

FAQs for MTV presents NESCAFÉ LABS

1. Why Should I sign up?

To let your talent be exposed to larger audience. To get mentored by the best in the industry. To get a chance to be featured in MTV Networks.

2. What is MTV presents NESCAFÉ Labs?

A platform for experimental, unique and fresh talent. A platform which enables any talent to be successful. This platform is not restricted to any one type of talent. So if you are a musician, skateboarder, filmmaker, photographer, choreographer, painter or have any kind of talent you stand a chance to be featured and nurtured under MTV presents NESCAFÉ LABS.

3. Where can I sign up?

You can sign up by logging onto mtvindia.com/labs

4. When will MTV presents NESCAFÉ Labs begin?

MTV presents NESCAFÉ LABS is a 24x7 open platform. You can sign up and submit content anytime.

5. How does it work?

Every month the top 15 entries of LABS shall be shortlisted for the Wall of Fame.

5 entries from Music, 5 from Film and 5 entries from the Other Category. Every entry on the Wall of Fame shall receive MTV presents NESCAFÉ LABS Certification. Each talent the Wall of Fame shall be promoted across MTV Networks.

Mentors shall be introduced to the platform during the challenges to guide you.

6. Who can see my uploaded talent?

You can choose to make your talent public or keep it private. A private entry shall not be published on the website. It can only be seen by the MTV panel. A public entry can be seen by anyone on the LABS website.

7. Where do I share my talent/ upload my work on MTV Nescafe Labs?

You can submit your content on the LABS platform by clicking on the 'SUBMIT' button on the top right corner of the website to share your content with LABS.

8. What are the criteria to upload my work?

You can upload any type of content which showcases your talent. There are no criterias. Please read the Terms and Conditions to understand what would be an objectionable or offense content.

9. Do I need to have a specific talent to have to upload?

Yes, you do need have a talent. It can be one talent, or multiple talents.

10. Do I need to have some professional certificate in my area of talent to be able to upload my work? / Are there any pre-requisites to apply?

No, you do not need to have a certificate or any pre-requisites to apply.

11. How will Nescafe Labs help in building up my career?

Every month the top 15 entries of LABS shall be shortlisted for the Wall of Fame. 5 entries from Music, 5 from Film and 5 entries from the Other Category. Every entry on the Wall of Fame shall be MTV presents NESCAFÉ LABS Certified. Each talent the Wall of Fame shall be promoted across MTV Networks.

Mentors shall be introduced to the platform during challenges to guide you as well.

12. Who are the mentors?

Mentors are artists/celebrities who have made it big in the industry who shall guide you.

Mentors shall be introduced during the Challenges by LABS

13. What is the process of selection?

After uploading your work, MTV panel shall review and release your entry to the website within 48 working hours.

14. What will a winner get?

Every month the top 15 entries of LABS shall be shortlisted for the Wall of Fame. 5 entries from Music, 5 from Film and 5 from the Other Category. Every entry on the Wall of Fame shall be MTV presents NESCAFÉ LABS Certification.

Each talent the Wall of Fame shall be promoted across MTV Networks.

Winners of the challenges will receive mentorship by artists/celebrities who have made it big in the industry.

15. Do I need do to sign any contract with MTV or Nescafe once I am selected?

No, you don't need to sign a contract with MTV or Nescafe once you are selected.

The content will be featured across our pages.

16. Is there any registration fee?

No

17. How will I know whether or not I have qualified/ been selected?

The MTV panel requires at least 2 working days to approve and release your entry. In special cases, the entry won't be approved if the content does not respect the terms and conditions of content submission. In case of further queries on mail us at labs@mtvindia.com

18. Are there any age restrictions?

Any talent above the age of 18 can apply

19. Which cities can I apply/ participate from?

You can apply/participate on the website from any city.