



**EASTERN
TREADS**

**Scratch
and Win!**

UP TO ₹ 10,000

**Valid up to
31/03/2022**

CASH

On purchase of every bundle of any PCTR, CT Miler plus and CT Miler (ONLY for Truck & LCV sizes)

To redeem the card, produce it at the purchase point

Assured gift inside

25% coupons Rs.1000 & above

Hurry!

Limited period offer.

TERMS & CONDITIONS

1. **Scheme Details, Concept and Participation:**

- a. These terms and conditions apply to the "Scratch and Win" programme (Scheme) in all states of India launched by Eastern Treads Limited (herein referred as ETL) wherein consumers of ETL can avail by purchasing any bundle all grades of PCTR, CT Miler plus & CT Miler used for Truck & LCV Segments . No other products, segments or grades are eligible for this scheme
- b. The scheme is valid only from 01/01/2022 to 31/03/2022 (herein after referred as "Scheme Period").
- c. All IPR rights including trademark, copy right and designs used are the property of their respective owners.
- d. The Scheme is subject to all applicable Central, State and Local Laws and Regulations.

2. **Agreement to Terms and Conditions:**

- a. By participating in this scheme, Participants fully and unconditionally agree to and accept these Terms and Conditions available on www.eastertreads.com. The decisions of ETL will be final and binding in all matters related to the Scheme.
- b. ETL reserves the right to exclude any person from the scheme on grounds of misconduct or criminal record or for any other reasons, as it may deem fit and proper. No communication in the regards will be entertained.
- c. ETL reserves the right for deletion or addition of any of the terms and conditions of the Promo, at any time at its absolute discretion, without advance notice and / or assigning any reason thereof. All decisions of ETL in respect of the Scheme and the gift distribution therein will be final, binding and conclusive.

3. **Eligibility:**

- a. This Scheme will be open to only consumers of ETL who are residents of India with the exception of employees.
- b. This scheme is open for adults above 18 years.
- c. ETL or its Dealers will not be responsible for any NDNC (National Do Not Call) Registry regulation that will come into play. All Participants who participate will agree as per the terms and conditions that even if they are registered under NDNC, DND (Do Not Disturb), ETL or its Dealers will have all the authority to call such shortlisted winners by virtue of them having voluntarily participated in the Scheme.

4. **Scheme Period & Scheme Timings:**

- a. The scheme will commence from 12:00:01 AM on 01/01/2022 to 11:59:59 PM on 31/03/2022
- b. Time of participation will be defined as the time of billing either from factory or from branches or from Dealers.
- c. Entries coming outside the Scheme Period will not be considered.
- d. The scheme shall run on the following SKUs of ETL: all grades of PCTR, CT Miler plus & CT Miler used for Truck & LCV Segments
- e. Packs without the promo also available in the market.

5. **Prizes:**

- a. During the Scheme Period, 30000 winners will be expected. Therefore, there will be total of 30000 such prizes which will be declared during the scheme period, but its depends on the billing

6. **How to Participate:**

- a. Participant has to buy any of the eligible product from any of ETL outlets/ Dealers.
- b. Scratch card will be inside the packet
- c. Take out the scratch card and scratch it
- d. Produce the scratch card at the purchase point
- e. Collect the eligible amount immediately for value less than Rs.999/-
- f. If the eligible amount is Rs. 1000 or more, it will be paid, subject to verification & clearance by concerned official from HQ.
- g. The customer is eligible for reimbursement of flat Rs.50/- for the purchase of bundles that do not have Scheme offer (do not have scratch card) during the scheme period, if such purchase is directly from ETL Branch offices/Factory.
- h. The scheme is not applicable for discounted products (specifically identified) and being offered at discounts.
- i. Any unused scratch card is not-transferable, non-refundable and non-redeemable for other goods or services
- j. The responsibility of ensuring that the scratch card reaches the purchase point lies solely with the participants.
- k. No justification/explanation for non-receipt of the scratch card or any missing shall be accepted.
- l. In the event of death of the customer, no claim from the nominee or his/her legal heirs of the Customer shall be entertained for receiving the eligible amount.
- m. ETL and the Dealer shall not be responsible for:
 - i. Tired out card
 - ii. Miss matching serial number on the scratch card
 - iii. Scratch card after the scheme period
 - iv. Other conditions beyond its reasonable control

7. **Publicity:**

- a. The Participant/s undertake and irrevocably and unconditionally permit ETL to cover the Scheme through various media including newspapers, radio television news channels, internet, point of sale materials, etc., and shall not raise any objection, protest or demur to such coverage or in this regard.
- b. The customers must, at the request of ETL, participate in all promotional activity (such as publicity and photography) and they consent to ETL using their name and image in promotional material.

