

Young Lions Competition 2026
Guidelines for Terms & Conditions

Definitions

Competition	Young Lions Competition 2026 is aimed at young creative talent to give them an opportunity to represent the country at the Cannes Lions Live Festival 2026
Competition Management	This Competition is organised by Bennett, Coleman & Co. Ltd. (“ BCCL ” or “ Management ”); organizers and responsible for the overall conduct of the same in India
Microsite	https://timesyounglions.com/
Participant	Any individual that participates in the Young Lions Competition 2026 by submitting an entry on the microsite
Jury	A group of persons appointed by the Management to determine the winners
Terms (T&C)	These terms and conditions governing the Competition, as may be amended from time to time, without notice

- By participating in the Competition, the Participant agrees to abide by and be bound by these Terms.
- These Terms may be modified without any prior written notification. Participant is advised to regularly review these Terms uploaded on the Website. If there is any disagreement with any of the Terms and any amendments thereto, individuals must not participate in the award
- The process, categories and gratification thereof may be changed/modified/split/merged /increased / decreased or cancelled by the Management based on the number and quality of entries received
- The management reserves the right to add or remove nominations in any category based on the quality of entries received in that category
- If no Participants are found to be worthy of inclusion by the Management, the reward may be cancelled. The decision of the Management in this regard will be final and binding. The Management will not entertain any queries in this regard.

Objective

- Young Lions is resolute at helping young talent display their creativity at a global platform. National teams of young creative, media and marketing professionals from around the world will get a chance to compete against each other and win the Young Lions title.

Categories

- The Competition consists of three broad categories –
 1. Young Lions Print
 2. Young Lions Marketers
 3. Young Lions Digital

Eligibility Criteria for participation (applicable for all categories)

a) **Young Lions Print**

- The participants are expected to create a print ad in response to the brief shared by the management on the website
- Each entry must be submitted by a team of two young professionals
- Participant should be born on or after 26/06/1995.

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- Open to professionals from creative communications, advertising, and digital agencies
- Freelancers and or in-house creative teams from client companies are also accepted
- Participant should hold a valid Indian passport until December 31, 2026, or beyond. It is mandatory for both team members to attach their valid passport while applying for the Competition.

b) Young Lions Marketers

- Participants are expected to create a product or service solution drawing on their knowledge and understanding of their brand, aligned with the brief released by the management on the official website, which outlines the key challenges to be addressed.
- Each entry must be submitted by a team of two young professionals
- Participants should be born on or after 26/06/1995.
- Open to in-house professionals that are working within client companies (brands) in advertising and communications roles or functions
- Creative communications, advertising, and digital agencies cannot participate in Young Marketers category
- Freelancers are not eligible to compete in Young Marketers category
- Participant should hold a valid Indian passport until December 31, 2026, or beyond. It is mandatory for both team members to attach their valid passport while applying for the Competition.

c) Young Lions Digital

- The participants are expected to show how the power of technology can answer the brief by providing creative solutions aligned with the ever-moving technological evolution of digital communications
- Each entry must be submitted by a team of two young professionals
- Participant should be born on or after 26/06/1995
- Open to professionals from creative communications, advertising, and digital agencies
- Freelancers and or in-house creative teams from client companies are also accepted
- Participant should hold a valid Indian passport until December 31, 2026, or beyond. Attach a copy of their valid passport on their website at the time of submitting their entry
- The participants will be asked to submit any of the below valid government ID proof consisting of their full date of birth (DD/MM/YYYY) to validate the details entered in the application form:
 - Birth certificate
 - Aadhaar card (With DD/MM/YY)
 - Voting card
 - Driving license

d) Team can consist of the following mix (Applicable for all categories)

- a. Two individuals who are working as full-time employees in the same organization

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- b. Two individuals who are freelancers (Only for Digital & Print) currently associated with any creative communications, advertising or digital agencies or with the in-house creative team member from client companies
- c. Two individuals – 1 individual can be a freelancer (Only for Digital & Print), and one individual can be a full-time employee in an organization
- d. Team members can be from any designation, function, or discipline. There is no restriction on role combinations. Teams may consist of any mix such as Copy + Copy, Art + Art, Copy + Strategist, Creative + Creative Tech, Copy + UX, Art + Motion, Strategist + Designer, Media + Creative, or any other relevant combination. There is no mandate that both members must belong to the same team, department, or designation.
- e) Students are not allowed to participate in the Competition across any categories
- f) It is mandatory for both the team members to be present during the final round for the physical presentation. Absence of any of the team members will lead to disqualification of the entire team from the Competition.
- g) In case one or both team members are not based in Mumbai, they may opt to join the Grand Jury presentation virtually. This option is available only for participants located outside Mumbai and must be communicated to the Awards Management in advance, i.e. 48 hours before the final round

