

TERMS AND CONDITIONS FOR GOODNESS I PLEDGE OFFER

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Please read the below terms and conditions (“**Terms and Conditions**”) before participating in the Goodness I Pledge Offer (“**Contest**”). By participating in the Contest, you agree to be legally bound by these Terms and Conditions. Mr. Varun Alagh and Mrs. Ghazal Alagh (“**Benefactors**”) may as per their sole discretion amend the Terms and Condition from time to time without the requirement of giving any written notice to the participants. The Benefactors reserves the right to withdraw or discontinue and/or terminate the Contest at any stage without prior notice and without any liability whatsoever to the participants.

Eligible Participants:

Eligible Participant shall mean any person satisfying the following eligibility criteria :

1. The participant should be a citizen of India. It is clarified that citizens and/or residents of countries other than India or citizens and/or residents of countries other than India residing in India are not eligible to participate in the Contest.
2. The participant should be an adult having attained the age of eighteen (18) years. The parents or legal guardians can apply on behalf of children under the age of 18.
3. The employees, agents and promoters (including their immediate family members) of the Honasa Consumer Private Limited (“**Company**”) and any of their affiliates and subsidiaries, and others associated with the Contest in any manner, are not eligible to participate in the Contest.
4. The participant should be a natural person. Any Entity including but not limited to a corporation, association, company or any other body corporate or organization shall not be eligible to participate.

How to participate:

The Contest is an optional contest. The Contest shall open for participation on 16th June 2022.

An Eligible Participant may participate in the Contest in the following manner:

1. log on to www.mamaearth.in/pledge to make the pledge of doing good actions.
2. Fill form and upload the picture / video of the Eligible Participant doing goodness. This may include any good deed such as feeding stray animals, planting saplings, helping poor or needy. The Eligible Participant must submit a duly completed form in order to qualify as an entrant in the Contest.

3. At the time of submission of the form Eligible Participant shall be required to provide basic personal information about them including but not limited to Participants name, address, telephone number or mobile number and email address in order to pledge and participate in the Contest
4. Each Eligible Participant may only submit one form to participate in the Contest. [In the event any person has made more than one entry, the such person shall be disqualified automatically
5. The Eligible Participants shall not be entitled to amend, alter or modify their submission in any manner post submission.

Last date for submission of the form is 30th June 2022. No submission made post 30th June 2022 shall be considered for the purpose of the contest.

The Eligible Participants shall ensure that the content uploaded/submitted by the said participant shall comply with the following:

1. The Content shall be true and accurate.
2. Content shall not be defamatory, obscene, pornographic, paedophilic, invasive of another's privacy, including bodily privacy, insulting or harassing on the basis of gender, libellous, racially or ethnically objectionable, relating or encouraging money laundering or gambling, or otherwise inconsistent with or contrary to the laws in force
3. Content shall not be in violation of any third-party rights, including, but not limited to, intellectual property rights, privacy rights, and/or belongs to another person and to which the participant does not have any right.
4. Content shall not be harmful to child and/or minors, in any manner.
5. Content shall not violate any law for the time being in force.
6. Content shall not deceive or mislead about the origin of such messages or communicates any information which is grossly offensive or menacing in nature.
7. Content shall not contain software viruses, or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer resource.
8. Content shall not threaten the unity, integrity, defence, security or sovereignty of India, friendly relations with foreign States, or public order, or causes incitement to the commission of any cognisable offence or prevents investigation of any offence or is insulting other nation.
9. Content shall not impersonate another person.

Selection and announcement of winners:

All pledges received shall be collated and the Benefactors shall choose 100 participants as winners of the Contest, at their sole discretion. The decision of winner selection solely and exclusively lies with the Benefactors and shall be final and binding on the Eligible Participants.

All the participants agree to accept Benefactor's decision of winner selection as final without any further claim in this regard. No mails or queries or challenges in respect of the selected winners shall be entertained. The participant agrees that mere submission of entries for participation in the Contest does not entitle the participants to win the Prize.

The Benefactors may announce the winners of the contest on 18th & 19th July 2022 through such modes as may be deemed fit in their discretion. The Benefactors may directly contact the

winner via the contact information submitted by the participants. The Winner needs to revert back with the required details and formalities within Seventy Two (72) hours after contacting them. In the event the winners fail to respond within the above-mentioned period then the prize shall be deemed forfeited. The Benefactors may choose not to announce any winner at their sole discretion.

