

LET'S CELEBRATE CREATIVITY IN PRINT

Submission Guide



Presents



Times Power of Print is a unique initiative by The Times Group, that invites creative minds to build an impactful print campaign for a *real brief*.

Croma and **Times Group** are joining hands to invite all communication agencies and students* to come up with award winning campaigns for a noble cause – ‘Croma E-Care - A Commitment towards a Brighter Every day’.

The Brief

Croma E-Care – A Commitment towards a Brighter Every Day

Why is e-waste such a menace?

The Global volume of e-waste generated is expected to reach 52.2 million tons or 6.8kg/inhabitant by 2021 from 44.7 million tons in 2016 according to a study conducted by The Associated Chambers and Industry of India-NEC. Out of the total e-waste produced in 2016, only 20% (8.9MT) is documented to be collected properly and recycled, while there is no record of the remaining e-waste.

E-waste generated in India is about 2 Million TPA (tons per annum), the quantity that is recycled is about 438,085 TPA. The sad part is that a mere 5% of India's total e-waste gets recycled due to poor infrastructure, legislation and framework which leads to a waste of diminishing natural resources, irreparable damage to the environment and health of the people working in the industry. Over 95% of the E-waste generated is handled by the unorganized sector, and scrap dealers in this market dismantle the product instead of recycling it. (Source: Times of India, Jun 4 2018)

The poor record in e-waste collection coupled with the 15% CAGR in electronics' purchases means we are sitting on a ticking bomb.

Croma's Mission:

Croma's mission to help people upgrade their lifestyles makes us a contributor to the generation of e-waste; by becoming part of the e-waste disposal eco-system we are trying to mitigate the deleterious impact on the environment this brings about. And that's how we are trying to promote

a culture of Responsible Consumption.

As a company we aim to be e-waste neutral by 2025, i.e. collect as much e-waste as the number of new electronics that we sell.

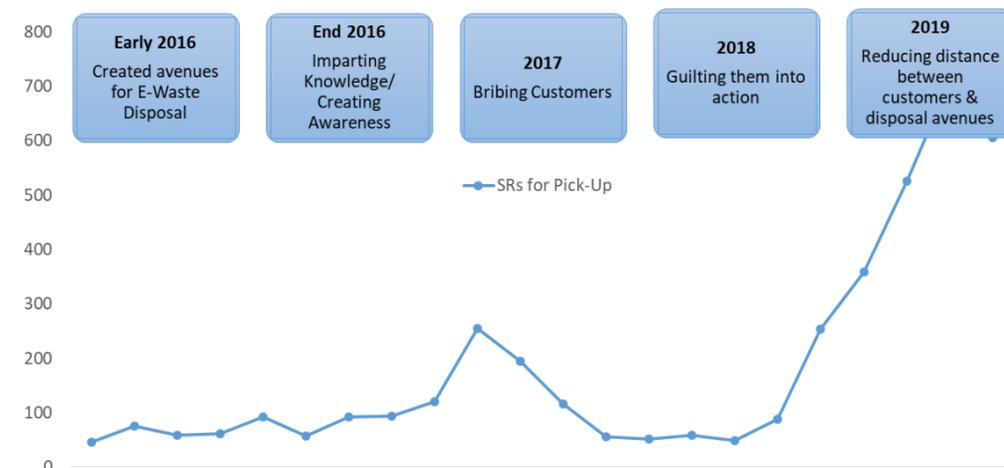
How did this journey begin for us?

Croma E-Care came into existence in the year 2016 when it was launched as an activation activity for a few catchments during the World Environment Day in June. The overwhelming response that we received is what triggered the idea to embrace this as a campaign, and furthermore, as our mission.

- **The Key Milestones:**
 - June 2016: We started off with a simple hash tag #IWillLetGo, this was seeded in the belief that customers are aware of what e-waste is and do not have enough avenues to discard their electronic waste, hence the resistance. That's when we set up collection centers at various catchments to ease the disposal process.
 - September 2016: When we decided to make this a full-fledged campaign, we realized there are many more hurdles than just the lack of disposal avenues. Speaking to customers we realized most customers are not even aware of what e-waste is, or the importance of responsible disposal, and they had an inertia that didn't let them throw the e-waste. Secondly, for Indian customers, getting some value in return for their old junk was very important, making trade-in vendors or kabbadiwalas indispensable. That's when the second leg of the campaign was taken live.
 - We made our 100+ stores as collection centers
 - Educated customers via different catchment activation mediums – RWAs, Schools, Colleges, Corporates were all targeted
 - Linked some value to e-waste disposal, gave out Croma vouchers that they could redeem during their next purchase

