its affiliates (herein after “MSM”) and sponsored by Samsung India Electronics Private Limited (“Sponsor”) on wireless service 52525 (hereinafter referred to as “Short code”), which is available on select networks only, interactive voice service (hereinafter referred to as “IVR”) 5052525 on wireless and fixed land-line phones only.
2. The price of the SMS/call is decided at the sole discretion of the respective cellular operators /BSNL/MTNL and varies across cellular operators /BSNL/MTNL. The prices are as mentioned below. Kindly check with your respective cellular/BSNL/MTNL operator for the latest prices and details regarding the same.

Pricing Grid

Country	Voting Platforms	Number / Gateway
India	SMS	52525
	IVR (Mobile)	5052525

Rates chargeable for per SMS/call shall be as applicable. Premium rates shall apply.

3. The Play Along will start with the telecast of each episode of the program “Dus Ka Dum” (herein after the “Program”), and shall end with that episode of the Program only. The collective results and the names of winners will be announced in the next week’s episode of the Program **on Saturday**.
4. The present schedule of telecasting the Program is 9 PM (IST) every Saturday commencing from May 30, 2009 till August 29, 2009 on Sony Entertainment Television. In case of any changes in the Play Along timings and/or telecast schedule, the same will be publicized on MSM or its associate channels / beams/websites.
5. The Play Along uses the format of the Program. There are two rounds in the Program – ‘Knock Out Round’ and ‘Money Round’. A participant of Play Along (hereinafter the “Participant”) needs to answer the question asked by the host of the Program (herein after the “Host”) to the contestant (herein after the “Contestant”) solely in the ‘Money Round’. The question(s) asked in the ‘Knock

Out Round' do not form part of Play Along since these are medium to select the Contestant for the 'Money Round'.

6. **For purposes of avoiding confusion, only responses submitted to 'Money Round' and not 'Knock Out Round' questions qualify for Play Along.**
7. **The Participant needs to answer the question asked by the Host, using Short Code and IVR line services, before the Contestant locks the answer.**
8. Entries received after the Contestant has locked the answer shall be invalid and not be considered. The Participant may send multiple entries for the particular question being asked in the episode but the last entry sent by such Participant before the Participant locks the answer shall only be considered. The Participants may send multiple entries for all the questions being asked during an episode by the Host to the Contestant(s).
9. If the Participant sends multiple entries to answer a particular question asked by the Host, out of which one or more entries are received after the answer is locked by the Contestant, then the last entry sent by the Participant before the locking of the answer shall be valid and considered.
10. Server time of MSM will be taken as reference for the entries submitted for Play Along.
11. Participants using the cellular mobile phone have to SMS the keyword PLAY followed by the percentage value that they have guessed for the question asked by the Host to the Short Code. Participants using mobile and landline can call up the IVR line and follow the voice instructions.
12. The Participant has to guess a percentage value that is as close as to the correct percentage value revealed by the Host in Program for the relevant question being asked.
13. One (1) correct entry received by MSM for each episode shall win one Samsung Star mobile handset (herein after the "Prize"). If there are not sufficient correct entries received by MSM, then the entries closest to the correct answers of an episode of the Program shall be considered for Prizes. In the event there are more than 1 correct entries or coinciding closest entries to the correct answer, then the winners for the Prize shall be selected by a computer randomizer. The final Prize winner shall be selected by the Sponsors and the decision of Sponsor in this matter shall be final and binding and no correspondence will be entertained on the same.
14. The Sponsors shall solely be responsible for the disbursement of the Prize.

15. The Prize shall contain standard warranties as provided by the manufacturer. MSM does not provide any additional implied or express warranties or guarantees in respect of the Prize provided by Samsung. Any malfunction or product defect of the Prize shall be taken up directly by the Prize Winner with Samsung.
16. MSM will not be responsible for any failure, delays / non-availability / downtime of the Voting service.

II. General Terms & Conditions

1. Mere participation in Play Along and sending the right answer do not entitle the Participant to win a Prize.
2. The Prize winner does not become official until all entries are validated by the Sponsor.
3. The Prize will be awarded to the Prize winners pursuant to verification and in accordance with these Official Contest Rules. In case of Prize Winner below the age of 18 years, the Prize may be awarded to the Prize Winner's parent or guardian only after verification by the Sponsor /MSM.
4. The Prize cannot be transferred, negotiated, refunded or exchanged, and by no means will cash be given. Only the Prize winners, and not any other person or agent, may claim the prize
5. All taxes, levies and duties due and owing under applicable and statutory laws in connection with the Prize, and all other costs, including insurance, incidental costs, gifts, gratuities and taxes, are the sole responsibility of the Prize winners.
6. The Participants of the Play Along agree that they shall hold harmless MSM, its directors, employees, officers or representatives in connection with the Play Along and shall also not file in person/through any family member and/or any third party any applications, criminal and/or civil proceedings in any courts or forum against MSM to claim any damages or relief.
7. Non-conformance with the terms and conditions as contained herein by any Participant will result in immediate disqualification of the vote from participation or winning as the case maybe.
8. MSM reserves all rights to make amendments to the existing terms & conditions without prior notice.
9. MSM and its affiliates, subsidiaries reserve the right to cancel/ postpone/ stop/ terminate the Play Along at its sole discretion.

10. MSM is not responsible for any errors or omissions. All information provided for the Play Along is provided "As is" without warranty of any kind. MSM makes no representations and disclaims all express, implied, and statutory warranties of any kind to the Participant and/or any third party including, without limitation, warranties as to accuracy, timeliness, completeness, merchantability, or fitness for any particular purpose.
11. Unless due to willful misconduct or gross negligence, MSM and/or its directors, employees, officers, affiliates or subsidiaries shall have no liability in tort, contract, or otherwise (and as permitted by law, product liability), to the Participant and/or any third party.
12. Under no circumstance shall MSM and/or their directors, employees, officers, affiliates or subsidiaries, be liable to the Participant and/or any third party for any lost profits or lost opportunity, indirect, special, consequential, incidental, or punitive damages whatsoever, even if MSM had been advised of the possibility of such damages.
13. The Play Along shall be governed by and construed in accordance with the applicable laws in India. All matters with respect to the Voting are subject to the jurisdiction of the Courts at Mumbai only.
14. Your participation in the Play Along shall be construed as an acceptance of the above stated terms & conditions