

## MTV – VIDEO MUSIC AWARDS, INDIA

### Rules & Regulations for the Voting Process for the MTV – Video Music Awards, India

#### **1. Definitions:**

<b>“Awards”</b>	MTV – Video Music Awards, India (‘MTV – VMAi’)
<b>“Channel”</b>	The channel ‘MTV’ which is owned by the company Viacom 18 Media Private Limited (‘Viacom18’ or ‘the Company’)
<b>“Producer”</b>	The producer, his affiliates or contractors, as assigned by the Channel for the purpose of the Awards
<b>“Organizers”</b>	Channel and the Producer
<b>“Participant(s)”</b>	Any person / company / music label / band, etc. that registers to participate in the Awards across any defined category, via any medium advertised by the Organizers from time to time
<b>“Nominee(s)”</b>	Participant(s) shortlisted for public voting
<b>“Winner(s)”</b>	Nominee(s) determined as winner in a particular category on the basis of public votes received
<b>“Rules and Regulations”</b>	These Rules and Regulations governing participation in the Awards, stated herein in entirety, as may be amended from time to time
<b>“Voter”</b>	Any viewer who participates in the voting process for the Awards

#### **2. Voting details:**

a. **Eligibility:**

Voter(s) from across the world are eligible for the purpose of voting for the Awards

b. **Categories for public voting:**

c.

S No	Award	Album	Song	Artiste
1	Best Bollywood Album	Cocktail		Pritam
2		Ishaqzaade		Amit Trivedi
3		Barfi!		Pritam
4		Gangs of Wasseypur 1		Sneha Khanwalkar
5		Student of the Year		Vishal – Shekhar
6	Best Bollywood Video	Cocktail	Tumhi Ho Bandhu	
7		Barfi!	Aashiyan	
8		Ishaqzaade	Pareshaan	
9		Agneepath	Deva Shree Ganesha	
10		Student of the Year	The Disco Song	
11	Best Bollywood Song	Ishaqzaade	Pareshaan	Shalmali Kholgade

12	- Female	Cocktail	Daaru Desi	Shalmali Kholgade
13		Jab Tak Hai Jaan	Jiya Re	Neeti Mohan
14		Ishaqzaade	Jhalla Wallah	Shreya Ghoshal
15		Cocktail	Tumhi Ho Bandhu	Kavita Seth
16	Best Bollywood Song - Male	Vicky Donor	Pani Da Rang	Ayushmann Khurrana
17		Talaash	Jee Le Zara	Vishal Dadlani
18		Barfi!	Main Kya Karoon	Nikhil Paul George
19		Cocktail	Yaariyan	Mohan
20		Agneepath	Abhi Mujhme Kahin	Sonu Nigam
21	Best Bollywood Lyrics	Barfi!	Aashiyani	Swanand Kirkire
22		Vicky Donor	Pani Da Rang	Ayushmann Khurrana & Rochit Kohli
23		Jab Tak Hai Jaan	Heer	Gulzar
24		Agneepath	Abhi Mujhme Kahin	Amitabh Bhattacharya
25		Talaash	Jee Le Zara	Javed Akhtar

S No	Award	Artiste/Band	Song	Lyricist
1	Best Indi Band	Indus Creed		
2		Advaita		
3		The Ska Vengers		
4		Kailasa		
5		Swarathma		
6	Best Indi Video	A R Rahman	Infinite Love	
7		Indus Creed	Fireflies	
8		The Ska Vengers	Roough & Mean	
9		Pentagram	Tomorrow's Decided	
10		Rabbi	Ganga	
11	Best Indi Artiste - Male	Rabbi	Ganga	
12		Siddharth Basrur	Rain	
13		Yo Yo Honey Singh	Brown Rang	
14		Benny Dayal	Swaasamum Neeeye	
15		Kohra	Dust Particle	
16	Best Indi Artiste - Female	Maatibaani feat. JoyShanti	Tore Matware Naina	
17		Sonu Kakkar	Mahi Bin	
18		Neeti Mohan	Ja Ja	
19		Vasuda Sharma	Jaagi Jaagi Raina	
20		Suman Sridhar	Before Sleep	
21	Best Indi Lyrics	Indus Creed	Fireflies	Indus Creed
22		Kailasa	Albeliya	Kailash Kher
23		Rabbi	Ganga	Rabbi

