

Young Lions Competition 2025
Guidelines for Terms & Conditions

Definitions

Competition	Young Lions Competition 2025 is aimed at young creative talent to give them an opportunity to represent the country at the Cannes Lions Live Festival 2025
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 2025 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 notification. The Participant is advised to regularly review these Terms. 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 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 two broad categories –
 1. Young Lions Digital
 2. Young Lions Print

Eligibility Criteria for participation (applicable for all categories)

1. 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
- Participant should be born on or after 20/06/1994.
- 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, 2025, 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

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- **Team can consist of the following mix:**
 - Two individuals who are working as full-time employees in the same organization.
 - Two individuals who are freelancers currently associated with any creative communications, advertising or digital agencies or with the in-house creative team member from client companies.
 - Two individuals – 1 individual can be a freelancer, and one individual can be a full-time employee in an organization.
- Students 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 physical presentation. Absence of any 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, and payment needs to be made individually for each application).
- A non-refundable Entry fees of INR 6,000 plus applicable GST will be charged for each application/submission.
- 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 2025. 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, 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 Competition and shall stand disqualified with immediate effect and shall be liable to return the prize or benefit received and at BCCL's sole discretion and shall also pay the penalty, damages and compensation and indemnify BCCL 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 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.

2. Print

- The participants are expected to create a print ad in response to the brief shared by the management on the website
- Participant should be born on or after 20/06/1994.
- Participant should hold a valid Indian passport until December 31, 2025, or beyond. It is mandatory for both team members to attach their valid passport while applying for the Competition.

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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.
- For Digital, each team is expected to submit the following:
 - a. A presentation page including examples of 3 digital components (in JPEG format, one JPEG for each component). These components could utilise social media platforms, but also any other digital-led execution.
 - b. An image summarising the campaign (in JPEG format).
 - c. A four-part written submission (150 words per section)
 1. Campaign Summary
 2. Creative insight – How can creativity help answer the brief using social media platforms and technology?
 3. Solution – The platforms, technology and tools used and why?
 4. How does it work? How will the digital solution help answer the brief and move the campaign objective/s forwards?
 - d. Suggested sizes for each digital component are: 1920 x 1080 at 72 dpi. You may submit different sizes if you wish. No flash or video elements are permitted.
 - e. The written submission should be no more than 600 words (150 per section) and the final file must be submitted as one pdf document.
 - f. The entire entry should not exceed the file size of 20 MB.
- For Print, each team is expected to submit the following:
 - a. Create a single print advertisement (A4 or A3) accompanied by a (max) 300 word written submission.
 - b. The ad and written submission must be uploaded as two pdf documents.
 - c. The entire entry should not exceed the file size of 20MB.
- The Participant can apply for the Competition by submitting the form, uploading supporting documents and making the required payment on the Microsite.

Eg: - Subject: **Young Lions Print 2025_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 28th, 2025**.
- 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 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.

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- 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
- 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.

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

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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 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.
- If required, the Participants will be asked to present their work to the jury members through a virtual platform.
- The winners shall represent India at the Cannes Lions Live Festival 2025 to be held physically between June 16-20, 2025
- 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, 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

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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, 2025. 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)
 - 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

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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 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

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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

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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 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.