

## TERMS & CONDITIONS

### Dark Fantasy Tastiest Game CONTEST

Please read the terms and conditions (T&Cs) before participating in the Contest (*defined hereinafter*).

You agree that by participating in the Contest, you will be bound by these Terms and conditions (also "T&Cs") and you acknowledge that you satisfy all contest eligibility requirements as provided herein below.

For the purpose of these T&Cs, wherever the context so requires, "You" or "Your" shall mean any natural person who is the participant in the Contest and "We" or "Our" shall mean ITC Limited (also, "ITC").

Persons participating in the Contest shall individually be referred to as "Participant" and collectively as "Participants".

#### 1. Scope of Contest:

- a. This is a limited period contest (hereinafter referred to as "Contest") which is being sponsored by ITC Ltd (hereinafter referred to as "ITC" or "Company") in association with the Contest Managers (*as described below*) for ITC's Sunfeast Dark Fantasy products.
- b. The Contest is being organized and managed by Impresario (hereinafter referred to as "[**Agency**]" / or the "**Contest Manager**").

#### 2. Eligibility and Contest:

- a. This Contest is open for all Indian citizens residing in India who (i) are eligible to enter into a contract under the laws of India; and (ii) are of age eighteen (18) years and above on the date of participating in the Contest.; and (iii) hold a valid Pan Card, Aadhar Card, Passport or Voter ID Card.
- b. The Contest is open to all persons mentioned above in Clause 2(a) with the exception of employees of ITC, Contest Manager, their immediate family members i.e., ITC employees' spouses, domestic partners, parents, grandparents, siblings, children and grandchildren), and the CONTEST MANAGER's affiliates, advisors, advertising/Contest agencies are not eligible to enter or participate in the Contest.
- c. This Contest is open to all the states of India.
- d. Only Indian Nationals holding valid PAN CARD, AADHAR CARD, PASSPORT or VOTER ID CARD for verification purpose shall be entitled to participate under this Contest.
- e. ITC and/or the Contest Manager reserve the right to exclude any person from the Contest on the grounds of :
  - misconduct or criminal record; or

- tampering with the entry process or the operation of Contest; or
- acting in violation of these terms and conditions; or
- acting in an unsportsman like or disruptive manner or with intent to annoy, abuse, threaten or harass any other person; or
- for any other reasons, as it may deem fit and proper.

No communication in this regard will be entertained.

### 3. Contest Period & Contest Timings:

- The Contest is valid only in India for a limited period of 62 days starting from 29<sup>th</sup> Aug 2026 at 00:00:01 a.m. to 31<sup>st</sup> Oct 2026 at 23:59:59 p.m. (hereinafter referred as "**Contest Period**"). ITC reserves right to cancel/reduce/amend/extend/modify the Contest Period at its absolute discretion without giving any notice/intimation to the Participants and without any liability, without assigning any reason whatsoever. No claims/questions shall be entertained in this regard.

### 4. How to Participate:

- The link to the Contest will be posted on the official social media pages of Sunfeast Dark Fantasy in Instagram <https://www.instagram.com/sunfeastdarkfantasy/> and Facebook <https://www.facebook.com/DarkFantasySunfeast/>
- Upon clicking the link, the Participants will be redirected to the web page for the game. Over the web page, the Participants will be required to accept these terms and conditions. Once the terms & conditions are accepted, the Participants can proceed with the game.
- Once the game is completed, the participants will be required to enter their name, valid phone number and upload a selfie. Post submitting these details, the user will be able to play the game and submit their score. The participant will also get a customized scorecard reflecting their score.
- To participate in the Contest, users will have to upload their customized scorecard on social media (Instagram or Facebook) with a caption on why they think Dark Fantasy is possibly the World's Tastiest Cookie and tag @sunfeastdarkfantasy and the #tastiestcookie.
- As determined by ITC, in its sole discretion, entries posted by the Participants on social media must meet the following guidelines:
  - All entries submitted must comply with these Terms & Conditions and any Terms of Use of the Contest website;
  - Cannot be sexually explicit or suggestive, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, or contain nudity;