- 2017: We went a step ahead and added more incentives - we promised to plant a tree for every e-waste item that was handed over by the customer. Other incentives included lucky draw events where customers could win some exciting goodies along with the vouchers
- Early 2018: We roped in kids to be our ambassadors - the idea was to appeal to the emotive side of the audience and guilt them into action. The hash tag introduced during this camping was #ItnaTohKarDo, simple yet impactful. Along with all the other measures, we now also activated our call center numbers where customers could register for a doorstep pick of their e-waste, thus avoiding the hassle of carrying along e-waste to the store for disposal
- 2019: Apart from stores and the call center, we have now activated other collection points such as the website and our loyalty portal as well to make the programme reach far and wide

• **Summarizing the journey:**



As of date, we receive about **150 calls per week** for doorstep pick-up. Clearly, we are nowhere near hitting the 2025 mark of being e-waste neutral

Objective of the campaign:

1. Activate consumers into giving up old electronic gadgets at the time of buying or upgrading to a latest technology gadget.
2. Consciously identify items of e-waste lying around in their homes and flush them out

What should the campaign seek to achieve?

10X increase in the volume of requests for e-waste pick-up

Mandatories for Creative:

As the winning campaign will be run by Croma, it's essential that the creatives are designed incorporating the brand assets. Some brand mandatories to follow:

- Croma logo integration: Currently the logo gets used in 2 formats, references are attached in the appendix below. The primary color used is green and a visual element of pixels in gradients of yellow and green to add dynamism to the logo
- Our Toll Free number, i.e. 1800 22 66 99 has to be included as a call-to-action in the creative
- Colors chosen need to present the brand and the logo in good esteem
- The way Croma refers to 'Responsible Consumption' is by using the term 'e-ware', i.e. environmentally aware. The same has to be mentioned in some form in the copy as well

Appendix:



Submission Guide

1. Important Dates
2. Submission
3. Eligibility
4. Sending Entries by Post
5. Results & Winnings

1. Important Dates

ENTRIES OPEN: 12 NOVEMBER 2019
DEADLINE: 06 DECEMBER 2019
JUDGING: 18 DECEMBER 2019 (Agencies)
7 JANUARY 2020 (Students)
AWARDS NIGHT: JANUARY 2020

- 1.1 When can I start working on my entries?**
You can start working on your campaign from today. All information pertaining to the brief is available on page 2.
- 1.2 When can I submit my entries?**
While you can start working on your campaign beforehand, submissions on the entry site begins on 12 November, 2019.
- 1.3 What is the last date for submission?**
The deadline for submitting entries is 06 December 2019.
- 1.4 When are the Judging dates?**
Judging will take place on 18 December 2019 for agencies and 7 January 2020 for students.
- 1.5 When is the awards night?**
Awards night will take place in January, 2020 in Mumbai.

2. Submission

- 2.1 Where do I start?**
Start by reading the submission guide. It has been given in detail with deliverables & submission format.
- 2.2 What are the submission requirements and deliverables?**
The submission requirements and deliverables are mentioned in detail in this pdf. In short — answer the brief and submit your work as an A2 board alongside your online submission (agencies). Students need to send a high resolution PDF of A4 size.
- 2.3 What is the A2 board?**
The A2 board (420 x 594 mm) must be mounted on cardboard/sunboard and should not be more than 2mm thick. There is no specific gridline to follow.
- 2.4 Can I submit more than one entry for the brief?**
Yes. You can create and submit as many entries as you want for the brief.

3. Eligibility

3 Who can enter?

All Agencies and Students (16 and above) can participate.

3.1 Can we enter as a team?

Yes. Individual entry of students (16 and above) is acceptable or as a team of two.

3.2 Can I team up with friends from other universities/agencies/companies?

No. Teams should be made from the same agency/ university only.

3.3 Is there a limit to how many entries one can enter?

No. You can enter as many entries as you like.

4. Sending Entries by Post (Only for agencies)

4.1 How do I label my entries for posting?

Please use the entry ID provided upon completion of submission via the online system.

4.2 When is the date to submit the creative by post?

The A2 (physical board) should reach the Times office no later than 13th December, 2019.

Failing which the entry will not be taken into consideration

4.3 What address do I send my entries to?

Addressed to:

Shambhavi Mishra

Times Tower

Kamala Mills Compound

Lower Parel Mumbai 400013

Email: timespowerofprint@timesgroup.com

4.4 How do I send work from outside Mumbai?

Mark your package as 'Competition material: no commercial value'. If you need to indicate the value of the goods in the package, use a token value, for example INR 100 per entry. Please make sure you have settled all shipping costs before sending

your entries. Otherwise your package could be held up or refused at our office because of extra shipping costs.

4.5 How will I know if my package has arrived?

We won't notify you when we receive your package. We will only get in touch if your package doesn't make it to our office.

5. Results & Winnings

5.1 How will I know if I've been nominated?

All nominations will be announced on www.timespowerofprint.com in the week of 16 December 2019 for agencies and the week of 13 January 2020 for students.

