**Terms & Conditions**

**ABOUT THE Contest**

1. The Sunfeast YiPPee! #SlurpLikeBumrah ("the Contest") is organized by ITC Limited ("ITC").
2. Consumers participating or seeking to participate in the Contest shall individually be referred to as "Participant" and collectively as "Participants".
3. Participation in this contest is purely voluntary.
4. By participating in this Contest, each Participant is deemed to have accepted the complete terms and conditions of this Contest available linked to the Instagram page bio @sunfeast_yippee as well as the decisions of ITC which are final and binding in all matters related to the Contest. Successfully entering the Contest and winning a prize/prize(s) is subject to all requirements set forth herein.
5. The Contest shall be live from 17:00 hours on 20th March 2026 and shall close on 29th March 2026 at 23:59 hours ("Contest Period"). A day for the requirement of the Contest Period is 00:00 hours to 23:59 hours of a particular day.
6. The Contest is subject to all applicable central, state and local laws and regulations.

**ELIGIBILTY**

8. The Contest is open only for Indian citizens who are currently residing in India. Participants below the age of 18 can participate only with the consent of their parent(s)/legal guardian.
9. In addition to the other eligibility criteria contained herein, the Participants (or their parents/legal guardian if they are below the age of 18) should have a government approved photo ID proof, namely, passport, voter card, or driver's license that is valid during the Contest Period, a copy of which will have to be submitted at the request of ITC, without which the Participant will be disqualified from the Contest.
10. The following persons are not eligible to participate in the Contest: employees, contractors, directors and officers of ITC, its subsidiaries and affiliated companies, distributors, Web design, advertising, fulfilment, judging and promotion vendors involved in the administration, development, fulfilment and execution of this Contest (collectively, "Promotion Parties") and the immediate family members (spouse, parent, child, sibling, grandparent, and/or "step") of such persons.

**STEPS TO PARTICIPATE**

11. Participants can enter the Contest by following the steps given below:
    a) The participant must purchase any YiPPee! pack of noodles. The Participant must either take a photo or a video of themselves slurping on some Yippee! noodles
    b) The participant will then post the said photo or video of themselves slurping on Yippee! Noodles on instagram using #SlurpLikeBumrah and tag @sunfeast_yippee on their photo or video
    c) The participant needs to be as creative as possible with their slurping

d) The assured prize for two lucky participants will be a cricket ball signed by Jasprit Bumrah

12. Entries that comply with all the Terms & Conditions will be treated as valid entries. Entries that are incomplete or not in the format specified above will be invalid.
13. The Participant should share their entries via Instagram

14. A Participant can submit multiple photos and videos. However, there will be only one entry selected from every Instagram handle
15. Participants who are below 18 years of age are required to share a consent letter from their parent(s)/legal guardian along with their entry for their entry to be treated as valid.
16. Entries must *inter alia* comply with the following guidelines:

    a. All Entries submitted must comply with these Terms & Conditions and terms of use of the Contest website;
    b. Cannot be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, or contain nudity;
    c. Cannot promote alcohol, illegal drugs, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
    d. Cannot be obscene or offensive, endorse any form of hate or hate group;
    e. Cannot promote terrorist acts such as providing instructions on how to assemble bombs, grenades and other such weapons or provide instructional information about illegal activities;
    f. Cannot defame, misrepresent or contain disparaging or slanderous remarks about ITC, its customers or its products, or other people, products or companies;
    g. Cannot contain trademarks, logos or trade dress owned by others (except ITC's trademarks, logos or trade dress of Sunfeast YiPPee!), or advertise or promote any brand or product of any kind (except ITC's products marketed under the brand Sunfeast YiPPee!), without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
    h. Must be original and cannot contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art, stills, or images published on or in television, movies, the Internet or other media, except such materials owned by ITC) without permission and cannot be plagiarized from any source;
    i. Cannot contain background artwork, unless it is an original work of the Participant;
    j. Cannot communicate messages or images inconsistent with the positive images and/or goodwill to which ITC wishes to associate;
    k. Cannot depict, and cannot itself, be in violation of any law.

l. Participants making statements which are contrary to existing law, bye-laws, public policy or established good practices shall be disqualified from further participating in the Contest.

23. By submitting an entry (photo or video) the Participant warrants and represents that it: (a) is the Participant's original work, (b) has not been previously published, (c) has not won previous awards, (d) does not infringe upon the copyright, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (e) that the Participant has obtained permission from any other person whose name, likeness or image is used in the photo and (f) and that publication of the entry via various media including Web posting, will not infringe any third party rights. The Participant will indemnify and hold harmless ITC and the Promotion Parties from any claims to the contrary.

**SELECTION OF WINNERS**

25. Winners shall be intimated through a DM sent to their Instagram handle they used to share the entry (photo or video)

26. The Winners would also be declared on sunfeast_yippee official Instagram handle by 23:59 Hours of 31st April 2026.
27. Entries received after the end of the Contest Period will not be considered.
28. Once the Winners have been declared, all such Winners will be contacted by the Sunfeast YiPPee! team for verification.
29. The Winners may be asked to send their photos to ITC, as per the request of ITC.
30. Prizes cannot be transferred, exchanged or redeemed for cash or kind. In the event a Winner does not accept the Prize in the time and manner stipulated, then the Prize will be deemed to be forfeited. Prizes must be taken as offered and cannot be varied. Any unused Prizes are non-transferable, non-refundable and non-redeemable for other goods or services and cannot be exchanged for cash or kind.
31. The image of the Prizes depicted on the ads/posters/TVC's/pack shots etc. are indicative only and the actual Prizes/look of the Prizes may vary from the pictures.

