

## Definitions

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| Competition            | Young Lions Competition 2023 is aimed at young creative talent to give them an opportunity to represent the country at the Cannes Lions Live Festival 2023                               |
| Competition Management | This Competition is organised by Bennett, Coleman & Co. Ltd. (“ <b>BCCL</b> ” or “ <b>Management</b> ”); organizers and responsible for the overall conduct of the Competition in India. |
| Microsite              | <a href="https://timesyounglions.com">https://timesyounglions.com</a>  |
| Participant            | Any individual that participates in the Competition by submitting an entry (as part of the team) on the Microsite (as defined below).  |
| Jury                   | A group of persons appointed by the Management to determine the winners of the Competition.  |
| Terms                  | The Competition is governed by these terms and conditions and may be amended from time to time at the Management’s discretion.   |

- 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 notification by the Management. The Participant is advised to regularly review these Terms on Microsite. If there is any disagreement with any of the Terms and any amendments thereto, individuals must not participate in the Competition.

## Objective

- Young Lions is dedicated at helping young talent showcase their creativity at a global platform. National teams of young professionals creative, media and marketing 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 Media
  2. Young Lions Marketer
  3. Young Lions Print

## Eligibility criteria for participation

### General Criteria

- Participant should be born on or after 23/06/1992 and shall be of minimum 18 years old.
- Participant should hold a valid Indian Passport with minimum 6 months of validity as on December 31, 2023
- 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, 2023 along with any 1 of the below mentioned documentation proof can apply for the

Competition. These document, issued by competent authority in India, can be asked by the Participant at any given time of the competition for verification purpose:

- Birth Certificate
  - School leaving certificate
  - Aadhar card
  - OCI card (Overseas Citizens of India)
  - Domicile Certificate
  - PIO card (Person of Indian origin)
  - Voting Card
- If you do not have an Indian passport but you are applying on the basis that your parents and/or grandparents were Indian citizens, copies of the following documents will be required:
    - Birth certificate of the Participant that mentions their parents /grandparent's names clearly so that to establish the relationship with between them.
    - And one of the below documents: -
      - First three and last two pages of both parents/grandparent's Indian passports
      - Both parent/grandparent's domicile certificate issued by the competent authority
      - Parents PIO/OCI cards
  - Both Participants must belong to the same organization.
  - Students/apprentice are not allowed to participate in the Competition.
  - It is mandatory for both the team members to be present during the final round for the virtual presentation. Absence of any one of the team members will lead to disqualification of the entire team from the Competition.
  - One individual/team may apply multiple times under one category for this edition (each entry will be considered separately).
  - Every submission of the creative will be treated as a different entry for the Competition and will be considered separately.
  - Winning team from the past are not eligible to apply for Competition. However, if one person from the winning team forms a new team with a different individual, he /she/they will 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 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/their entry, the Participant will be disqualified.
  - Management's employees, affiliates, partners, contractors, sponsors, immediate family members (parents, spouse, children and grandchildren) 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 Management s sole discretion and shall also pay the penalty, damages and compensation and indemnify the Management 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 will be subject to the discretion and approval of the Management and the Jury.
- For participating in Young Lion Media category, Team must comprise of 2 employees working in the same client organizations and should hold any of the below designations:
  - i. Media planners;
  - ii. Media strategists;
  - iii. Media buyers;
  - iv. Media managers;
  - v.
- For participating in Young Lion Marketers category, Team must comprise of 2 employees working in the same client organizations and should hold any of the below designations:
  - i. Marketing managers;
  - ii. Brand managers;
  - iii. Category/product managers;
  - iv. Client services managers;
  - v. Channel marketing managers.
- For participating in Young Lion Print category, Team must comprise of 2 employees working in the same creative agency and should hold any of the below designations:
  - i. Art directors;
  - ii. Producers;
  - iii. Film makers;
  - iv. Creatives.
- The Participant cannot club with members from another agency/client organizations.
- Management's employees, affiliate, partners, contractors, sponsors, immediate family members (parents, spouse, children and grandchildren) and validation agency employees who has 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 Management's sole discretion shall pay the 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.
- The final eligibility of the Participant will be subject to the discretion and approval of the Competition Management and the Jury.

## RECEIPT OF ENTRIES

- All entries must be submitted on the Microsite.
- Last date for receiving completed entries is April 07, 2023, 23:59 IST.
- The Participant can apply for the Competition by submitting the form and uploading supporting documents as stated on the Microsite.