5.2 When will I know if I've won?

All award winners will be announced at Times Group Event in January, 2020.

5.3 What will I win?

The winning team will receive:

- **Agencies:** The National level winning team will be sent to the Cannes Lions International Festival of Creativity, 2020 and win a Times Power of Print Trophy. Zonal level winners will be chosen from North, South, East and West and will be awarded special hampers. Winning campaign of agencies will be published in The Times Group publications.
- **Students:** National level winning team will win an internship with Croma. Zonal level winners will win Croma vouchers.

Terms & Conditions

AGENCIES

Definitions

Competition	Power of Print 2019
Competition Management	This competition is organised by Bennett Coleman Co & Ltd ('BCCL' or 'Management'); organizers are responsible for the overall conduct of the same in India
Microsite	www.timespowerofprint.com
Participant	Any student or a team of two form the creative / communication agency that participate in the competition by submitting an entry on the microsite
Jury	A group of persons appointed by Management to determine the winners
Terms and conditions (T&C)	These terms governing the Competition, as may be amended from time to time
Zones	North Zone: Delhi, Haryana, Rajasthan, Punjab, Himachal Pradesh, Jammu & Kashmir, Chandigarh, Chhattisgarh, Madhya Pradesh, Uttar Pradesh, Uttarakhand East Zone: West Bengal, Assam, Meghalaya, Sikkim, Arunachal Pradesh, Nagaland, Tripura, Mizoram, Manipur, Andaman-Nicobar, Bihar, Orissa. West Zone: Gujarat, Goa, Maharashtra, Dadra & Nagarhaveli and Daman & Diu South Zone: Tamil Nadu, Kerala, Pondicherry, Lakshadweep, Andhra Pradesh, Karnataka, Kerala, Telangana

- These Terms, Conditions and Guidelines (these "Terms") are applicable to and govern the "Power of Print 2019" organized and conducted by Bennett Coleman & Co Ltd in India

- By participating in the Competition, Participant agrees to abide by and be bound by these Terms.
- These Terms may be modified without any prior notification. Participant is advised to regularly review these Terms. If there is any disagreement with any of the Terms and any amendments thereto, Participant must not participate in the Competition

Objective

To invite creative minds to build an impactful creative Print Ad based on the theme decided for the competition. The competition is open to both students and professionals who fit into the criteria as defined below: -

Eligibility Criteria

Agency

- Team consisting of two participants from an advertising/creative agency can apply for the competition
- Both the participants must belong to the same organization and should be full time employees as on June 30, 2020. Participant will be asked to submit documents to support this at the time of submitting their entry
- Any two-people working in a creative / communication full service agency can form a team and take part in the competition
- Students are not allowed to participate under this category
- An individual/team can apply multiple times provided the creative with which they are applying is different from the one already applied with. Every creative will be treated as a different entry for the competition

- Winning teams from the past are not eligible to apply for Power of Print 2019. However, if one person from the winning team forms a new team with a different individual, he /she be eligible to participate as a new team
- Participant on notice period cannot apply for the competition

General Eligibility Criteria for participation

- Participant should hold a valid Indian Passport with minimum 6 months of validity as on December 31, 2020
- In case of absence of the valid Indian Passport, a participant of Indian origin, holding a foreign Passport with minimum 6 months of validity as on December 31, 2020 along with any 1 of the below mentioned documentation proofs can apply for the competition. These documents, issued by competent authorities in India, can be asked from the participant at any given time of the competition for verification purpose
 - Birth Certificate
 - School leaving certificate
 - Aadhar card
 - OIC card (Overseas Citizens of India)
 - Domicile Certificate
 - PIO card (Person of Indian origin)
 - Voting Card
- A Participant may be disqualified if there is any conflict with any of the stakeholders of the Competition, and this is identified at any point of time during the Competition
- If the participant is found to have plagiarized or infringed any third party's copyright in any aspect of his/her entry, the participant will be disqualified
- BCCL employees, Affiliates, Partners, Contractors, Sponsors, Immediate family members (Parents, Spouse, Children & Grand Children) and Validation agency employees who have been part of the process are refrained from participating in any weekly finale exam or event and shall stand disqualified with immediate effect and shall be liable to return the prize or benefit received and at our sole discretion pay penalty, damages and compensation and indemnify us against any claims, expenses or liability from any person, entity or third party by this act or omission of the employees or relative
- An organization cannot participate on behalf of its sister units, parent organization or other organizations under the parent organization
- The final eligibility of the Participant will be subject to the discretion and approval of the management and Jury

Gratification

- Agency: The National level winning team will be sent to the Cannes Lions International Festival of Creativity, 2020 and win a Times Power of Print Trophy. Zonal level winners will be chosen from North, South, East and West and will be awarded special hampers. Winning campaign of agencies will be published in all The Times Group publications, supported by a multi crore budget.
- Student: National level winning team will win an internship with Croma. Zonal level winners will win Croma vouchers.