- c. Cannot promote alcohol, illegal drugs, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
- d. Cannot be obscene or offensive, endorse any form of hate or hate group;
- e. Cannot promote terrorist acts such as providing instructions on how to assemble bombs, grenades and other such weapons or provide instructional information about illegal activities;
- f. Cannot defame, misrepresent or contain disparaging or slanderous remarks about ITC Limited, their customers or their products, or other people, products or companies;
- g. Cannot contain trademarks, logos or trade dress owned by others (except ITC Limited's trademarks, logos or trade dress of the Product), or advertise or promote any brand or product of any kind (except the current Product as marketed by ITC), without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- h. Must be original and cannot contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art, stills, or images published on or in television, movies, the Internet or other media, except such materials owned by ITC Limited) without permission and cannot be plagiarized from any source;
- i. Cannot communicate messages or images inconsistent with the positive images and/or goodwill to which ITC Limited wishes to associate;
- j. Cannot depict, and cannot itself, be in violation of any law.
- k. ITC Limited and/or the Contest Manager reserves the right to verify gameplay records, scores, leaderboard rankings and Participant details, and to remove, modify, invalidate, reject or disqualify any Participant, score or leaderboard ranking found to have been obtained through fraud, manipulation, unfair practices, use of automated tools, technical exploitation, or any activity inconsistent with the intended operation of the Contest or otherwise in violation of these Terms and Conditions. The decision of ITC Limited and/or the Contest Manager in relation to the Contest, gameplay records, leaderboard rankings, verification and selection of winners shall be final and binding.

This Contest is being organized on a "best efforts" basis and participating in this Contest voluntary.

## **5. Prizes:**

- a. For the purpose of this Contest:
  - i. "Winners" means Participants who have won any of the Prizes. Only such Participant who has completed the participation in the Contest and fulfill all eligibility criteria laid off herein in the terms and conditions shall be eligible to be a Winner. The mobile number entered by the Participant at the time of registration would be considered for this purpose.

- ii. “Prize(s)” means the Rewards, as the case may be, won by Participant(s), details of which are elaborated in Section b (i), (ii), (iii) below.
  - iii. “Participants” means the consumers participating in the Contest and shall individually be referred to as “Participant” and collectively as “Participants”.
- b. Prize & Rewards:
  - i. “Prize(s)” or “Rewards” and are the Prizes declared by ITC/Contest Manager for the Winners during the Contest Period, in accordance with terms hereof and shall consist of the following:
  - ii. “Assured Prize” shall mean Blinkit Vouchers
  - iii. “Weekly Prize” shall mean one (1) Amazon gift voucher worth Rs. 10000.
- c. The Prize(s) cannot be transferred, exchanged or redeemed for cash. In the event that the Winner does not accept/claim the Prize in the time and manner stipulated in the SMS that is sent confirming the Reward then the Prize will be forfeited and for avoidance of doubt, cash will not be awarded in lieu of the Prize. Prizes must be taken as offered and cannot be varied. Any unclaimed Prize is not-transferable, non-refundable and non-redeemable for other goods or services and cannot be taken in exchange for cash. This will include all cases covered in Clause 12 below.
- d. Should the Winner be found, in ITC’s sole discretion: not to be eligible to win; not to have complied with these Rules; their conduct can be reasonably interpreted as scamming; acted fraudulently with regards to the Contest; and if it would be unlawful to award the prize, he/she will automatically be disqualified and/or the prize will be forfeited. Winners may also be required to sign acceptance of prizes and indemnity documents.
- e. A Participant, potential prize winner and/or prize wWinner may, at ITC’s sole discretion, be disqualified from the Contest and/or forfeit his/her prize if: (i) such person’s participation in the Contest and/or the awarding of a prize to such participant would, as solely determined by ITC, be harmful to the goodwill and/or reputation of any of ITC; or (ii) such person engages in any unsafe, illegal, unsociable or inappropriate behavior.
- f. ITC may require each Winner to complete and submit an information disclosure agreement to enable ITC to ensure compliance with these Rules.
- g. The prize is not transferable, and no substitution or cash redemption of prize is permitted. A prize will not be handed/awarded to a third party, but only to the verified Winner.
- h. ITC reserves the right, at their sole discretion, to substitute the prize with any other prizes of comparable or greater commercial value for whatever reason.
- i. Prize visuals on any contest and/or promotional materials are for illustrative purposes only.