**CONTACTING WINNERS**

32. Details of the Winners will be sought through their own Instagram handles they have used to share the entries.

33. Winners below the age of 18 shall be required to submit the consent from their parent(s)/legal guardian.
34. In the event a shortlisted Winner is unreachable, or they do not revert when contacted, two (2) more attempts will be made to reach the Winner on that day and/or the next day. If even on the third attempt, the Winner does not revert, or is unreachable, the Winner's participation in the Contest comes to an end and the Winner's entry stands cancelled and the Winner

becomes ineligible to receive the Prize and the Prize shall be provided to the Participant with the next best entry.

35. If a shortlisted Winner rejects the Prize, does not revert with details, or is unreachable then such Winner will no longer be able to avail the Prize. In such a case, the Participant with the next best creative entry shall be declared to be a Winner.
36. ITC reserves the sole and absolute right to terminate, modify or extend this Contest, at its absolute discretion without notice and without any liability, without assigning any reason whatsoever.
37. In the event there is no response or incorrect details received from the shortlisted Winners, ITC shall not be held responsible for non-delivery of Prizes.
38. ITC reserves the right to withhold Prizes in the event of submission of false, incorrect, misleading or fraudulent information and/or in the event of fraudulent practices like website or mobile system hacking, etc.
39. The Prizes will be given to the Winners post completion of such audit and verification process as deemed fit by ITC.
40. By sharing their personal information with ITC, the Participants consent to collection, storing, processing and use of personal information i.e. name, address, mobile phone number by ITC, its affiliates, associates, agents, contractors and other third parties.
41. Personal information given by the Participants shall be used to deliver Prizes and for promotional activities by ITC, its affiliates, associates, agents, contractors. The personal information is being collected by Birdvision Consulting Pvt. Ltd and shall be retained by ITC.
42. The Participants have an option of not providing the personal information as required under this Contest. The Participants also have an option to withdraw their consent in relation to usage of personal information during the Contest Period. In such cases, the entry of the Participant shall not be considered and Participant shall not be eligible for the Prizes. The Participants may reach out to itccares@itc in for such withdrawals.
43. By participating in this Contest, the Participants acknowledge and consent to transfer and/or disclosure of their personal information by ITC to any third party for providing services in relation to this Contest.
44. By availing the Prizes and/or taking part in the Contest, all Participants agree that ITC shall be at liberty to use the Participant's photo as well as the Participant's name and/or photo and/or video as that may appear in any advertisements/promotions/media coverage or publicity in any form which exists today or will be known anytime in the future, without any consideration to the Participant and/or the Winners. No fees or other sums are to be paid to the Participants or Winners on account of taking part in the aforementioned advertisements / promotions.
45. ITC or the Promotion Parties shall not be liable for any loss due to delay or destruction or damage of or inability to provide the Prizes due to Act of God, Governmental actions, riots, loss/damage/delay due to courier services and other force majeure circumstances and shall not be liable to pay any amount as compensation, or damages, for any such loss, delay or damage.

46. ITC, its officers, directors, employees, agents, successors, or assigns are not liable and do not have obligation with respect to (i) notifications, communications or materials sent by a Participant that are lost, late, misdirected, garbled, inaccurate, incomplete, illegible, unintelligible, damaged or otherwise not received by ITC, in whole or in part, due to computer, post office or technical error of any kind, (ii) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties, (iii) power-related or weather-related events of any kind, and/or to any event not under ITC direct control, (iv) entries or other communications from customers that contain inaccurate information or do not comply with these rules, (v) errors, omissions, interruptions, deletions, defects, delays in operation or transmissions, theft, destruction, unauthorized access or alterations by Participants or third parties, (vi) if the Participant has registered himself to the DND of the telecom provider/ the Participant has registered with National Do Not Call Registry/ Participant has specifically requested for not receiving messages for the specific Contest (vii) any damages or losses of any kind resulting from acceptance, possession or use of any Prize. ITC, in their sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Contest or otherwise violating these rules. ITC further reserves the right to cancel, terminate or modify this Contest if this Contest cannot be completed as planned because of infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.
47. No liability or responsibility is assumed by ITC or the Promotion Parties resulting from Participant's participation in or attempt to participate in the Contest or ability or inability to upload or download any information in connection with the Contest. No responsibility or liability is assumed by ITC for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Contest: Hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic or Internet connectivity or other online or network communication problems; errors or limitations of any Internet providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any online transmissions to be sent or received; lost, late, delayed or intercepted transmissions; inaccessibility of the Web Site in whole or in part for any reason; traffic congestion on the Internet or Web Site; unauthorized human or non-human intervention of the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Contest. ITC is not responsible for any typographical errors in the announcement of prizes or these Terms and Conditions, or any inaccurate or incorrect data contained on the website. ITC is not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the Contest. All Entries become the sole property of ITC, and will not be acknowledged or returned.
48. ITC shall under no circumstances be liable, whether jointly or severally, for any loss or damage suffered or sustained (including but not limited to consequential loss), including for personal injury or property damage suffered or sustained or any costs incurred, as a result of

acceptance of any Prize or use of images shared by the Participants in any advertising or promotional materials.

49. Any incidental charges, including statutory levies, are to be borne by the Participant.
50. All Prizes given under the Contest are subject to the warranty given by the manufacturers of the same.
51. The Contest shall be adjudged by ITC and the decision of ITC will be final and binding with regard to any dispute arising out of this activity.
52. This Contest is offered only in India and all disputes relating to this Contest shall be subject to the exclusive jurisdiction of courts at Bengaluru only.