Submission Format

- Participants need to make an online submission (Print Ad) on the microsite based on the brief shared
- Agency participants should submit their creative entry in a A2 board (420 x 594 mm). Must be mounted on cardboard/sun board and should not be more than 2mm thick along with a JPEG (Applicable only for agency category).
- Student participants should submit their creative entry as an A4 soft copy.
- The A2 board needs to be couriered to the following address within a week's time post the online submission being made by the participant (Agency participant)
Shambhavi Mishra
Times of India, 5th Floor, Times Tower, SB Marg, Lower Parel W, Mumbai 13

Receipt of entries

- Call for entry for the Competition will be announced via one or more relevant media platforms - through social media websites, or by direct communication with potential Participants or on the Microsite / website and that shall be construed to be adequate notice for call for entries
- The Management will provide the competition brief on the Microsite regarding what is expected from the Participant
- Participant can apply for the competition by submitting the creatives on the microsite
- All entries must be submitted on the website www.timespowerofprint.com
Last date for receiving completed entries is 23:59 **06/12/2019**. The A2 (physical board) should reach the Times office no later than 13th December, 2019. Failing which the entry will not be taken into consideration.
- Receipt of creatives after last date for receipt may be permitted only at the discretion of the Management
- Management will not be responsible for registration forms that are damaged / lost due to lack of or lapse in any communication because of internet failure

Completeness of Entries/ Disqualification

- All mandatory fields of the registration form need to be complete in all respects; else it may be disqualified from participation
- Entries will be accepted in English language only
- The work submitted by the Participant must be original in nature and created for this competition only
- No work which is copied / replicated / influenced / redone by an existing campaign will be permitted to participate
- All work submitted by the Participants for the Competition, including but not limited to Intellectual Property Rights therein, will be owned by the Management

Timelines

- Efforts will be made to adhere to the defined timelines. However, the defined timelines are subject to change based on circumstances
- Management and its sub-contractors shall not be held accountable / liable for any disruptions / stoppages / interruptions or cancellation of the Competition or its ceremony or any part of its processes or public voting because of any factors beyond its control

Additional Information

- Participants may be contacted for any additional information to verify the information provided. Such information sourced from the participants will become part of the original application.
- Management has the right to ask for documentary proof of information. If such a request is made and the participant does not comply within 5 working days from the date the request is made, the participant may be disqualified from the competition
- Information provided by the Participant will be confidential and will be used only for the limited purpose of evaluating the Participant's entry to this Competition

- Management or a team appointed by Management will try to contact the Participant on best effort basis by any means deemed appropriate.
- In the event that it is not possible to contact any Participant to obtain information on them, interview them, etc. such Participant may be disqualified from further participation
- The participant hereby irrevocably authorizes the Management to use the data gathered during and/or the Competition in respect of the participants. This shall be the property of BCCL and BCCL shall be entitled to use the same for communications including marketing promotions and advertisements along with/without BCCL's or its sponsor's brand.
- Management shall not be liable in any manner for any mishap, accident, injury or damages etc. of whatsoever nature, caused to the participants during the Competition. Further, Management shall not be liable in any manner for any loss, damage, theft, or any other mishap caused during the Competition.

Winner determination

- An independent jury appointed by the Management will evaluate the entries and determine the winners for the Competition
- The winner of agency category will attend the Cannes Festival 2020 to be held in Cannes between June 22-26, 2020 on the jurisdiction of the management
- The travel from the Winner's domicile state to France shall be by borne by the BCCL. The Winners shall not be given any option to choose airlines / hotels etc. No request of preferred airlines / hotels / date/s etc. of the Winners shall be entertained by BCCL. The trip to France is not cashable by the winners at any point
- The visa fees and charges along with Hotel at France will be borne by the Management for the winners. Management will provide certain amount to the team for other related expenses such as point to point local travel such as Residence to Airport, Airport to Hotel, Hotel to stadium & back, meals etc. Any other additional expenses, of whatsoever nature, will not be borne by BCCL and the Winners shall have to bear such additional expenses at their own cost
- Bennett Coleman & Co Ltd shall not be responsible for any change in the schedule of the travel to the event. In case, the Winners wish to stay or extend stay beyond the stay organized by the Management, the Winners shall bear all expenses / charges including charges towards traveling back to his/her home city, accommodation, food, local travel, insurance etc. during his/her extended stay in France
- In case of extended stay of the Winners in France, the Winners, specifically releases and discharges BCCL and its management from any and / or all liabilities/ responsibilities whatsoever BCCL may have towards the Winners due to this Competition
- To comply with all terms and conditions of the air-ticket, airline operator, travel operator, Hotel, destination country etc. will be the responsibility of the Winners. BCCL shall be in no way responsible to the Winners or their legal

heirs/successors/representatives for any loss, damage, personal or property because of travel, and arising out of and about the participation in this Competition

