

## **Terms & Conditions – Showstopping Brides Contest 2025**

These Terms & Conditions (“Terms”) govern participation in the Showstopping Brides Contest 2025 (“Contest”) organized by Lakmé Salon (“Organizer”). By participating, each participant agrees to be bound by these Terms.

### **1. Contest Overview**

The Showstopping Brides Contest 2025 is a Pan India contest designed to celebrate brides who aspire to be styled by celebrity designers, receive a professional celebrity makeover, and experience a celebrity photoshoot.

### **2. Eligibility Criteria**

To participate, the applicant must:

1. Be an Indian citizen and at least 18 years of age at the time of participation.
2. Have an active bridal booking with any Lakmé Salon location in India.
3. Have a confirmed wedding date on or before 30th June 2026.
4. Submit valid personal details including full name and contact number through the official contest landing page.
5. Upload a proposal story video/photo on their personal Instagram account, tag @lakmesalon, and mention the official contest hashtag #ShowstoppingBrides.
6. Upload a copy/screenshot of their Instagram post along with the post URL on the official landing page as part of the submission.

Only one entry per participant will be accepted. Duplicate or incomplete entries will not be considered.

### **3. Contest Period**

- The Contest will run from 1st December 2025 to 31st March 2026.
- Any entries submitted before or after the Contest Period will not be accepted.
- The winner will be announced by 31st March 2026 or within a reasonable period thereafter.

### **4. Winner Selection Process**

The winner will be selected based on:

1. Engagement Score on the participant’s Instagram post, including likes, comments, shares and reach.
2. Internal review panel by representatives of Lakmé Salon.

The decision of the Organizer will be final and binding. No correspondence, claims, or challenge to the decision will be entertained.

## **5. Winner Gratification**

Total Winners: 1

The selected winner will receive:

- A celebrity photoshoot experience
- Styling by celebrity designers ITRH
- Professional celebrity makeover by Gayatri (Lakmē Salon NCD – Makeup)

The prize is non-transferable, non-negotiable, non-exchangeable, and cannot be redeemed for cash or other benefits.

## **6. Rights & Usage**

By participating, the participant grants the Organizer irrevocable rights to:

- The submitted content is original, does not infringe any third-party rights, and complies with community and platform standards.

## **7. Data Privacy & Storage**

- Participant information will be stored securely with Lakmē Salon's DPDP Act complied Vendor.
- Data will be retained until August 2026 and permanently deleted thereafter, subject to applicable law.
- By registering, participants consent to the processing and use of their personal data which they have voluntarily shared with Lakmē Salon for purposes linked to the contest administration and promotional activities.

## **8. Disqualification Criteria**

The Organizer reserves the right to disqualify a participant under any of the following circumstances:

- Submission of false, misleading, incomplete, or tampered information.
- Violation of Instagram or Lakmē Salon platform policies.
- Use of paid engagement, bot activity, fake followers, spam accounts, or fraud.

## **9. Liability & Governing Law**

- The Organizer shall not be liable for technical issues, system errors, network failures, or circumstances beyond reasonable control affecting participation.

- The Contest is governed by the laws of India and subjected to the jurisdiction of Mumbai courts.

#### **10. Amendments & Cancellation**

Lakmē Salon reserves the right to modify, suspend, extend, or cancel the Contest or these Terms at its sole discretion without prior notice.

#### **11. Acceptance**

Participation in the Contest constitutes acceptance of all Terms & Conditions stated above.