

TERMS & CONDITIONS

1. Every blogger participating must be a registered BlogAdda Member with an approved blog. A minimum of 5 blog posts is required to participate in the contest. Participation open strictly for members only.
2. For any participant to be eligible to win the grand prizes (of or above Rs. 5,000), they must have a blog which has at least 15 posts or a blog which is at least 3 months old with a minimum of 5 posts from the campaign start date along with a valid entry.
3. This activity is open for participation to residents of India aged above 16 years only. The activity would be open from 28th April, 2014 till 26th May, 2014 (hereinafter referred to as the "Term").
4. By participating in this activity, Participant unconditionally and irrevocably accepts and agrees to be bound by all these T&C as stated herein. This activity is subject to the laws of India, and is not offered outside of India.
5. The bloggers can submit either a video post or a blog post entry to participate in the activity.
6. The video activity is an exclusive opportunity for only 100 bloggers. Those bloggers who wish to submit video posts must first apply to be a part of the video activity. Only the selected 100 bloggers will be eligible to participate.
7. For Video Entries:
 - i. The duration of every video submitted must be at least 3 minutes and not more than 10 minutes.
 - ii. The video must be about the contest theme and must include a story about "My Role Model" in the blogger (or any other character's) life.
 - iii. Every video must include a brand mention at the beginning and the end stating "The video is shot as a part of the My Role Model Campaign by Gillette India in association with Blogadda".
 - iv. The bloggers shortlisted for video entries will be eligible for the assured vouchers only after the entry has been submitted and deemed valid as per the rules for the Video Entries.
 - v. Multiple video posts up to a maximum of 5 video posts are allowed.
 - vi. Every shortlisted blogger for the video activity shall be eligible for only one assured voucher worth Rs. 1000. Submitting multiple video posts does not entitle the bloggers to win multiple posts.
8. For any blog entry to be valid, the post must include a minimum of 300 words excluding the mandatory code to be included. Only a 10 percent variation to the number of words is allowed.
9. For any blog post entry to be considered valid, the post must be written relevant to the given theme, it must include the mandatory back link and should fall under the defined word limit.

10. Every entry must be submitted in the specific form link given in the blogpost at BlogAdda for the activity. Entries which are not submitted in the form shall not be considered as a part of the activity.
11. Multiple blog post entries upto a maximum of 5 are allowed. A single participant/blogger can submit upto 5 video entries (if shortlisted) and 5 blogpost entries each.
12. The winners for both blog post entries and video entries will be picked by GIL & an external jury.
13. The final winners will be announced after 30 days post the completion of the activity.
14. Daily lucky draw vouchers will be applicable only after the "Early Bird" entries are received. The winners for the daily lucky draw will be chosen through a random draw.
15. Any participant shall be eligible to win the lucky draw only *once* during the term of the campaign.
16. Jury decision on all matters in relation to this contest is final. No further correspondence or appeal will be entertained.
17. All the vouchers and prizes will be shipped to the winners within 4 weeks post announcement of the winner.
18. The Prizes have no monetary value, is non-transferable, is not for sale or resale and cannot be redeemed in whole or part for cash.
19. Prizes that are not claimed by the declared winners shall be forfeited and BlogAdda will not entertain any further correspondence in this regard.
20. BlogAdda may in its absolute discretion substitute the above mentioned Prize with any other item or cash, it deems to be an appropriate replacement which shall not be challenged by the participants/ winners in any manner.
21. BlogAdda shall not be liable for any defect or deficiency in the prizes/ cool goodies. By accepting these T&C, the Participant acknowledges that the prize/ cool Goodies are provided on "as is basis" and the Participant agrees not to make any claim against BlogAdda in respect of the prizes.
22. The terms and conditions are subject to change without any prior notice.
23. By submitting the Entries, you authorize BlogAdda & GIL to use and/or reproduce the content for any promotional purpose as it may deem fit at any place or time.