- The Winners shall be responsible for his/her own behavior, misconduct, unlawful acts, actions/inactions etc. during the entire trip including his/her stay in France and the Winners hereby indemnify and shall keep indemnified, BCCL, its subsidiaries, affiliates, associates, directors, employees, agents etc. from any claim, actions, suits, dispute/s, liability etc. arising due to or in connection thereto or out of the aforesaid misbehavior, misconduct, unlawful acts, actions/inactions etc. of the Winners
- Management will cover the entry fees for the winners to compete at the Cannes Festival 2020
- The Winners must have a valid Indian passport for a minimum six-month validity as on December 31, 2020. In case the selected Participant does not have a valid passport, it is the discretion of the Management to choose the next Winner
- The trip shall not be transferable / redeemable against any other service offered by the Management nor for cash. No request shall be entertained by the BCCL in this regard

General

- Participant agrees that the Participant is legally capable of entering and, if selected, participating in the Competition and agrees to the Terms and that Participant is competent (i.e. Participants are of legal age and mental capacity) and eligible to enter into this legally binding agreement on Participant
- Participant understands and agrees that merely participating in this Competition does not entitle the Participant to a prize or to any other form of consideration
- Participant warrants and represents to the Management that all information including any communications, software, photos, text, video, graphics, music, sounds, images and other material submitted or recorded in any manner by the Participant or the partners of Management including the Management for consideration for the Competition are solely owned by the BCCL Management and do not infringe upon any other individual or organizational rights (including, without limitation, intellectual property rights). Participant shall be completely responsible for handling any infringement or alleged infringement and shall indemnify the BCCL entities (in India or abroad), and the Competition Management from any claims, costs or damages from infringement or alleged infringement of the logo or trademark or copyright or any kind of intellectual property right or the defines of a claim or any costs payable thereof
- Participant must enter the Competition at their own will and the Management is not in any way obligated or liable for any loss or costs that the Participant may suffer or incur and nothing is payable to the Participants for participating in the Competition or any event prior to or following the Competition
- Participant for the purpose of entering the Competition and by submitting the entry, automatically grants BCCL a royalty-free, irrevocable, worldwide, transferable, exclusive right and license to use and display such entry and or any

intellectual property in relation to and arising out of such participation in the Competition and footage thereof, which shall include trade publications, press releases, electronic posting to the Website, the BCCL website in any display format selected by BCCL during the Competition or use by BCCL as it deems fit

- The Management reserves the right to, at its discretion, withdraw or amend or add to the T&C of the Competition at any time, with prospective or retrospective effect, and does not take responsibility for any loss or damage that any individual or organization may suffer because of participating or attempting to participate in the Competition, the Competition being withdrawn, or its Terms amended
- Should a Participant wish to withdraw from the Competition, kindly inform management in writing at any time up to two weeks prior to the final ceremony
- All disputes relating to or arising out of the Competition shall be subject to the laws of India, and shall be subject to the exclusive jurisdiction of the courts of competent jurisdiction at Mumbai, India
- The Participants indemnify BCCL, its employees, officers, contractors, partners or other persons used by them in relation to this Competition and hold them harmless against any loss, claim, demands, costs, damages, judgments, expenses or liability (including legal costs) arising out of or in connection with any or all claims, that may be brought against the Management by any third party in connection with the Participants' participation in or winning the Competition, which is inconsistent with any of the warranties and representations made by the Participants, or due to breach of these Terms and shall pay BCCL for any loss, costs, expense, or damage to which said indemnity applies.
- Decision of Management on all matters is final and binding on all Participants and no correspondence will be entertained on the same
- In the event these Terms do not cover any question or complaint in relation to the Competition, the same will be concluded on by the Competition Management (for all other issues) or an independent body or legal team as appointed by the Competition Management and deemed necessary
- The Participant agrees to give full consent unconditionally for BCCL to share any information provided by the Participant with agencies working with them with regards to the program, its recording and broadcasting and related activities including agencies involved with BCCL
- The decision of BCCL in relation to the interpretation of any of these Terms shall be final and binding on the participants
- If Participants are unclear as to the Terms or any element of the Competition or have any queries/concerns pertaining to the Competition, they can write in with their questions, concerns or queries to the following email address: timespowerofprint@timesgroup.com

BCCL shall endeavour to the best of its ability to respond thereto.

