

## **Terms & Conditions- CRETA X Memories Contest**

1. Please read these terms and conditions carefully before participating in the CRETA x Memories Contest (“Contest”) organised by Hyundai Motor India Limited (“HMIL”).
2. **Purpose:** The purpose of this contest is to garner customer’s memories with CRETA over the last 10 years.
3. **Eligibility:** Contest is open to all the Creta owners who are residents of India and are 18 years of age or older. Employees of HMIL, Employees of Hyundai dealerships and other agencies involved in organising the Contest, and their immediate family members are not eligible to participate in the Contest.
4. **Timelines:** The Contest will be open for entries from 01<sup>st</sup> July 2025 to 31<sup>st</sup> July 2025. Winners will be announced on 30<sup>th</sup> August 2025 on HMIL’s social media channels. HMIL reserves the right to alter/modify the dates/timelines of the Contest as per its sole discretion.
5. **Steps for Participation:**  
CRETA owners can send their entries in 150 words or more via an email at [cretamemories@hmil.net](mailto:cretamemories@hmil.net) along with pictures / videos.  
It is clarified that only one entry per CRETA will be entertained, multiple entries from the same individual or for the same Creta will not be accepted and will lead to disqualification.
6. **Selection Criteria:** All valid entries will be evaluated on several criteria including- emotional impact, authenticity & originality, relevance to brand, narrative quality & expressive language and visuals. The process and decision of HMIL in selecting the winners shall be final and binding and no correspondence in this regard shall be entertained under any circumstances.
7. **Prize:**
  - a. Entries will be evaluated by HMIL and top 5 winners stand a chance to meet HMIL’s brand ambassador Deepika Padukone. Next 5 winners stand a chance to win iPhone 16. Other winners stand a chance to win vouchers and exciting merchandise.
  - b. Winners shall claim the prize offered by HMIL by 20<sup>th</sup> September 2025.

- c. HMIL will not be liable for any late, lost, misdirected or unsuccessful efforts to notify the winner or for email failure/postal/courier delay.
- d. HMIL holds sole rights to change winner in 1 day post unsuccessful attempt to reach out to eligible winner.
- e. Top 5 winners will be eligible to get tickets.

8. Guidelines for Entries:

- a. Entries must be original and must not violate any intellectual property rights, privacy, or other rights of third parties.
- b. Entries that depict violence, abusive, immoral, unethical, illegal, anti-social, racial, obscene, offensive, profane, political, anti-religious, or any other inflammatory, defamatory, or otherwise objectionable of any kind will be rejected. HMIL reserves the right to initiate legal action against the participants who submitted the same. Interpretation of what is, and is not, appropriate material is at the sole discretion of HMIL.
- c. By submitting your entry (your story & photo), you confirm that you have the right to share the content and grant HMIL a royalty free, worldwide, perpetual, non-exclusive license to use, reproduce, and publish the content for marketing, promotional and other purposes.
- d. Participants should not deface or disparage HMIL and/or any brand of HMIL in any manner in the process of submitting entries.

9. Governing Law & Jurisdiction: These terms and conditions shall be governed by and construed in accordance with the laws of India. Any dispute arising out of this contest or otherwise shall be subject to the exclusive jurisdiction of the courts of New Delhi.

10. General Conditions:

- a. Any participation by participants is purely voluntary and participants are free to participate in this contest at their own discretion and free will.
- b. HMIL or its officials/employees demand no money or other consideration from participants under this contest. HMIL shall not be responsible for any cost, damages or compensation to participants for transferring or paying any money to any person(s) falsely representing themselves as HMIL representatives or officials.
- c. The entries and personal information submitted/posted by the participants will become the exclusive property of HMIL and HMIL shall have every right to use the same for its advertisements, any activity or lead generation and other purposes, without restriction or prior permission/notice.

- d. Contest is subject to *force majeure* conditions and HMIL shall bear no responsibility for cancellation or postponement of the contest.
- e. HMIL reserves the right to withdraw/terminate the contest without assigning any reason at any given point of time without any prior notice/information and alter/change the terms and conditions of the contest, process or means of gratification without any prior notice/information.
- f. By participating in the contest, the participants accepts to all the Terms and Conditions of the contest and agrees that HMIL shall not be liable for any claims, costs, injuries, losses or damages of any kind arising out of or in connection with the contest and waive any claim against HMIL.
- g. HMIL shall not be responsible for any loss, damage, etc. arising to the participant due to participation in the contest or if the contest is discontinued or cancelled by HMIL or in compliance of any law, ruling, order, regulation, requirement or instruction of any Central/State Government or for any other unavoidable reasons beyond its control and waive any claim against HMIL.
- h. HMIL will have no liability, in case someone is not able to submit the entries due to inability to send the entries to the email address due to size restrictions or due to any reason whatsoever.