24		Kailasa	Tu Kya Jaane	Kailash Kher
25		Jasleen Royal	Panchi Hojavan	Late Shiv Batalvi

Nominees for each Award Category have been shortlisted by Viacom 18 based on an internal process and are final and binding on all Voters.

d. **Voting medium:**

Voting for the Awards will be conducted through the following mediums only:

i. **Voting via the VMAi page:**

1. Users should access the VMAi voting page (<http://mtv.in.com/vmai>) and choose the category they would like to vote for.
2. After deciding the Nominee within the category for whom the viewer wishes to vote, he must click on the “Vote Now” tab.
3. The Voter must authenticate himself with his Facebook username and password. Please note that the Organizers do not save / store or access username and password information. Any loss of this information shall not be alleged at the Organizer at any point in time.
4. Once the Facebook username and password has been authenticated, the Voter will get a message that will read on the lines of “Thank you for your vote.”
5. Capping shall be applied at 100 votes per Facebook ID per category. In case over 100 votes are received from a Facebook ID for any particular category, the first 100 votes for the same shall be accepted for the purpose of the tabulation.
6. The Voter has the option, at his discretion, to post his vote on his Facebook page. The Organizer shall not be responsible in case the post features / does not feature on the Facebook page of the Voter.
7. The Organizers shall store the following information with respect to the votes received:
  - a. Facebook ID
  - b. Category name
  - c. Nominee name
  - d. Date of casting vote
  - e. Time of casting vote
8. The Voter can also choose to click on the “Tweet to vote” tab and vote for his chosen Nominee.

ii. **Voting via Twitter:**

1. Viewers must log on to [www.twitter.com](http://www.twitter.com) and log-in to their Twitter page.
2. Viewer must tweet for the Nominee they wish to vote for using the respective hashtag as mentioned below:

Genre	Category	Nominee	Hashtag
Bollywood	Best Bollywood Song	Pareshaan	#ivote4cocktail
		Daaru Desi	#ivote4ishaqzaade
		Jiya Re	#ivote4barfi
		Jhalla Wallah	#ivote4gow
		Tumhi Ho Bandhu	#ivote4soty
	Best Bollywood Album	Cocktail	#ivote4bandhu
		Ishaqzaade	#ivote4aashiyani
		Barfi!	#ivote4pareshaan
		Gangs of Wasseypur	#ivote4ganesha
		Student of the Year	#ivote4disco
	Best Bollywood Video – Male	Pani Da Rang	#ivote4pareshaansong
		Jee Le Zara	#ivote4darudesisong
		Main Kya Karoon	#ivote4jjiyaresong
		Yaariyan	#ivote4jhallasong

	Best Bollywood Video – Female	Abhi Mujhme Kahin	#ivote4bandhusong	
		Pareshaan	#ivote4paanidasong	
		Daaru Desi	#ivote4jeelesong	
		Jiya Re	#ivote4mainkyasong	
		Jhalla Wallah	#ivote4yaariyaansong	
		Tumhi Ho Bandhu	#ivote4abhisong	
	Best Bollywood Lyrics (Song)	Aashiyaa	#ivote4aashiyalyrics	
		Pani Da Rang	#ivote4panidalryics	
		Heer	#ivote4heerlyrics	
		Abhi Mujhme Kahin	#ivote4abhilyrics	
		Jee Le Zara	#ivote4jeelelyrics	
	Independent	Best Indi Artist – Male	Rabbi	#ivote4induscreed
			Siddharth Basrur	#ivote4advaita
			Yo Yo Honey Singh	#ivote4theskavengers
			Benny Dayal	#ivote4kailasa
Kohra			#ivote4swarathma	
Best Indi Artist – Female		Maatibaani feat. JoyShanti	#ivote4infinitelove	
		Sonu Kakkar	#ivote4fireflies	
		Neeti Mohan	#ivote4rough	
		Vasuda Sharma	#ivote4tomorrow	
		Suman Sridhar	#ivote4ganga	
Best Indi Band		Indus Creed	#ivote4rabbi	
		Advaita	#ivote4basrur	
		The Ska Vengers	#ivote4yoyo	
		Kailasa	#ivote4benny	
		Swarathma	#ivote4kohra	
Best Indi Video		Infinite Love	#ivote4maatibaani	
		Fireflies	#ivote4kakkar	
		Rough & Mean	#ivote4neeti	
		Tomorrow's Decided	#ivote4vasuda	
		Ganga	#ivote4suman	
Best Indi Lyrics (Song)		Fireflies	#ivote4fireflieslyrics	
		Albeliya	#ivote4albeliyalyrics	
		Ganga	#ivote4gangalyrics	
		Tu Kya Jaane	#ivote4tukyalyrics	
		Panchi Hojavan	#ivote4panchilyrics	