Receipt of entries

- Call for entry for the Competition will be announced in The Times of India Publications along with 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 the entries.
- The Management will provide the Competition brief on the Microsite regarding what is expected from the Participant (s).
- Each team is expected to include relevant campaign presentation/videos, etc. relevant to the brief provided
- All submitted work must be anonymous. Files must not include participant names, company/agency names, logos, watermarks, email IDs, or any identifying marks. Any breach may lead to disqualification
- For Young Lions Digital, each team is expected to submit the following:
 - a. Digital Assets - A presentation page showcasing examples of three digital campaign components (JPEG format, one JPEG per component). These components may include social media placements, digital OOH, in-feed formats or platform-native executions that highlight fabricated endorsements or manipulated credibility.
 - b. Campaign Image - A single image summarising the overall campaign idea (JPEG format), capturing the central question around trust and authenticity in advertising.
 - c. Digital Specifications - All digital components must be submitted as JPEG files. Suggested size for each asset is 1920 × 1080 at 72 dpi. Alternative sizes may be submitted if required. No video, animation or interactive elements are permitted.
 - d. A five-part written submission (150 words per section)
 - 1. Campaign summary — outlining the core idea and the relevance of false advertising enabled by generative AI.

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2. Creative insight — how creativity can expose manufactured credibility and challenge trust using digital platforms and familiar advertising cues.
 3. Solution — detailing the platforms, technologies and digital tools used, and why they are appropriate for addressing AI-driven false advertisements.
 4. How it works — explaining how the digital executions make fabricated advertising visible, prompt audience recognition and support the campaign's objective of restoring critical awareness.
 5. Digital Marketing strategy and approach.
- e. The written submission should be no more than 600 words (150 per section) and the final file must be submitted as single pdf document.
 - f. The entire entry should not exceed the file size of 50 MB.
- For Young Lions Print, each team is expected to submit the following:
 - a. One campaign consisting of 1 -3 print advertisements (A4 or A3), you could also consider various print innovations to bring your idea to life
 - b. Written explanation – 300 words total, split as:
 1. Cultural/context information – 150 words
 2. Insight – 150 words (insight + strategy behind the work, target audience, relevance to brief)
 3. Ad may be in full colour or black and white
 - c. The ad and written submission must be uploaded as a two separate pdf document
 - d. The entire entry should not exceed the file size of 50MB
 - The Participant can apply for the Competition by submitting the form, uploading supporting documents and making the required payment on Microsite.
 - For Young Lions Marketers, each team is expected to submit the following:
 - a. 10 slide presentation – no more than 10 slides describing your creative campaign
 - b. The marketing campaign idea and activation – what is the central idea of the campaign and how will you most powerfully deliver that idea?
 - c. A five-part written submission (150 words per section)
 1. Background – overview of the brief, objectives etc. (150 words)
 2. Interpretation – explaining clearly how you came to understand the briefing partner's challenge/objectives (150 words)
 3. Insight/Breakthrough thinking – explaining the creative use of research, data or resources that led to an original and compelling strategy (150 words)
 4. Creative idea – detailing how the creative strategy directly influenced the creative execution (150 words)
 5. Media strategy and approach
 - d. The final submission must be uploaded as two pdf documents – the presentation deck and written submission
 - The Participant can apply for the Competition by submitting the form, uploading supporting documents and making the required payment on Microsite.

Eg: - Subject: **Young Lions Print 2026_Name of the Participant**

- All entries must be submitted on the website <https://timesyounglions.com/>.
- Last date for receiving completed entries is **23:59 PM on February 24th, 2026.**

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- Receipt of application forms after last date of receipt may be permitted only at the sole discretion of the Management.
- Individual aspects of the Entry may be automatically generated by computer or created by artificial intelligence (including but not limited to chatbots such as ChatGPT or similar software applications), however, if the majority or entire Entry is generated using such means, we reserve the right to disqualify the Entry from the Competition.
- Management will not be responsible for application forms that are damaged / lost due to lack or lapse in any communication because of internet failure or any other technical issue.
- The Jury has right to reclassify the creative from one award category to another, at its sole discretion. This is not contestable in any manner.