## 6. Winner Selection

- a. The participants who complete all the steps, fulfilling all the terms & conditions and post the customized scorecard on social media with the relevant tags and captions will be eligible for the contest. One Winner will be selected weekly on the basis of the highest score for that week in the period of the contest who will be eligible for the Weekly Prize.
- b. This Winner announcement will take place at the end of each week on the official social media pages of Sunfeast Dark Fantasy in Instagram  
<<https://www.instagram.com/sunfeastdarkfantasy/>> and  
Facebook  
<https://www.facebook.com/DarkFantasySunfeast/>
- c. At the time that a potential prize winner is identified, the potential prize winner will be contacted by a representative of ITC at which point he/she may be required to answer a few questions regarding his/her eligibility as well as be requested to submit certain documents and a copy of his/her ID and/valid passport or permit and/or driver's license to ITC's representative.
- d. The potential prize winner is not an actual Winner until his/her participation is validated and his/her documents are completed and submitted to ITC. If a potential prize winner does not meet the eligibility requirements, the prize will be forfeited and a runner up finalist will be deemed the Winner subject to the terms and conditions herein.
- e. If ITC are unable to reach any of the potential prize winners after 3 (three) attempts made within 3 (three) working days of their name being drawn, for whatsoever reason, including incorrect telephone numbers or inoperative telephone numbers or delayed responses to social media Private Messages, such winner will be disqualified and a runner up finalist will be deemed the potential prize winner subject to the terms and conditions herein.
- f. Eligible winners will be contacted, electronically by a representative of ITC based on the information they will have shared via the telephone call.
- g. The Winner shall be responsible to comply with the registration process, related formalities and production of any /all such documents/information as may be required by ITC authorities in connection with the Prize.
- h. The decision of ITC will be final and binding with regard to any dispute arising out of this activity.
- i. ITC reserves the sole and absolute right to terminate, modify or extend this Contest, at its absolute discretion without notice and without any liability, without assigning any reason whatsoever.

## **7. Terms and Conditions: Prize**

- a. The operational part of the scheme like contacting the Winner, handling and distribution of Prizes etc., shall be managed by the Contest Manager. The Winners will be chosen by ITC as per their sole discretion.
- b. Prize once delivered cannot be replaced under any circumstances.

## **8. Publicity:**

- a. By participating in the Contest, all Participants agree that ITC shall be at liberty to use the Participant's name and/or photo for the purpose of marketing and promotion such that the Participant's name, photo and details may appear in any advertisements/promotions/media coverage or publicity in any form which exists today or will be known anytime in the future, without any consideration to the Participant and/or the Winners. No fees or other sums are to be paid to the Participants or Winners on account taking part in the aforementioned advertisements / promotions and they shall not raise any objection, protest or demur to such coverage or in this regard.

## **9. Processing of Information**

- a. By sharing their personal information with the Contest Manager, the Participants consent to collection, storing, processing and use of personal information i.e., name, photo, address, mobile phone number (include other details as applicable) by the Contest Manager and sharing such information with other third parties by the Contest Manager including, its affiliates, associates, agents, contractors and other third parties (including ITC). Personal information given by the Participants shall be used to deliver Prizes and for conduct of marketing communication and promotional activities by ITC, its affiliates, associates, agents, contractors. The personal information is being collected by the Contest Manager and shall be retained by Contest Manager.
- b. The Participants have an option of not providing the personal information as required under this Contest. The Participants also have an option to withdraw their consent in relation to usage of personal information during the Term of the Contest. In such cases, the Entry of the Participant shall not be considered and Participant shall not be eligible for the Prize. The Participants may reach out to the Contest Manager at [rewards@impresariopromotions.com](mailto:rewards@impresariopromotions.com) or to ITC at [itccares@itc.in](mailto:itccares@itc.in) for such withdrawals.
- c. By participating in this Contest, the Participants acknowledge and consent to transfer and/or disclosure of their personal information by ITC to any third party authorized by ITC for providing services in relation to this Contest.