Microsite

- The website is only an informational website (the “Microsite”) for the Competition. BCCL or its subsidiaries or holding entities (“Bennett Group”) are not liable or responsible for any action or decision taken by Participant or anyone acting on Participant’s behalf or under Participant employment or under contract with Participant. BCCL shall not be under any obligation to Participant and Participant shall have no obligation or rights in relation to the Competition and shall have no claims whatsoever against the BCCL relating to the selection process or the running of the Competition
- BCCL shall not be responsible for:
 1. Any delivery, failures relating to the registration or uploading videos/presentations;
 2. Any SPAM generated messages as result of Participant accessing the Website;
 3. Competition Management not receiving or rejecting any data;
 4. Any lost, late or misdirected computer transmission or network, electronic failures of any kind or any failure to receive entries owing to transmission failures or due to any technical reasons
 5. Other conditions/situations or failures beyond its control

Disclaimers

- Management has no obligation to screen the entry material in advance and is not responsible for monitoring entries for preventing violation of intellectual property ownership rights, or violations of any law, rule or regulation. If the Management is notified of submissions or materials that may not conform to the Terms, it may investigate the allegation and determine in good faith and in its sole discretion whether to eliminate such an entry from consideration. The Management has no liability or responsibility to Participants or other users of the Microsite for performance or non-performance of such activities.

STUDENTS

Definitions

- These Terms, Conditions and Guidelines (these “Terms”) are applicable to and govern the “Power of Print 2019” organized and conducted by IRL & Bennett Coleman & Co Ltd jointly in India.
- By participating in the Competition, Participant(s) agrees to abide by and be bound by these Terms.
- These Terms may be modified without any prior notification. Participant(s) is advised to regularly review these Terms. If there is any disagreement with any of the Terms and any amendments thereto, Participant(s) must not participate in the Competition.

Objective

To invite creative minds to build an impactful creative Print Ad based on the theme decided for the competition. The competition is open for students who fit into the criteria as defined below:-

Eligibility Criteria

- Any individual who is currently studying in an education Institute (may or may not be affiliated to any other body/board) can participate in the competition
- Working professionals currently pursuing a diploma or part-time course will not be allowed to participate in this category
- Participant needs to produce a valid identification card provided by the institute, Bonafide letter or Declaration from the Principal/HOD which states that they are currently pursuing a degree from their institute along with the period
- Individual participants aged below 18 years, need to submit consent letter from their parents before applying for the competition
- Students shall belong to age category of 16 or more to be eligible for participating in this competition.
- Students shall submit a No Objection Certificate (NOC) signed by their Parents or Guardians prior to participating in this competition..
- An individual/team can apply multiple times in this competition provided the creative with which they are applying is different from the one already applied with. Every creative will be treated as a different entry for the competition.

General Eligibility Criteria for participation

Competition	Power of Print 2019
Competition Management	This competition is organised jointly by Infiniti Retail Limited (IRL) & Bennett Coleman Co & Ltd (‘BCCL’); organizers and responsible for the overall conduct of the same in India
Microsite	www.timespowerofprint.com
Participant(s)	Any student or a team of two students form the group can participate in the competition by submitting an entry on the microsite
Jury	A group of persons appointed by IRL to determine the winners
Terms and conditions (T&C)	These terms governing the Competition, as may be amended from time to time
Zones	North Zone: Delhi, Haryana, Rajasthan, Punjab, Himachal Pradesh, Jammu & Kashmir, Chandigarh, Chhattisgarh, Madhya Pradesh, Uttar Pradesh, Uttarakhand East Zone: West Bengal, Assam, Meghalaya, Sikkim, Arunachal Pradesh, Tripura, Mizoram, Manipur, Andaman-Nicobar, Bihar, Jharkhand, Orissa. West Zone: Gujarat, Goa, Maharashtra, Dadra & Nagarhaveli and Daman & Diu South Zone: Tamil Nadu, Kerala, Pondicherry, Lakshadweep, Andhra Pradesh, Karnataka, Kerala, Telangana

- Participant(s) shall hold a valid and furnish, if required KYC document issued and recognized by the Government of India for verification purpose.
- A Participant(s) may be disqualified if there is any conflict with any of the stakeholders of the competition, and this is identified at any point of time during the competition.
- If the Participant(s) is found to have plagiarized or infringed any intellectual property rights vested in third party with regards to any aspect of his/her entry, the Participant(s) (s) will be disqualified and necessary action may be taken against such Participant(s).
- Eligible students being the children and grandchildren of IRL & BCCL employees, Affiliate, Partners, Contractors, Sponsors, Immediate family members (who have been part of the process are refrained from participating in this competition and shall stand disqualified with immediate effect and shall be liable to return the prize or benefit received at our sole discretion pay penalty, damages and compensation and indemnify against any claims, expenses or liability from any person, entity or third party by this act or omission of the employees or relative.
- The final eligibility of the Participant(s) will be subject to the discretion and approval of the IRL, BCCL and Jury.