Entry fee

- A non-refundable Entry Fee: ₹6,000/- per application (exclusive of 18% GST).
- A separate entry form and fee must be completed for each additional category and entry.
- Payment Mode: NEFT/RTGS/Mobile Banking/UPI only. Cheques, Demand Drafts, or any other payment mode are not accepted.
- Bulk or consolidated payments from organizations will not be accepted.
- The entry fee is fixed, and no discounts or negotiations will be entertained.
- The application fee is non-refundable under any circumstances.
- A receipt will be generated after successful payment on the name of the individual.
- An invoice will be generated 30-45 days after the payment is made successfully by the awards management. Any disputes related to reimbursement between the payer and the organization are to be resolved independently, and the organizer holds no responsibility for such matters
- If a payment transaction fails due to incorrect details, insufficient funds, or any technical issues, the applicant must retry the payment before the submission deadline. The awards management is not responsible for any delays caused due to payment failures. Entries with incomplete or failed payments will not be considered
- No duplicate payments will be accepted
- Invoices will be generated in the name of the organization/individuals (in case of freelancers) provided at the time of payment. No changes will be permitted once the invoice has been issued. If the organization requires specific billing details, these must be submitted inform the awards management within 10 days from generation of the receipt.

Completeness of Entries/ Disqualification

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

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- The entry shall stand complete only after the receipt of the entry fee within the defined period mentioned above
- Management will not be responsible for the absence of any team member/s for the grand Jury due to any technical issues. In such a case, the entry shall be disqualified
- One individual/team may apply multiple times under one category for this edition (each entry will be considered separately, and payment needs to be made individually for each application)
- If the creative campaign/ad consists of any specific data point, then the same needs to be supported by a valid source by the participants
- Winning team from the past are not eligible to apply for Young Lions Competition 2026. 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.
- Participation in the Competition is not automatic or guaranteed with all teams selected by festival representatives in their home country.
- The Participant (s) should be fluent in English.
- A Participant may be disqualified if there is any conflict with any of the stakeholders of the Competition, and this may be identified at any point of time during and/ or after the Competition ends.
- If the Participant is found to have plagiarized any aspect of his/her entry, the Participant will be disqualified.
- BCCL employees, The Times Group Companies, its affiliates, sister companies, subsidiary companies, and any other entities operating under its parent company, along with their partners, contractors, sponsors, immediate family members (parents, spouse, children, and grandchildren), and employees of the validation agency who have been part of the process, are prohibited from participating in the Competition. Any such participation shall result in immediate disqualification. Further, such persons/entities shall be liable to return any prize or benefit received and, at BCCL's sole discretion, may also be required to pay applicable penalties, damages, or compensation, and indemnify BCCL against any claims, expenses, or liabilities arising from such act or omission by the employee, relative, or associated entity.
- An organization cannot participate on behalf of its sister company, subsidiary company or other company under the parent company.
- The final eligibility of the Participant will be subject to the discretion and approval of the Competition Management and the Jury.

Timelines

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

Additional Information

- The 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.

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- 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 (five) 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.
- The Management or team appointed by the Management will try to contact the Participant on a best-efforts basis by any means deemed appropriate.
- In the event 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 in its communications including marketing promotions and advertisements along with/without BCCL's brand.
- The 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, the Management shall not be liable in any manner for any loss, damage, theft, or any other mishap caused during the Competition.

Winner determination & Prize

- An independent jury appointed by the Management will evaluate the entries and determine the winners for the Competition.
- Previous years winning team cannot participate in the same category, however, individual team members can pair up with other members to participate in same or different categories for the competition
- The winners shall represent India at the Cannes Lions Live Festival 2026 to be held physically between June 22-26, 2026
- The winning team will receive Young Lions registration passes for the winning the Competition. This will be at the discretion of the Management and may be modified during the course of the Competition period.
- The travel and registration from the winner's domicile Indian State to France shall be by borne by the BCCL. No request of preferred airlines / travel class / 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 cost for visa, accommodation or any other expenses incurred by the winners during their travel shall be borne by the winners. BCCL shall not be responsible for any of these expenses.
- It is mandatory for the winning team to ascertain their visa on their own and submit the same to the BCCL when required. BCCL shall not be responsible for arranging the visas for the winners. In case the selected winners are unable to share their visa within the due timelines, it is the discretion of the Management to choose the next Winner.
- To comply with all terms and conditions of the air-ticket, airline operator, etc. will be the responsibility of the Winners. BCCL shall be no way responsible to the Winners or their legal heirs/successors/representatives for any loss, damage personal or property because travel, and arising out of and about the participation in this Competition.
- Notwithstanding the possession of a valid visa by the winning team, BCCL shall not be held liable or responsible for any denial of entry, refusal of transit,

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or any other action taken by immigration officials, airline officials, or any other authorized personnel at the port of entry, port of transit, or port of exit. The winning team is also responsible for arranging their own travel insurance and BCCL will not be liable for any costs or reimbursements related to travel insurance.