Prize:

Mr. Varun Alagh and Mrs. Ghazal Alagh (“**Benefactors**”) shall gift the winners of the Goodness I Pledge Offer 10 shares each of the Company (“**Prize**”). It is clarified that the shares being gifted under this contest are owned by the Benefactors and forms a part of their personal property. The Benefactors have the right to substitute the Prize with other prizes of equal value, as determined by Benefactors in its sole discretion. The winners and or participants shall not be entitled to challenge such substitution.

On announcement of winners the Benefactors shall have the right to conduct an verification of the winners in a manner it deems fit.

On the announcement of winners, the Benefactors shall issue grant letters for the prize which will include the further details in respect the Prize including but not limited to the date and process of transfer of the Prize.

The Prize shall not be transferred, assigned or exchanged for cash equivalent. Only the winners shall be entitled to receive the Prize. [The Prize will be awarded to the winners pursuant to verification and the Benefactors reserves the right to \ refuse to give the Prize(s) to participant(s) in the event of his/her fraud, dishonesty or non-entitlement to participate in the Contest.

The winners may be required to provide such additional documents and execute such deeds to receive the Prize, as may be required under the law or required by the company for the purpose of claiming the Prize. The winner may be required to sign an “*indemnity and release of claims*” form provided by Company, as the case may be, which shall release Company of all liability. Failure to complete and sign any documents requested by the Benefactors may result in disqualification. All decisions of the Benefactors are final and binding.

All taxes, levies and duties due under applicable laws in connection with abovementioned prizes if any, and all other costs, including incidental costs, gifts, gratuities and taxes, will be borne by Winners.

Nothing under this Contest or terms and condition shall be inferred to be an invitation or offer to purchase or subscribe to the shares of the Company under Section 42 of Companies Act , 2013 and other applicable laws.

Usage rights of the Company:

[The Company reserves the right to collate, edit, exhibit and publish the content submitted on any platforms through any and all mediums throughout the world. The participants agree and acknowledge that by participating in this Contest, they hereby assign all rights arising out of the videos/photos submitted to Company and they shall have no claims whatsoever on the usage of such videos/photos by the Company.

The Prize winners hereby consent that the Company shall have the right to use, directly or through a third party agency, the name, voice and picture of the winner, or the content of the submission in any manner the company deems fit for the purpose of promotion and publicity of the contest.

General terms and conditions:

1. The Company may require the participants to submit valid photo identity documents including but not limited to passport, pan card, etc.
2. The Company or the benefactors shall have no liability in the event of loss of entries or if any desirous Eligible Participants is unable to participate in the contest due to any reason whatsoever, including but not limited to technological errors arising due to any direct act or omission of the Company.
3. If the winner(s) are found in breach of applicable law or the Terms and Conditions, the Company or the benefactors may disqualify the winner and/or avail such legal remedy as available under applicable law.
4. All information provided in the Contest is provided "As is" without warranty of any kind and the Company or the benefactors hereby makes no representations and disclaims all express, implied, and statutory warranties of any kind to the participant and/or any third party including, without limitation, warranties as to accuracy, timelines, completeness, merchantability or fitness for any particular purpose. The Company or the benefactors shall have no liability for any errors or omissions in the terms and conditions contained herein.
5. The Company or the benefactors takes no liability or exclusive remedy, in law, in equity, or otherwise, with respect to the Contest and/or for any breach of this Terms and Conditions. The Company or the benefactors will not be liable for any direct, indirect, incidental, punitive, special or consequential damages or loss in connection with this Terms and Conditions or the Contest in any manner. The participant specifically agrees not to file in person/through any family member and/or any third party any applications, criminal and/or civil proceedings in any courts or forum in India against the benefactors, the Company their directors, employees, officers, affiliates or subsidiaries to claim any damages or relief in connection with the Contest. This disclaimer constitutes an essential part of this Terms and Condition. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages so some of the above limitations may not apply to you.
6. The Contest is void where prohibited by law. All relevant national and local laws shall apply.
7. The Contest shall be governed by and construed in accordance with the applicable laws in India. All matters with respect to the Contests are subject to the jurisdiction of the Courts at New Dehi only.