8. Intellectual Property:

- a. All right, title and interest, including but not limited to the Intellectual Property Rights, in the promotional material(s) and in all responses received shall vest solely and exclusively with ETL at all times. ETL or any person or entity permitted by ETL in this regard shall be entitled to use the responses received or any information in connection with the entry in any media for future promotional, marketing, publicity and any other purpose, without any permission and or payment to the Participant.
- b. All material submitted in connection with the Scheme (whether written, audio, electronic or visual form, or a combination of those) or any photographs, video and/or film footage and/or audio recording taken of Participants are assigned to ETL upon submission and become the property of ETL exclusively. ETL may use the material in any medium in any reasonable manner it sees fit. Copyright in any such material remains the sole property of ETL.

9. General Terms & Conditions of the scheme:

- a. Each Customer represents and warrants that he/she is legally competent to enter into binding contracts under applicable laws. By taking part and/or entering into the Scheme the Customer warrants that all information provided by Customer regarding Participant's name, age, state, city, address, phone number, etc., is true, correct, accurate and complete.
- b. No queries, claims, dispute, complaints or grievances shall be entertained by ETL and its dealers after 5 days from the date of the closure of the scheme.
- c. A participant can win a minimum of Rs. 10/- and maximum of Rs.10,000/- during the scheme period.
- d. All applicable taxes will be borne by the customer.
- e. The scratch card cannot be exchanged and is not transferable and cannot be converted into any other forms.
- f. ETL reserves the right to change, defer, alter or cancel this Scheme in part or full, or change any or all the terms and conditions that are applicable, without giving prior intimation/notice of any kind and will not be liable for any consequential losses/damages. Any decision of ETL in this regard and in general with respect to this Scheme and the terms and conditions thereto shall be final, binding and conclusive.
- g. Nothing contained herein amounts to a commitment or representation by ETL to conduct further Schemes.
- h. The decision of ETL shall be final in all regards and no communication shall be entertained in this regard. None of the provisions of these Terms and Conditions shall be deemed to constitute a Dealer between any customer and ETL and the customer shall not have the authority to bind ETL in any manner whatsoever.
- i. ETL or any of its respective officers/employees/directors shall not be responsible for delayed, lost, mutilated, corrupted or illegible documents etc.
- j. ETL or its Dealer shall not be liable to perform any of its/their respective obligations under the Scheme or in respect of the prize where it is unable to do so as a result of circumstances beyond its/their control in the nature of fire, explosions, natural calamities, state emergency, riots, or any other Force Majeure condition, etc., and shall not be liable to compensate the Participant in these circumstances.
- k. ETL or its dealers shall not be accountable/ liable for any disruptions/ stoppages/ interruptions or cancellation of the Scheme due to any Government restrictions.
- l. Failure to exercise or delay in exercising a right or remedy provided hereunder or by law does not constitute a waiver of the right or remedy or waiver of other rights or remedies on the part of ETL or its Dealer.
- m. ETL or its dealer accepts no responsibility for late, lost, incomplete, incorrectly submitted, delayed, illegible, corrupted or misdirected entries, documents or correspondence whether due to error, omission, alteration, tampering, unauthorized data hacking, deletion, theft, destruction, virus attack, transmission interruption, communications failure, hardware failure or otherwise. ETL or its dealer shall not be liable for any consequences of user error including (without limitation) costs incurred.
- n. If a customer is dissatisfied with the Scheme or the Scheme rules and/or any content or any requirements of the Scheme form, the materials available related thereto, or with these terms and conditions, his/her sole and exclusive remedy is to not participate in the Scheme.
- o. If a person chooses to access the Scheme Website from outside India, he/she shall do so on his/her own initiative and shall be responsible for compliance with applicable local laws of the country.
- p. The operational part of the scheme shall be managed by the ETL or its dealer; However, the promotional product will be distributed through ETL dealer.
- q. The participation in the Scheme is purely voluntary and the same shall be construed as an acceptance of the terms and conditions stipulated herein.
- r. Validity of Scratch card cannot be extended, OR new scratch card cannot be provided against the expired/unused Vouchers.
- s. All disputes arising out of or in connection to this scheme are subject to exclusive jurisdiction of the courts in Cochin