- d. The personal information collected in this Contest will be used to declare the Winners on the website, deliver the Prizes and to communicate promotional offers or information about products by ITC.

#### **10. Additional Terms and Conditions**

- a. The Contest is subject to all applicable central, state and local laws and regulations in India. All Participants and Winners agree to abide by all laws applicable to them.
- b. ITC reserves the right to terminate the Contest at any time or modify the terms and conditions of the Contest, at any time in its absolute discretion, without advance notice and/or assigning any reason thereof and will not be liable for any consequential losses/damages. The decision of ITC on matters related to Contest will be final and binding in all matters related to the Contest. No claims/questions shall be entertained in this regard.
- c. ITC reserves the right to exclude any person from the Contest on grounds of (i) misconduct or criminal record; (ii) tampering with the entry process or the operation of the Contest; (iii) acting in violation of these terms and conditions; (iv) acting in an unsportsman like or a disruptive manner or with intent to annoy, abuse, threaten or harass any other person; or (v) for any other reasons, as it may deem fit and proper. No communication in the regard will be entertained.
- d. ITC shall not be responsible for any outage in the network services during the Contest Period.
- e. ITC shall not be held liable if the Participants do not have mobile phones that support the Contest Weblink.
- f. ITC and the Contest Manager shall not be responsible for (including but not limited to):
  - i. For any SPAM generated messages
  - ii. For the operator code (the code from which the SMS is received) not being displayed on the user's mobile phones
  - iii. For any SMS message delivery failures
  - iv. Any lost, late or misdirected computer transmission or network, electronic failures or any kind of any failure to receive entries owing to transmission failures or due to any technical reason
  - v. If the Participant has registered himself to the DND of the telecom provider/ the Participant has registered with National Do Not Call Registry/ Participant has specifically requested for not receiving messages for the specific campaign/contests. The Participant putting a missed call under the terms of this Contest is express consent on the part of Participant to exempt ITC and CONTEST MANAGER from DND restriction imposed by the relevant Participant.
  - vi. Other conditions beyond its reasonable control

- g. By participating in the Contest, the Participant grants an exemption to ITC or CONTEST MANAGER from applicability of NDNC (National Do Not Call) Registry regulation for the limited purposes of communication on the Contest. Consumers who have won any Prizes under the Contest will be contacted by the CONTEST MANAGER for collection of further details to ensure delivery of the Prize and such Prize shall only be dispatched if the necessary information as requested for by CONTEST MANAGER have been provided. The Participant shall be solely responsible for any errors in such information provided.

## **11. General Conditions**

- 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 Contest, 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. By participating in the Contest, Participant warrants and represents that the entry:
  - i. is the Participant's original work,
  - ii. has not been previously published,
  - iii. has not won previous awards, (d) does not infringe upon the copyright, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity;
  - iv. The Participant will indemnify and hold harmless, ITC and Contest Manager from any claims to the contrary. Any Participant whose work includes likenesses of third parties or contains elements not owned by the Participant (such as, but not limited to, depictions of persons, buildings, trademarks or logos) must be able to provide legal releases for such use including CONTEST MANAGER's use of such Entry, in a form satisfactory to administrator, upon request, prior to awarding of prize.
- c. ITC and/or Contest Manager will not be responsible for any NDND (National Do Not disturb) Registry regulation. Participants may be contacted by Impresario for collection of further details to ensure delivery of the Prize and such Prize shall only be provided if the necessary information as requested for by CONTEST MANAGER has been provided. The participant shall be solely responsible for any errors in such information provided. You agree that for the purpose of processing any Prize, the CONTEST MANAGER may need to collect personal and/or sensitive personal information ("Personal Information") from the Participant to ensure delivery of the relevant Prize. Such Personal Information shall be used and processed in accordance with provisions set out in Section 10 above. Participants eligible for a Prize give their consent to the collection, use and processing of such Personal Information upon sending the Missed Call/Website to the nominated number/weblink on the Product pack.
- d. ITC or Contest Manager shall not be liable to perform any of its/their respective obligations under the Contest or in respect of the Prize where it is unable to do so as a result of circumstances beyond its/their control in the nature of fire,