3. Tweets within the respective timelines and containing the appropriate hashtags shall be deemed to be a valid vote. Any tweet before / after the timelines and / or using incorrect hashtags will not be used for tabulation purposes.
4. Valid tweets containing the same hashtag more than once shall be counted as one vote for the Nominee.
5. Valid tweets containing multiple hashtags for different Nominees shall be counted as one vote for every valid hashtag tweeted by the Voter.
6. When Voters votes using the Twitter platform, the following information shall get saved:
  - a. Twitter handle (Twitter ID of the Voter)
  - b. Hashtag used
  - c. Complete Tweet
  - d. Date of tweet
  - e. Time of tweet
7. The Company may / or may not accept retweets or incomplete tweets as a part of the tabulation process. No questions regarding the same shall be entertained.

8. Capping shall be applied at 100 votes per Twitter handle per category. For the sake of tabulation, the first 100 votes received from a Twitter handle for a respective category shall be accepted.

e. **Voting timelines:**

- i. The Voting will starts from 09:00:00 HRS on March 7, 2013 and continue until 20:59:59 HRS on March 18, 2013 ('the Voting Window'). In case of any changes in the Voting window, the same will be telecast on the Channel or other channels of the Company.
- ii. While all efforts will be made to follow the above timelines, however, in the event of circumstances beyond the control of the Producer/Company or for any other reason, these timelines may be altered at the sole discretion of the Company.
- iii. Voter is required to be cautious about the Voting Window for the purpose of voting and the eligible Nominees for which he or she intends to vote. The vote(s) received before or after the defined Voting Window (given above) will not be counted and shall be considered as invalid.

**3. General Terms & Conditions:**

- a. Total score of the Nominees shall be based on a simple addition of the capped votes received via Twitter and the capped votes received via online website platform
- b. The Voter may choose to vote for any / all categories up for voting on the voting platforms of the Awards.
- c. All charges incurred by the Voter for purposes of using the voting medium (eg, bandwidth charges, etc) will be borne by the Voter and not be reimbursed by Viacom 18.
- d. The Organizers and its affiliates and subsidiaries reserve the right to cancel/ postpone/ stop/ terminate / modify voting, categories, Nominees, timelines or any other aspect of the Awards at their sole discretion. The Awards itself may be cancelled for force majeure or any other reason at the discretion of Viacom 18, and Viacom 18 shall not be held responsible to any Voter or audience member for any direct or indirect impact of the same on the Voter or audience member, if any.
- e. The Company reserves the right to change this cap at its discretion and need not provide any specific intimation to any Voter or Nominee for the same.
- f. Server date and time shall be taken as the date and time that the vote for the respective Nominee has been cast
- g. Company is not responsible for any loss of Voter's Personally Identifiable Information (PII) and shall not be held responsible for the same
- h. Voting for any Nominee for the Awards is optional and no Voter shall be compelled to vote for any Nominee and by doing so, agrees to these Rules and Regulations, as amended by the Company from time to time with retrospective effect.
- i. The Company will not be responsible for any failure, delays / non-availability / downtime of the voting service
- j. Server time of the Company will be taken as reference for start and close of voting
- k. Voters who do not comply with these Rules and Regulations, or who attempt to interfere with the voting process or the operation of the Voting Platforms in any way will be disqualified and their votes may not be counted.
- l. Viacom 18 reserve the right, in its sole discretion, to cancel, terminate, modify, or suspend voting should any virus, bug, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the voting process. The decision of usability of the votes received till such time will be at the discretion of Viacom 18.
- m. Voter(s) of the Awards agree(s) that he/she shall hold harmless the Channel/ Company, its directors, employees, officers, affiliates or representatives in connection with Awards Voting
- n. Non-conformance to any of these Rules and Regulations and/or other instructions as specified by the Company by any Voter may result in immediate disqualification of his/her vote
- o. The Company reserves all rights to make amendments to the existing Rules and Regulations without prior notice.
- p. The Company and its affiliates, subsidiaries reserve the right to cancel/ postpone/ stop/ terminate / modify the Voting process or the voting timelines at its sole discretion