- While in France and in the European Union (“EU”), the winning team shall comply with all applicable laws and regulations of France and the EU, and they shall not engage in any activities that would violate any such laws. The winning team agrees to indemnify and hold harmless BCCL from any claims, damages, or liabilities arising from any violations of French and EU laws during their stay in France and the EU.
- The Winners must have a valid Indian passport as on December 31, 2026. In case the selected Participant does not have valid passport, it is the discretion of the Management to choose the next Winner.

General

- The Participant agrees that the Participant is legally capable of entering and, if selected, participating in the Competition and agree to the Terms and that Participant is competent (i.e., Participant are of legal age and mental capacity) and eligible to enter into this legally binding agreement on Participant.
- The 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.
- The Participant represents and warrants to the Management that all information including any communications, software, photos, text, video, graphics, music, sounds, images and other material (“Works”) 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 in perpetuity 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 Awards 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.
- The Participant hereby grants BCCL, by participating in the Competition, the right to use, the Participant’s information, as may be provided by the Participant, publish and display Participant’s statements, quotes, still photographs and videos (if any) which may have been captured before or during the Competition to be displayed, disseminated, distributed, licensed, sublicensed, stored, archived, cached, adapted, edited or modified, as solely determined by BCCL for advertising, trade, publicity and promotional purposes in any form or media, without notification or approval, all without any payment of consideration.
- For an individual to be considered as an eligible Participant, BCCL may require the registration of such an individual to the Competition on the Website for the sessions with details, including, but not limited to: -
 - Name
 - Phone number
 - Email ID
 - Date of birth (calendar)

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- City/area
 - Profession/designation
- The Participant voluntarily agrees to submit the required documents and personal information to participate in the Competition. The Participant voluntarily consents and permit BCCL will use any personal information that the Participant provides in accordance with applicable laws for the purposes of this Competition and for any marketing or other purposes. BCCL may also share such information(s) with its Affiliates, subscribers, clients, associates, advisors, consultants, third-party healthcare technology platforms, aggregators, vendors, its service providers, subcontractors, and agents for the purpose of this Competition. The information may also be used by BCCL for:
 - recommending various products or services including those of third parties.
 - dealing with requests, enquiries and complaints and Competition related activities.
 - marketing products and services and its analysis.
 - abiding with laws and law enforcement/regulatory requests.
- Participant must enter the Competition at their own will and the Management are 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.
- 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, he/ she/ they may inform Management in writing at any time during the call for entry campaign period and prior to the finalist announcement on the website.
- 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, 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 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 reimburse BCCL for any loss, costs, expense, or damage to which said indemnity applies. BCCL shall give the Participant prompt written notice of any claim or actions covered by this indemnity, and the Participant shall have the right, at its own expense, to participate in any such action.
- The application fees is not refundable and non-transferable
- Decision of the 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 awards, 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 Awards Management and deemed necessary.
- The Participant agrees to give full consent unconditionally for BCCL to share any

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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.
- The Participant (s) shall bear the cost of any expenses incurred for the Competition and will not hold the Management responsible whatsoever. Any cost incurred during the Competition is non-refundable
- If the Participants are unclear as to the Terms or any element of the awards or have any queries/concerns pertaining to the Competition, they can write in with their questions, concerns, or queries to the following email address:
canneslions@timesofindia.com

Canneslions@timesofindia.com

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

Microsite

- The website (<https://timesyounglions.com/>) is only an informational website (the “**Microsite**”) for the Competition. BCCL or its subsidiaries or holding entities (“**The Times of India Group publications**”) is not liable or responsible for any action or decision taken by the Participant or anyone acting on the Participant’s behalf or under Participant’s employment or under contract with the Participant. BCCL shall not be under any obligation to the Participant and the Participant shall have no obligation or rights in relation to the Competition and shall have no claims whatsoever against BCCL relating to the selection process or the running of the Competition.
- BCCL shall not be responsible for:
 - i. Any delivery, failures relating to the registration or uploading videos/presentations.
 - ii. Any SPAM generated messages as result of Participant accessing the Website.
 - iii. Any failure of payment process due to technical reasons or any reason beyond the control of BCCL.
 - iv. Awards Management not receiving or rejecting any data.
 - v. 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.
 - vi. Other conditions/situations or failures beyond its control.

Disclaimers

The Management has no obligation to screen the entry material in advance and is not responsible for monitoring entries for the preventing of any violation of intellectual property ownership rights, or violations of any laws, rules, or regulations. If the Management is notified of any submissions or materials that may not conform to the Terms, it may investigate the allegation and determine

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in good faith and in its sole discretion whether to eliminate such an entry from consideration. The Management has no liability or responsibility to the Participants or other users of the Microsite for performance or non-performance of such activities.