explosions, natural calamities, state emergency, riots, or any other force majeure condition, etc., and shall not be liable to compensate the Participant in these circumstances. ITC or CONTEST MANAGER shall not be accountable/liable for any disruptions/stoppages/interruptions or cancellation of the Contest due to any government restrictions or any force majeure events including acts of Gods or any other circumstances beyond the control of ITC or CONTEST MANAGER.

- e. The decision of ITC or the Contest Manager as regards the selection of Winners and distribution of the Prizes shall be final, subject only to ITC 's approval. No correspondence or any other claims whatsoever, in this regard will be entertained.
- f. No queries, claims, dispute, complaints or grievances shall be entertained by ITC and Contest Manager after 5 business days from the date of the closure of the Contest.
- g. The Prize cannot be exchanged and is not transferable and cannot be converted into cash.
- h. Nothing contained herein amounts to a commitment or representation by ITC to conduct further contest of the same or similar nature as that of the Contest.
- i. None of the provisions of these terms and conditions shall be deemed to constitute a partnership or agency between any Participant and ITC and the Participant shall not have the authority to bind ITC in any manner whatsoever.
- j. ITC or any of its respective officers/employees/directors shall not be responsible for Participant not winning any Prizes due to delayed, lost, mutilated, corrupted or illegible documents etc. of the Participants.
- k. 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 ITC or Contest Manager.
- l. ITC and Contest Manager 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. ITC or Contest Manager shall not be liable for any consequences of user error including (without limitation) costs incurred.
- m. If a Participant is dissatisfied with the Contest or the Contest rules and/or any content or any requirements of the Contest form, the materials available related thereto, or with these terms and conditions, his/her sole and exclusive remedy is to not participate in the Contest.
- n. If a person eligible to participate in the Contest chooses to access the weblink for the Contest 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.

- o. This Prize cannot be treated as a cash equivalent under any circumstances or interpretation and ITC or Contest Manager shall under no circumstance exchange any Prize or voucher for cash.
- p. Validity of Prize cannot be extended, or new Prize cannot be provided against the expired/unused vouchers.
- q. Contest Manager shall provide the Prize on an "as-is basis" and without any warranty or guarantee concerning the quality, suitability or comfort, and ITC, and/or its associates, affiliates and/ or its management, directors, officers, agents, representatives shall not be responsible for or liable (including but not limited to the product and service liabilities) for deficiency and/ or defect of any Prize or for any kind of consequential damages/ loss, in any manner whatsoever.
- r. Only Indian Nationals holding valid PAN CARD, AADHAR CARD, PASSPORT or VOTER ID CARD for verification purpose shall be entitled to participate under this Contest.
- s. **Gift Tax and TDS:** Where any Prize is awarded wholly or partly in kind (including gifts other than cash) and the value of such Prize exceeds the threshold prescribed under the Income-tax Act, 1961, the Contest Manager shall comply with the applicable TDS provisions prior to releasing the Prize to the Winner.
- t. The Winner shall not be required to deposit or reimburse any TDS amount for claiming the Prize. Any TDS liability arising in respect of the Prize shall be borne and discharged by the Contest Manager in accordance with applicable law. The Prize shall be released to the Winner only after completion of the necessary tax compliance requirements by the Contest Manager.
- u. The Contest Manager shall maintain appropriate records of such tax compliance and shall provide the Winner with the relevant TDS certificate or other documentation, if required under applicable law.
- v. Any queries pertaining to the Contest, delivery of Prizes will not be entertained done during public holidays and bank holidays.
- w. Only one registration in the Contest will be entertained per person (i.e., per person, per mobile number, per e-mail ID and per entry will be allowed only). Even though multiple entries to the Contest i.e., multiple participations by the same person is allowed, one Participant is eligible to win one Prize only.
- x. ITC and Contest Manager is acting as the executing agencies for this Contest and holds no legal and financial liability on unclaimed offers, incentives, vouchers, etc., beyond the applicable period of the Contest.
- y. Under this promotion, the Prizes are being offered directly by Contest Manager. ITC is not responsible either directly or indirectly with respect to any matter pertaining to the Prize offered in this contest.
- z. If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of ITC or Contest Manager, including but not limited to technical difficulties, unauthorized intervention or fraud, ITC reserves the right, in its sole discretion, to