Gratification

- Gratification to students will be decided by IRL.
- The national winner of this competition will be awarded an internship at IRL subject to the following conditions:
 1. The location for the internship will be at IRL registered office located at Mumbai.
 2. The term of the internship will be for 2 months. The internship shall be governed by the separate set of terms and conditions as may be decided by IRL which shall be accepted, acknowledged and signed by winner at the time of joining.
 3. On expiry of the 2 months, IRL shall be at the liberty to extend the internship for a further period on such terms and conditions as decided by IRL.
 4. IRL will provide an all inclusive stipend to the winner of this competition. The amount of stipend will be solely decided by IRL.
 5. During the period of internship, winner shall not be entitled to any accommodation, travel, food etc. from IRL.
 6. The competition will have 1 winner each and the winner shall stand a chance to win the exciting electronic gadgets as may be decided by IRL.

Submission Format

- Participant(s) needs to make an online submission (Print Ad) on the microsite based on the brief shared.
- Student participants should submit their creative entry as an A4 soft copy.

Receipt of entries

- Call for entry for the Competition will be announced in one or more relevant media platforms - through social media websites, or by direct communication with potential Participant(s) or on the Microsite / website and that shall be construed to be adequate notice for call for entries.
- BCCL will provide the competition brief on the Microsite regarding what is expected from the Participant(s).
- Participant(s) can apply for the competition by submitting the creatives on microsite.
- All entries must be submitted on the website www.timespowerofprint.com.
- Last date for receiving completed entries shall be 06/12/2019. 23.59. Receipt of creatives after last date of receipt may be permitted only at the discretion of BCCL.
- BCCL will not be responsible for registration forms that are damaged / lost due to lack or lapse in any communication because internet failure.

Completeness of Entries/ Disqualification

- All mandatory fields of the registration form need to be complete in all respects; else it may be disqualified from participation.
- Entries will be accepted in English language only.
- The work submitted by the Participant(s) must be original in nature and created for this competition only.
- No work which is copied / replicated / influenced / redone by an existing campaign will be permitted to participate.
- All work submitted by the Participant(s) for the Competition, including but not limited to Intellectual Property Rights therein, will be owned by IRL. Participant(s) hereby unconditionally agrees to transfer, assign all the rights, benefits, title and interest in the Intellectual Property Rights in favour of IRL irrespective of selection of the Participant(s) creative / content in this participation.

Timelines

- Efforts will be made to adhere to the defined timelines. However, the defined timelines are subject to change based on circumstances.
- IRL and BCCL shall not be held accountable / liable for any disruptions / stoppages / interruptions or cancellation of the Competition or its ceremony or any part of its processes because of any factors beyond its control.

Additional Information

- Participant(s) may be contacted by representatives of IRL or BCCL for any additional information or to verify the information provided. Such information sourced from the Participant(s) will become part of the original application.
- IRL or BCCL representatives has the right to ask for documentary proof of information. If such a request is made and the Participant(s) does not comply within 5 working days from the date the request is made, the Participant(s) may be disqualified from the competition.
- Information provided by the Participant(s) will be confidential and will be used only for the limited purpose of evaluating the Participant(s) entry to this Competition.
- IRL, BCCL or the concerned representatives appointed by them will try to contact the Participant(s) on best effort basis by any means deemed appropriate.
- In the event it is not possible to contact any Participant(s) to obtain information on them, interview them, etc. such Participant(s) may be disqualified from further participation
- The Participant(s) hereby irrevocably authorizes the IRL to use the data gathered during and/or the Competition in respect of the Participant(s). This shall be the sole property of

IRL, and they shall be entitled to use the same for communications including marketing promotions and advertisements.

- IRL & BCCL shall not be liable in any manner for any mishap, accident, injury or damages etc. of whatsoever nature, caused to the Participant(s) during the Competition. Further, IRL & BCCL shall not be liable in any manner for any loss, damage, theft, or any other mishap caused during the Competition.

Winner determination

- An independent jury appointed by the IRL will evaluate the entries and determine the winners for the Competition.
- Winner shall confirm the acceptance of the internship offer in writing within 15 days of the intimation by IRL. In case of failure on the part of Participant(s) to intimate IRL of its acceptance, the offer made herein above shall stand withdrawn at the disposal of IRL. In all such cases, IRL shall be at liberty to declare any other Participant(s) as winner.

