



Social Media Campaign Terms & Conditions

Campaign Title: Vadilal AI Ads
Organized by : Vadilal Enterprises Limited
Effective Date : 25th Sept, 2025
End Date : 25th October, 2025

1. Eligibility

- Open to all the citizens of India aged 18 years or older and wherein there's a brand presence.
- Please note that any entry received from the states wherein there's no brand presence shall be declared as null and void and shall not be taken into consideration for determining the Winners of the Prize.
- Employees of the company, its affiliates, advertising agencies and immediate family members are not eligible.
- Participants must have a valid social media account on Instagram, Facebook and X and follow our official page: @VadilalIcecreams.

2. Campaign Overview

To celebrate the occasion of Diwali – 2025, we invite users to participate in our tech-driven campaign featuring AI-generated video experiences and exciting prizes.

How to Participate:

- 1) Visit and follow social media account of Vadilal Ice-Creams on Facebook / Instagram / X @ _VadilalIcecreams_.
- 2) Interact with the AI-powered tool to generate your personalized festive video using our brand tagline and products.
- 3) Share your video on social media using the hashtag #_zaramuskuraiyevadilalkhaiye and tag @ vadilalIcecreams_____.
- 4) Submit your entry via _Instagram.

3. Entry Guidelines

- Only one entry per person/per account is allowed.
- It is hereby clarified that the participant may engage in the Campaign multiple times but he/she shall be eligible to generate the videos up to a maximum of two (2) times during the Campaign Period.
- Duplicate, automated or bulk entries will be disqualified.
- Content must be original, appropriate and not infringe on third-party rights.
- Posts must remain public and accessible until the campaign ends.
- By participating, you grant the Organizer the right to repost, share or feature your content on any of its platforms with attribution.

4. AI Video Usage Disclaimer

- The AI-generated videos are created based on user input and pre-set festive themes.
- By using the tool, you agree not to upload offensive, defamatory or illegal content.
- The Organizer is not responsible for the accuracy of any AI interpretation.
- You retain ownership of your content but grant the Organizer a royalty-free, worldwide license to use the generated videos for marketing or promotional purposes.

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5. Prizes & Winner Selection

- Winners will be selected based on creativity, relevance to the festive theme and adherence to campaign rules.
- Prize types: Smartphone, Gadgets and Gift vouchers
- Winners will be announced on our social media webpage @ vadilalicecreams.
- Prizes are non-transferable and cannot be exchanged for cash or alternative items.
- Name of the winners will be declared within 15 days from the date of completion of the Campaign.
- Prizes to the winners will be distributed within 60 days from the date of declaration of Winners.
- Winners may be required to provide a proof of identity, age and residency prior to receiving a prize. Failure to provide valid documentation may result in disqualification.

6. Disqualification

The Organizer reserves the right to disqualify any entry that:

- Is inappropriate, offensive, or misleading
- Violates intellectual property rights
- Does not meet the campaign criteria
- Uses bots, automation or fake engagement
- Attempts to temper with the campaign/contest process or violates any rules/privacy policy
- Failure to provide valid documentation by Winner may result in disqualification.

7. Privacy, Data Collection and its Use

The participant hereby agrees that he/she has read and understood the Privacy Policy mentioned on the Campaign Website/Webpage www.vadilalicecreams.com and provides his/her unconditional consent to collection of his/her personal information and social media profile data which may include, but is not limited to, your public profile information (such as name, username, profile photo, location, followers/following count, mobile number, Email ID, Address), engagement metrics (such as likes, shares, comments), and any content you publicly post using campaign-related hashtags, mentions, or tagged content. Further, the participant hereby provides his/her consent for storage and processing of his/her personal information collected for the purposes of sending communication including but not limited to Marketing Communication.

By participating in this campaign – whether through following our official social media accounts, engaging with campaign content, submitting user-generated content or using designated campaign hashtags—you grant us permission to collect and use your social media profile information for the purposes of monitoring campaign engagement and performance, conducting analytics and reporting, personalizing campaign messaging, reposting or resharing user content with appropriate attribution, improving future marketing efforts and contacting winners.

Data will be processed in accordance with our Privacy Policy.

8. Liability Disclaimer

- The Organizer is not responsible for:
- Technical failures or delays in platform or AI tools
- Incomplete or lost submissions
- Issues arising from third-party services or APIs
- Any injury, loss, or damage caused directly or indirectly from participation

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9. General Terms & Condition:

- **(a)** Each Participant represents and warrants that he/she is legally competent to enter into binding contracts under applicable laws. By taking part and/or entering into the Campaign, the Participant warrants that all information provided by Participant regarding Participant's name, age, state, city, address, phone number, etc., is true, correct, accurate and complete.
- (b)** The decision of Vadilal with regards to the video generated under the Campaign shall be final and subject to Vadilal's approval only. No correspondence or any other claims whatsoever in this regard will be entertained.
- (c)** No queries, claims, dispute, complaints or grievances shall be entertained by Vadilal after 3 days from the date of the completion of the Campaign.
- (d)** The video generated under the Campaign cannot be exchanged and is not transferable and cannot be converted into cash.
- (e)** Vadilal reserves the right to change, defer, alter or cancel this Campaign in part or full or change any or all of the terms and conditions that are applicable, without giving prior intimation/notice of any kind and will not be liable for any consequential losses/damages. Any decision of Vadilal in this regard and in general with respect to this Campaign and the terms and conditions thereto shall be final and binding.
- (f)** Nothing contained herein amounts to a commitment or representation by Vadilal to conduct further Campaign.
- g)** Vadilal reserves the right to change any details of the Campaign including but not limited to amending these terms and conditions, the type of Campaign, submission mechanism, eligibility criteria, term of the Campaign and the prizes for the Campaign. Vadilal reserves the right to amend, temporarily suspend or withdraw the Campaign in its absolute discretion provided that Vadilal shall not exercise this right unreasonably.
- (h)** The decision of Vadilal shall be final in all regards and no communication shall be entertained in this regard. None of the provisions of these Terms and Conditions shall be deemed to constitute a partnership or agency between any Participant and Vadilal and the Participant shall not have the authority to bind Vadilal in any manner whatsoever.
- (i)** Vadilal shall not be accountable/liable for any disruptions/stoppages/interruptions or cancellation of the Campaign due to any government restrictions.
- (j)** Failure to exercise or delay in exercising a right or remedy provided hereunder or by law does not constitute a waiver of the right or remedy or waiver of other rights or remedies on the part of Vadilal.
- (k)** Vadilal accepts no responsibility for late, lost, incomplete, incorrectly submitted, delayed, illegible, corrupted or misdirected entries, loss of SMS, loss of internet connectivity, unique codes, documents, demand drafts, claims or correspondence whether due to error, omission, alteration, tampering, unauthorized data hacking, deletion, theft, destruction, virus attack, transmission interruption, communications failure, hardware failure or otherwise. Vadilal shall not be liable for any consequences of user error including (without limitation) costs incurred.
- (l)** If a Participant is dissatisfied with the Campaign or the Campaign rules and/or any content or any requirements of the Campaign form, the materials available related thereto, or with these terms and conditions, his/her sole and exclusive remedy is to not to engage in the Campaign.
- (m)** If a person chooses to access the Campaign Website/Webpage from outside India, he/she shall do so on his/her own initiative and shall be responsible for compliance with applicable local laws of the country. Though he/she may not be eligible for participation.
- (n)** The participation in the Campaign is purely voluntary and the same shall be construed as an acceptance of the terms and conditions stipulated herein.
- (o)** Vadilal 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, as a result of acceptance of any prize.

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(p) By participating the Campaign, the Participant hereby releases from and agrees to indemnify Vadilal and/ or any of its respective officers/employees from and against all liability, cost, loss or expense arising out of acceptance of the video or engaging in the Campaign including (but not limited to) personal injury and damage to property and whether direct, indirect, consequential, foreseeable, due to some negligent act or omission, or otherwise.

(q) Vadilal accept no liability, whether jointly or severally for any errors or omissions whether on behalf of itself, Agency or third parties in relation to the prizes.

(r) The Participant shall be solely responsible for any consequences which may arise due to his/her participation in the Campaign by conducting an illegal act. Participant also undertakes to indemnify Vadilal and their respective officers, directors, employees and agents on the happening of such an event (including without limitation cost of attorney, legal charges etc.) on full indemnity basis for any loss/damage suffered by Vadilal on account of such act on the part of the Participant.

(s) In consideration of Vadilal allowing the Participant(s) to take part in the Campaign, to the maximum extent permitted by law, the Participant(s) waive and release each and every right or claim, all actions, causes of actions (present or future) each of them has or may have against Vadilal, its respective agents, directors, officers, business associates, group companies, sponsors, employees or representatives for all and any injuries, accidents, or mishaps (whether known or unknown) or (whether anticipated or unanticipated) arising out of the Campaign or related to the Campaign or the video generated under the Campaign.

(t) This Campaign is subject to government regulations.

(u) Vadilal reserves the right to change the terms and conditions of this campaign, including extending, withdrawing, or discontinuing the same without notice, without assigning any reason, at their sole discretion and without any liability.

(v) Vadilal cannot replace any lost, stolen or damaged Prize(s) and reserve the right to withdraw or amend any details and/or prices without notice.

10. Governing Law

These terms are governed by and construed in accordance with the laws of Republic of India and any disputes will be subject to the exclusive jurisdiction of Ahmedabad, Gujarat, India courts only.

11. Contact Us

For any questions or concerns, contact:

Email : digital@vadilalgroup.com

Website: www.vadilalcreams.com

12. Disclaimer

By participating in this social media campaign, you acknowledge and agree that any use of voice, name, image, likeness or other identifiable characteristics of any well-known individuals including celebrities, public figures, athletes, politicians or influencers in your submitted content is done voluntarily and at your own risk.

You further agree that if you include the voice, image, or likeness of any third party, you are solely responsible for obtaining all necessary permissions and releases. You are solely responsible for ensuring your content complies with all applicable laws and respects third-party rights.

Vadilal Enterprises Limited disclaims any liability arising from any unauthorized use of personal attributes by participants.

VADILAL ENTERPRISES LIMITED

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