- Participant's entry for the Competition will be announced in the Times Group publications along with one or more relevant media platforms - through social media websites, or by direct communication with potential Participants or on the Microsite 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).
- The Participants may apply to participate in the Competition by submitting a PowerPoint presentation in PPT or PDF format as per the brief provided on the Microsite. The same must be in an editable format when uploaded on the Microsite.
- Receipt of application forms after last date of receipt may be permitted only at the sole discretion of the Management.
- 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 submitted creative from one award category to another, at its sole discretion. This is not contestable by the Participant in any manner.
- Management shall put in commercially reasonable efforts to ensure smooth functioning of the Microsite. However, notwithstanding the foregoing, Management shall not be liable for any error or failure of the website or any other glitch which results in downtime or any malfunctioning in the functioning of the website or any part thereof.

#### **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 English language only.
- The creatives 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 be accepted.
- All the creatives submitted by the Participants for the Competition, including but not limited to intellectual property rights therein, will be owned by the Management and Participants hereby assign the same to the Management in perpetuity.
- 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.

#### **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.
- 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 the Management and the Management shall be entitled to use the same in its communications including marketing promotions and advertisements along with/without the Management'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.
- Participant's information/creative collected/submitted by the Management during the Competition shall be subject to Management's privacy policy and internal policies.

#### **WINNER DETERMINATION & PRIZE**

- An independent Jury appointed by the Management will evaluate the entries and determine the winners for the Competition.
- The Participants, if shortlisted, will be asked to present to the Grand Jury on a virtual platform.
- The Management reserves the right to offer or withdraw any of the prizes/rewards/gratification/award as provided herein, at any point of time, including after they have been announced.
- The winner(s) shall represent India at the Cannes Lions Live Festival 2023 to be held between June 19-23, 2023.
- The winning team will receive fully paid Young Lions passes for winning the Competition. This will be at the discretion of the Management and may be modified during the course of the Competition period.
- Only the winner(s) of the Competition will be qualified to travel to the Cannes Lions Live Festival 2023.
- The winner(s) must have a valid passport until December 31, 2023, or beyond, and must be willing to travel to the destination country.

- The travel from the Winner(s) domicile state to the destination state shall be borne by the Management. The winner(s) shall not be given any option to choose airlines. No request of preferred airlines/ date/s etc. of the winners shall be entertained by the Management. The trip to the venue is not cashable by the winner(s) at any point.
- The flight travel charges (both ways) will be borne by the Management for the winner(s)
- The visa charges shall have to be borne by the participants. The participants shall be responsible for ascertaining their respective visas for the venue country (Cannes, France) and submit the same with the management latest by June 16, 2023.
- The management shall not be responsible if the participants fail to avail their visas in the said timelines. In such a case, the participants shall not be eligible to participate in the Cannes Lions Competition.
- The other related expenses such as hotel, local travel, food, accommodation, etc. after reaching the destination state including point to point local travel such as residence to Airport, Airport to hotel, hotel to event place, food, etc., and any other additional expenses on a per diem basis shall have to borne by the winner(s).
- Management shall not be responsible for any change in the schedule of the travel to the event. In case, the winner(s) wish to stay or extend their stay beyond the stay period organized by the Management, the winner(s) shall bear all expenses/charges including charges towards traveling back to his/her home city, flight travel, accommodation, food, local travel, insurance, visa etc. during his/her extended stay at the venue/ country where the event will take place.
- To comply with all terms and conditions of the air ticket, airline operator, travel operator, etc. will be the responsibility of the winner(s). Management shall be in no way responsible to (i) the winners or their legal heirs/successors/representatives for any loss, damage to person or property because of travel, and arising out of and in relation to the participation in this Competition or (ii) third parties for any losses or expenses or claims due to acts or omissions of/by the winner(s) during their participation in the award.
- The winner(s) shall be responsible for their own behavior, misconduct, unlawful acts, actions/inactions etc. during the entire trip including his/her/their stay at the venue and the winner(s) hereby indemnify and shall keep indemnified, the Management, 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 winner(s).
- Management shall have the liberty, but not the obligation, to publish information with respect to the submission made by the Participants.
- Participant declares that the details furnished in the application form and supporting documents submitted for the award are true, correct, and complete and, wherever required, provided after thorough due diligence and inquiry. In case any of the said information is found to be false or untrue or misleading or misrepresenting, the Participant e will be liable and accountable for any consequences resulting thereto including indemnifying the Management for any expenses, costs, losses, or damages incurred.
- The Participant authorizes the Management to use the content submitted as part of their nomination/ participation, in whole or in part and use and display such content

and entry, which shall include trade publications, press releases, electronic or social media posting to any website, electronic hyperlinks to the website of the Participant , and/or any other display format selected by the Management during the Award ceremony or at a later point in time as it may deem fit.

