

## 'What Does India Tea Mean to You?'

### Terms & Conditions

1. Tea Board India presents 'What Does India Tea Mean to You?' contest, where we invite participants to share your India Tea story through a poem, song, video or your favourite India Tea moment. In order to participate, users are requested to post their video entries, along with a descriptive text on their own Facebook/X/Instagram handles, the Facebook, X and Instagram handles of Tea Board India and tag Tea Board India as well as 10 of your Facebook/X/Instagram friends !

### **Participate and get a chance to win big!**

2. How to participate in the contest?

- Like and follow Tea Board India's Facebook, X and Instagram handles:

<https://www.facebook.com/TeaBoardIndia>

<https://x.com/teaboardofindia>

<https://www.instagram.com/teaboardofindia/>

- Post the video on your Facebook/X/Instagram timeline as well as Tea Board India's Facebook/X/Instagram timeline
- Tag @TeaBoardIndia
- Tag at least 10 of your friends on Facebook/X/Instagram.
- Use #InternationalTeaDay #IndiaTea #IndiaTeaAndMe #IndianTeaLove.
- Give us a caption on your video.
- Make sure that the Privacy Setting for the post is "Public".
- Email the video along with your name, address, email ID and links/URLs of your videos posted on Facebook, X and Instagram to [itdcontest26@gmail.com](mailto:itdcontest26@gmail.com) and [dipannita.teaboard@gmail.com](mailto:dipannita.teaboard@gmail.com)

3. The poem, song, video or your favourite India Tea moment may be in Hindi or English language or a combination of both (Hinglish). Please take care to ensure that NO objectionable/controversial lyrics are used in the video. Care should also be taken to ensure that there should be no religious connotations in your videos. Also, the participant should be decently attired while shooting the video. Any entry flouting the above-mentioned norms will be disqualified.

4. Entries with use of downloaded pictures, videos, music or any copyrighted content and any beverage except tea (*Camellia sinensis*) as props or background will be disqualified.

5. The last date for submission of entries for this contest is 31<sup>st</sup> May, 2026.

6. There is no age limit or participation fees for taking part in the contest. However, the contestants must like and follow Tea Board India's Facebook/X/Instagram handles and tag at least 10 of their friends on Facebook/X/Instagram. For participants below 18 years of age, participation is deemed to be with parental/legal guardian consent and any subsequent declarations or prize claim must be signed/executed by the parent or legal guardian.

7. A particular contestant may send in a maximum of 5 (five) entries only.

8. Three best entries in total across all platforms will be picked from all the entries posted across Tea Board's Facebook, X and Instagram handles, which will win cash prizes from Tea Board India: First Prize - Rs. 25,000/-, Second Prize - Rs. 20,000/-, Third Prize - Rs. 15,000/- and the money will be sent through bank transfer. The winners will have to provide their bank account details/IFSC code for transfer of the prize money through NEFT/RTGS/PFMS (in case of participants below 18 years of age, the bank account details/IFSC code of the parent/legal guardian has to be provided). No requests for transferring the prize money through PayTM/Google Pay/BHIM/PhonePe or any other UPI payment system will be entertained. The final declaration of the winners will be done only after our panel of judges evaluates the original high resolution videos sent by the contestants.

9. The video, lyrics of the song/ jingle/poem/ stanzas/verse, music composed for it, photographs, pictures, artworks, illustrations, backdrop etc., should all be original and composed/created by the contestants themselves, i.e. it should not be plagiarized, copied or downloaded from anywhere. Entries with use of downloaded or plagiarized pictures, videos, music etc. or any copyrighted content etc. will be disqualified.

10. Tea Board India's decisions regarding this contest will be final and binding. No further correspondence or appeals in this regard will be entertained. Tea Board India reserves the right to the final and ultimate interpretation of this contest. Tea Board India reserves the right to reject any contestant at its sole and absolute discretion, without having to assign any reasons whatsoever.

11. The prize winners will have to share a signed copy of the following declaration with Tea Board India:

"I do hereby undertake, that the content posted by me for the 'What Does India Tea Mean to You?' contest has been entirely ideated, composed and created by me – (name of the contestant), a resident of (full residential address of the contestant) and has not been plagiarized, copied, downloaded from anywhere."

The cash prizes will be given to the winners only upon sharing the above-mentioned declaration.

12. The First, Second and Third Prize Winners will give the rights to use whole or part or edited versions of their creations, along with the lyrics, music etc. to Tea Board India for use in Tea Board's creatives/advertisements/ or for their promotional use, as deemed fit by Tea Board India.

The prize winners will have to share a signed copy of the following declaration with Tea Board India:

"I, (name of the contestant), a resident of (full residential address of the contestant), hereby give the rights to use whole or part or edited versions of my entry posted for the 'What Does India Tea Mean to You?' contest to Tea Board India for use in their creatives/advertisements or for their promotional use, as deemed fit by Tea Board India. I, (Name with address), hereby irrevocably assign all worldwide copyright and intellectual property rights of my entry for the 'What Does India Tea Mean to You' Contest to Tea Board India in perpetuity."

The cash prizes will be remitted to the winners only upon sharing the above-mentioned declaration.

13. The First, Second and Third Prize Winners should share the high resolution versions of the videos shot by them with Tea Board India.

14. If contestants are discovered to be using or having used improper means to participate in this contest, Tea Board India reserves the right to cancel the eligibility without notice.

15. This contest is in no way sponsored, endorsed or administered by, or associated with Facebook, X, Instagram or any other Social Media Platforms.

16. By participating in this contest, the Winners agree to the use of his/her name and image in public domain and for any promotional material. The Winners agree to grant Tea Board India a perpetual and non-exclusive license to use such footage, photographs, videos, lyrics, music and/or captions, song/ jingle/poem/ stanzas/verse etc. at any time or times, in all media worldwide for advertising, trade, publicity and promotional purposes and the Winners will not be entitled to any fee for such use. The copyright of the video, lyrics, music, song/ jingle/poem/ stanzas/verse etc. will vest with Tea Board India.

17. Winners must share a self-certified photocopy of their masked Aadhaar Card with last four digits visible/Driving License/Pan Card/Voter ID card/Passport. The cash prizes will be awarded to the Winners only on receipt of any one of the above documents. All information/data submitted by participants to Tea Board in connection with this contest shall be confidential.

18. Tea Board India or its employees shall not be liable for any loss, damage, or any injury that may be sustained by the contestants or by any person in connection with the Contest.

19. Tea Board India reserves all the rights at all times to modify or amend the Terms and Conditions of this Contest or to cancel it with immediate effect without assigning any reasons thereof and without giving any prior notice to any party.

20. Please be advised that all materials posted on Tea Board India's Facebook/X/Instagram handles are subject to public downloading and viewing by third party viewers. Tea Board India or its employees shall not be liable or held responsible for any Third Party infringement of Copyright or any Third Party use of the content uploaded by the contestant on Tea Board India's Facebook/X/Instagram handles

21. Any entries posted by the permanent/contractual employees of Tea Board India or their relatives for this contest will not be considered for awarding prizes.

22. It is understood that by participating in this contest, you agree to abide by all the above-mentioned terms and conditions unconditionally.

23. Governing Law and Jurisdiction: This contest and its terms and conditions shall be governed by and construed in accordance with laws of India. Any dispute arising out of this contest shall be subject to the exclusive jurisdiction of the courts in Kolkata, West Bengal.

For any further clarifications, you may like to email: [dipannita.teaboard@gmail.com](mailto:dipannita.teaboard@gmail.com)

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