- q. The Company is not responsible for any errors or omissions. All information provided for the Voting is provided "As is" without warranty of any kind. The Company makes no representations and disclaims all expressed, implied, and statutory warranties of any kind to the Voter and/or any third party including, without limitation, warranties as to accuracy, timeliness, completeness, merchantability, or fitness for any particular purpose.
- r. The Company shall endeavor to make all reasonably practicable arrangements to minimize system difficulties, ensure uptime of systems, back-up of data, server capacity, and prevent other technical impediments, but can make no guarantee thereof.
- s. Viacom 18, its affiliates, contractors, partners and promotion and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, Web-site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of voting information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit Voter's ability to vote, including any injury or damage to Voters or any other person's computer or mobile device relating to or resulting from participating in the voting or downloading any materials. Viacom 18 and its Organizers are not responsible for lost, late, illegible, incomplete, invalid, unintelligible, technically corrupted or misdirected votes, which will be disqualified. Organizers shall attempt to use commercially reasonable efforts to ensure the security and accuracy of all votes and the voting process (provided, however, that Voters acknowledge and agree that such methodologies are not infallible, and that the Organizers make no guarantee as to their effectiveness).
- t. The Company is in no manner responsible and/or shall not be held liable in any manner whatsoever, for any injury, death, mental trauma or physical harm caused to any Voter(s) in any manner whatsoever or for any reason whatsoever arising from any issues relating to the Awards Voting.
- u. The Company / Producer or any of its affiliates will not be liable for any loss of earnings, employment or otherwise caused to the Voter(s) and arising as a result of his/her participation in the Votes.
- v. Viacom 18 assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, any Vote of any Voter
- w. By voting for the Awards, Viacom 18 does not constitute any principal-agent / joint venture / partnership or any other business or non-business relationship with the Voter
- x. Viacom 18 has the right to alter / modify / add / delete clauses from these Rules and Regulations at any time without notice, proactively or retrospectively, without assigning any reason whatsoever to its Voters / Viewers.
- y. Casting of a Vote shall construe acceptance of these Rules and Regulations even if the same is not explicitly mentioned by the Voter
- z. The Company and its sub-contractors are not responsible for delayed receipt or non-receipt or incomplete receipt or corrupt receipt of Votes.
- aa. Unless due to willful tortuous misconduct or gross negligence, the Company and/or its directors, employees, officers, affiliates or subsidiaries shall have no liability in tort, contract, or otherwise (and as permitted by law, product liability), to the Voter and/or any third party.
- bb. While reasonable precautions are being taken, in case of loss of voting data, the Company shall proceed with the Awards in the best way possible and no questions regarding the same shall be entertained.
- cc. Some browser settings / versions may not permit the Voters to cast votes for the Awards. In that case, would request you to try Internet Explorer version 9 or higher / Google Chrome or contact your system administrator.
- dd. Under no circumstance shall the Company and /or the Channel and/or their directors, employees, officers, affiliates or subsidiaries, be liable to the Voter and/or any third party for any lost profits or lost opportunity, indirect, special, consequential, incidental, or punitive damages whatsoever, even if the Company has been advised of the possibility of such damages.
- ee. Viacom 18 does not warrant, endorse, guarantee, or assume responsibility for any product or service advertised or offered by a third party through the Voting Platforms or any hyperlinked website or any product or service featured in any banner or other advertising, and Viacom 18 will not be a party

to or in any way be responsible for monitoring any transaction between me and third-party providers of products or services.

- ff. Viacom 18 shall not be held responsible or accountable for any misconduct / abusive language / illegal links / sexually explicit content uploaded by any viewer or Voter on the Twitter page with the hashtag for any of the Nominees. Viacom 18 may at its own discretion choose not to use such tweets for the purpose of tabulation for the Awards.
- gg. The Voting Platforms are controlled and offered by Viacom 18 from its facilities in India. Viacom 18 makes no representations that the Voting Platforms are appropriate or available for use in other locations. Those who access or use the Voting Platforms from other jurisdictions do so at their own volition and are responsible for compliance with applicable laws.
- hh. The Voting shall be governed by and construed in accordance with the applicable laws in India. All matters with respect to the Voting are subject to the exclusive jurisdiction of the Courts at Mumbai only.
- ii. Your participation in the Voting will be construed as an acceptance of the above stated Rules & Regulations including the General Rules and also of the terms of use of the website [www.mtv.in.com](http://www.mtv.in.com)
- jj. All votes and/or voting data become the sole property of Viacom 18 and its Organizers and will not be acknowledged or returned.