- The Management may, in its sole discretion, exclude a Participant from participating in any part of the award on various grounds, which may include without limitation (i) circumstances which render the Participant unfit to participate therein; (ii) inability to produce documentation specified proving the identity of the Participant; (iii) any other reason that, at their sole discretion, would adversely impact the award. At no point of time will the Management be obliged to notify unsuccessful Participant of its decision.
- The Management is not responsible, if a call to a winner is not successful due to:
  - Line being busy
  - Congestion
  - No answer received
  - Poor call conditions / unclear reception
  - Call drop
  - E-mail not delivered
  - Other reasons that could render a call unsuccessful.
- The Management further reserves the right to replace, at its discretion, any winner(s) who for any reason fails or is disqualified from or is unable to participate in the award, with another Participant who should be eligible to be a winner.
- The Management will use the e-mail used to register for the award by the Participant, to identify the winner, if any. Inability on the part of the Participant to accordingly show or provide the required identification proof could entitle Management to disqualify the Participant from any winning, if any.
- Management shall make all reasonable endeavors to (i) enable Participant (s) to proceed with participation in the award (ii) to contact all finalists and winner at each relevant juncture of the award, Management can make no guarantee thereof and Management shall in its sole discretion be entitled to proceed with the next entitled Participant who are eligible to be winners under the Terms, in case it is unable to successfully contact and communicate with Participant (s)/ winner(s) in terms hereof.
- Management will have no liability to a Participant who is unable to take part in the award, for whatever reason and Management shall be entitled to disqualify the Participant (s) from the Award, at any time, at the discretion of Management.
- Management further reserves the right to replace, at its discretion, any finalist or winner who for any reason fails or is disqualified from or is unable to participate in the Award, with another Participant, notwithstanding that such Participant may have been previously eliminated from the award and each Participant shall agree to collect the prize as and when required by Management to do so.
- If at any point, it is determined by Management that any person has tampered with the Microsite, or any data / servers / database / etc. related to the Management reserves the right at its discretion to revoke the prize of any such Participant and / or initiate action including litigation as deemed fit and necessary by Management.

- The winner(s) hereby agrees that he/ she/they shall not hold Management responsible for any delays and/ or disputes and/or claims arising out of the prize and shall indemnify the Management against any and all such claims.

## 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 is of legal age (minimum 18 years old, and is mentally sound) and eligible to enter into this legally binding agreement on its behalf.
- 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 following the opportunity to participate in the Competition, all information including any communications, software, photos, text, video, graphics, music, sounds, images and other material and all copyright therein (“Works”) submitted or recorded in any manner by the Participant for consideration for the Competition are solely owned by the Management and assign the same to the 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 Management 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 the Management, by participating in the Competition, the unlimited 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 the Management for advertising, trade, publicity and promotional purposes in any form or media (present or future), without notification or approval, all without any payment of consideration.
- For an individual to be considered as an eligible Participant, the Management may require the registration of such an individual to the Competition on the Microsite for the sessions with details, including, but not limited to: -
  - Name
  - Phone number
  - Email ID
  - Date of birth (calendar)
  - 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 that, the Management 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. The Management 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 the Management 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 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.
- The Management reserves the right to, at its discretion, withdraw or amend or add to the terms 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 upto 2 (two) weeks prior to the final Competition.
- 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 shall indemnify the Management, 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 the Management for any loss, costs, expense, or damage to which said indemnity applies. The Management 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.
- 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 the Management 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 the Management.
- The decision of the Management 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. It is up to the discretion of the Management to reimburse the expenses fully/partially from case-to-case basis.
- 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@timesgroup.com](mailto:Canneslions@timesgroup.com). The Management shall endeavour to the best of its ability to respond thereto.

## MICROSITE

- The website is only an informational website (the “**Microsite**”) for the Competition. The Management or its subsidiaries or holding entities (“**The Times Group**”) 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. The Management 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 the Management relating to the selection process or the running of the Competition. The Management does not make any warranties, express or implied, with respect to any service, information, data, software, system, functionality, statements, content made available on the Microsite. The information contained in the Microsite has been obtained from sources believed to be reliable. The Microsite, and all content, materials, information, software and services provided on the Microsite, are provided on an "as is" and "as available" basis.

The Participant shall not send, submit, post, or otherwise transmit, material or messages that contain software virus, or any other files that are designed to interrupt, destroy, and negatively affect in any manner whatsoever, any electronic equipment in connection with the use of the Microsite, or other user's ability to use the Microsite.

- Management shall not be responsible for:
  - i. Any delivery, failures relating to the registration or uploading videos/presentations;
  - ii. Any messages as result of Participant accessing the Microsite;
  - iii. Any failure of payment process due to technical reasons or any reason beyond the control of the Management;
  - 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 which may include any government order, amendment to applicable laws, judicial orders, rules and regulations, unprecedented conditions etc.

## 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 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.