General

- Participant(s) agrees and undertakes that they are legally capable of entering and, if selected, participating in the Competition and agree to the Terms and that they are competent (i.e. Participant(s) are of legal age and mental capacity) and eligible to enter into this legally binding agreement on Participant(s).
- Participant(s) understands and agrees that merely participating in this Competition does not entitle the Participant(s) to a prize or to any other form of consideration.
- Participant(s) warrants and represents to IRL that all intellectual property rights in information including any communications, software, photos, text, video, graphics, music, sounds, images and other material submitted or recorded in any manner by the Participant(s) for the Competition shall vest with in IRL. Participant(s) further represent and warrants that all such communications, software, photos, text, video, graphics, music, sounds, images and other material submitted or recorded in any manner does not infringe upon any other individual or organizational rights (including, without limitation, intellectual property rights). Participant(s) shall be completely responsible for handling any infringement or alleged infringement and shall indemnify IRL & BCCL entities (in India or abroad), from any claims, costs or damages from infringement or alleged infringement of the logo or trademark or copyright or any kind of intellectual property right or any claims or costs payable thereof.
- Participant(s) must enter the Competition at their own will and IRL & BCCL are not in any way obligated or liable for any loss or costs that the Participant(s) may suffer or incur and nothing is payable to the Participant(s) s for participating in the Competition or any event prior to or following the Competition.

- Participant(s) for the purpose of entering the Competition and by submitting the entry, automatically grants IRL a royalty-free, irrevocable, worldwide, transferable, exclusive right and license to use and display such entry and or any intellectual property rights in relation to and arising out of such participation in the Competition and footage thereof, which shall include trade publications, press releases, electronic posting to the Website, the IRL website in any display format selected by IRL during the Competition or use by IRL as it deems fit.
- The IRL & BCCL jointly reserves the right to, at its discretion to, withdraw the competition irrespective of the stage of competition or amend or add to the T&C of the Competition at any time, with prospective or retrospective effect, and does not take responsibility for any loss or damage that any individual or organization may suffer because of participating or attempting to participate in the Competition, the Competition being withdrawn, or its Terms amended.
- Should a Participant(s) wish to withdraw from the Competition, kindly inform BCCL in writing at any time up to two weeks prior to the final ceremony.
- All disputes relating to or arising out of the Competition shall be subject to the laws of India, and shall be subject to the exclusive jurisdiction of the courts of competent jurisdiction at Mumbai, India.
- The Participant(s) will indemnify, defend & hold harmless IRL, BCCL, its employees, officers, contractors, partner or other persons used by them in relation to this Competition and hold them harmless against any loss, claim, demands, costs, damages, judgments, expenses or liability (including legal costs) arising out of or in connection with any or all claims, that may be brought against the IRL and BCCL by any third party in connection with any intellectual property rights infringement claim for the creatives or content as submitted by the Participant(s) or Participant(s) participation in or winning the Competition, which is inconsistent with any of the warranties and representations made by the Participant(s) , or due to breach of these Terms and shall pay to IRL & BCCL for any loss, costs, expense, or damage to which said indemnity applies.
- Decision of IRL & BCCL on all matters is final and binding on all Participant(s) and no correspondence will be entertained on the same.
- In the event these Terms do not cover any question or complaint in relation to the Competition, the same will be concluded on by the IRL & BCCL (for all other issues) or an independent body or legal team as appointed by the Competition Management and deemed necessary.
- The Participant(s) agrees to give full consent unconditionally to IRL and BCCL to share any information provided by the Participant(s) with agencies working with them with regards to the program, its recording and broadcasting and related activities including agencies involved with IRL & BCCL.
- The decision of IRL & BCCL in relation to the interpretation of any of these Terms shall be final and binding on the Participant(s).
- If Participant(s) s are unclear as to the Terms or any element of the Competition or have any

queries/concerns pertaining to the Competition, they can write in with their questions, concerns or queries to the following email address:

timespowerofprint@timesgroup.com

BCCL shall endeavour to the best of its ability to respond thereto.

Microsite

- The website is only an informational website (the “Microsite”) for the Competition. BCCL or its subsidiaries or holding entities (“Bennett Group”) are not liable or responsible for any action or decision taken by Participant(s) or anyone acting on Participant(s) behalf or under Participant(s) employment or under contract with Participant(s). BCCL shall not be under any obligation to Participant(s) and Participant(s) shall have no obligation or rights in relation to the Competition and shall have no claims whatsoever against the BCCL relating to the selection process or the running of the Competition
- BCCL shall not be responsible for:
 1. Any delivery, failures relating to the registration or uploading creatives, contents;
 2. Any SPAM generated messages as result of Participant(s) accessing the Website;
 3. Competition Management not receiving or rejecting any data;
 4. Any lost, late or misdirected computer transmission or network, electronic failures of any kind or any failure to receive entries owing to transmission failures or due to any technical reasons and
 5. Other conditions/situations or failures beyond its control

Disclaimers

- IRL & BCCL has no obligation to screen the entry material in advance and is not responsible for monitoring entries for preventing violation of intellectual property ownership rights, or violations of any law, rule or regulation. If the BCCL is notified of submissions or materials that may not conform to the Terms, it may investigate the allegation and determine in good faith and in its sole discretion whether to eliminate such an entry from consideration. The IRL & BCCL has no liability or responsibility to Participant(s) s or other users of the Microsite for performance or non-performance of such activities.