the fullest extent permitted by law (a) to invalidate any customer; or (b) subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the promotion, as appropriate.

- aa. ITC and/or Contest Manager is not responsible for any problems or technical malfunction of any telephone or network or lines, servers or providers, computer equipment, software, technical problems or traffic congestion on a mobile network, or any combination thereof, or any other technical failures including any damage to entrant's or any other person's mobile handset or computer related to, or resulting from, participation in this promotion or the downloading of any materials related to this promotion.
- bb. Any attempt to deliberately damage the Contest website/contest interface, the game/puzzle on such Chatbot/website, or the information on the Chatbot/website, to cause malicious damage or interference with the normal functioning of the website, or to otherwise undermine the legitimate operation of this promotion may be a violation of criminal and civil laws and should such an attempt be made, whether successful or not, ITC and/or Contest Manager reserves the right to seek damages to the fullest extent permitted by law. If ITC and/or Contest Manager suffers loss or incurs any costs in connection with any breach of these Terms or any other legal obligation by an entrant, the entrant agrees to indemnify ITC and Contest Manager for those losses, damages, and costs.
- cc. ITC does not endorse the quality of any of the Prizes, products or services being offered by the Contest Manager.
- dd. All prizes are supplied by Impresario, address at C-14, Sector 6, Noida, Uttar Pradesh, 201301; and E-mail: [rewards@impresariopromotion.com](mailto:rewards@impresariopromotion.com). All queries should be sent to the said address.

## **12. Release and Limitations of Liability:**

- a. ITC and CONTEST MANAGER 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 or participation in the Contest.
- b. ITC and/or CONTEST MANAGER accept no liability, whether jointly or severally, for any errors or omissions, whether on behalf of itself, CONTEST MANAGER or third parties in relation to the Prizes.
- c. The Participant shall be solely responsible for any consequences which may arise due to his/her participation in the Contest by conducting an illegal act. Participant also undertakes to indemnify ITC and/or CONTEST MANAGER and/or their respective officers, directors, employees and agents (together "Indemnified Persons") 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 ITC and/or CONTEST MANAGER the Indemnified Persons on account of such act on the part of the Participant.

- d. In consideration of ITC allowing the Participant/s to take part in the Contest, 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 ITC, 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 Contest or related to the Contest or the Prize of the Contest.

### **13. Dispute**

- a. All issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, or the rights and obligations of the Participants and/or ITC and/or CONTEST MANAGER, shall be governed and construed in accordance with the laws of the Republic of India. The courts of competent jurisdiction at Bengaluru shall have exclusive jurisdiction to determine any and all disputes arising out of, or in connection with, the Contest. Participation in the Contest is unauthorized in any jurisdiction that does not give effect to all provisions of these terms and conditions, including (without limitation) this clause.

### **14. Sponsor**

- a. ITC Ltd is a sponsor for the Contest and its Prizes and its liability as sponsor shall be limited to funding of the Prizes set out in these T&Cs (subject to all terms and conditions mentioned herein). The Contest shall be operated and conducted by CONTEST MANAGER and CONTEST MANAGER as detailed above and shall administer all the necessary formalities and procedures to give effect to this Contest and shall be solely liable for selection of Winner and distribution of Prizes and overall operation of the Contest.