

TERMS AND CONDITIONS

STAR VIVAAH – GRIHA PRAVESH CONSUMER SCHEME

Version dated: [14th August 2026]

Please read these Terms and Conditions carefully before participating. By submitting an entry, the participant confirms that they have read, understood and agreed to these Terms and Conditions.

1. ORGANISER

The “Star Vivaah – Griha Pravesh Consumer Scheme” (“Scheme”) is organised by Star Cement Limited, CIN L26942ML2001PLC006663, having its registered office at Village Lumshnong, P.O. Khaliehriat, District East Jaintia Hills, Meghalaya – 793210 (“Star Cement” or “Organiser”).

2. SCHEME PERIOD

The Scheme will remain open from 12:00 a.m. IST on 18 August 2026 until 11:59 p.m. IST on 18 September 2026 (“Scheme Period”).

Purchases made or entries submitted before or after the Scheme Period will not be eligible.

Star Cement’s server records will be the official record for determining the date and time of submission.

3. ELIGIBLE TERRITORY

The Scheme is valid only for purchases made from authorised Star Cement dealers

& Retailers situated in Northeastern states of India (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura) and Sikkim, West Bengal (Murshidabad, Malda, Uttar Dinajpur Dakshin Dinajpur, Jalpaiguri, Darjeeling) & Bihar (Purnia, Katihar, Krishanganj, Araria, Bhagalpur, Banka, Begusarai, Khagaria, Saharsa, Supaul, Madhepura, Darbhanga, Madhubani, Muzaffarpur, Sitamarhi, Patna, Vaishali, Gaya, Jehanabad, Nawada)

The residential construction site stated in the entry must also be located within the Eligible Territory.

4. ELIGIBILITY

Participation is open only to individuals who:

- a. Are Indian citizens and ordinarily resident in India;
- b. Are 18 years of age or older as on the date of entry;
- c. Are individual home builders purchasing cement for their own residential construction;
- d. Have a valid Indian mobile number and a valid residential address; e. Purchase the required quantity of Qualifying Products during the Scheme Period; and f.

Comply with these Terms and Conditions.

Dealers, sub-dealers, distributors, stockists, institutional customers, builders purchasing for commercial resale or multiple projects, employees and directors of Star

Cement, its group companies, advertising agencies, implementation partners and their immediate family members are not eligible.

5. QUALIFYING PURCHASE

To participate, an eligible consumer must purchase at least 100 bags in

aggregate of: a. Star WeatherShield Cement; and/or

b. Star Dhalai Master Cement,

from an authorised Star Cement dealer during the Scheme Period (“Qualifying Purchase”).

The 100 bags may be covered by one invoice/one or more invoices issued in the participant’s name during the Scheme Period.

Purchase of more than 100 bags will not increase the participant’s chances of selection or guarantee an invitation. Unless expressly stated otherwise, only one Qualified Submission and one reward entitlement will be allowed per participant, mobile number, household and construction site.

6. HOW TO PARTICIPATE

The participant must:

a. Scan the official QR code displayed on authorised Scheme communication;

b. Enter their complete name, mobile number, construction-site address,

- residential address and current stage of construction;
- c. Upload a clear and legible copy of the original purchase invoice or invoices establishing the Qualifying Purchase;
 - d. Complete the “Mere Ghar Ka Vaada” statement in their own words;
 - e. Provide any other information reasonably required for verification;

and

- f. Accept these Terms and Conditions and the Scheme Privacy Notice by taking a clear affirmative action on the entry form.

No participation fee is payable to Star Cement. The normal purchase price of the cement and the participant's internet or mobile charges will apply.

7. REQUIREMENTS FOR “MERE GHAR KA VAADA”

The “Mere Ghar Ka Vaada” submission must:

- a. Be the participant's own original expression;
- b. Relate meaningfully to the participant's home, family, aspirations or promise connected with building their home;
- c. Not contain false, defamatory, offensive, discriminatory, obscene, political or unlawful material;
- d. Not infringe the copyright, trademark, privacy or other rights of any person; and

e. Not contain personal information about another individual without that individual's permission.

AI-generated, copied, substantially duplicated or plagiarised entries may be

rejected. 8. **VERIFICATION OF PURCHASE**

Star Cement may verify any invoice and entry with the issuing dealer, its sales records, GST details or other available records.

The participant may be required to produce the original invoice, identity proof, address proof or reasonable evidence relating to the construction site. Aadhaar is not required at the initial entry stage and should not be uploaded unless specifically requested through an authorised and secure Star Cement channel.

Invoices that are forged, altered, duplicated, cancelled, returned, issued outside the Scheme Period, already used for another entry, or not traceable to an authorised dealer will be rejected.

Submission of an entry does not automatically make the participant eligible. An entry will become a "Qualified Submission" only after successful verification by Star Cement.

9. **NATURE OF SELECTION – NO LUCKY DRAW**

This Scheme does not involve a lucky draw or any random selection.

From among all Qualified Submissions, up to [From Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura – 30 Pax] and from [Bihar, West Bengal & Sikkim] – 20 pax. Participants will be selected by a duly constituted

evaluation panel on the following published criteria:

- a. Relevance to the “Mere Ghar Ka Vaada” theme – 40%;
- b. Originality and distinctiveness – 30%;
- c. Emotional expression and clarity – 20%; and
- d. Authenticity and completeness of the submission – 10%.

The quantity purchased beyond the minimum Qualifying Purchase will not form part of the judging criteria.

In the event of an equal score, preference will be given sequentially to the entry receiving the higher score for relevance, then originality, and thereafter to the Qualified Submission received earlier.

The panel's decision will be recorded and will be final, subject to applicable law. No correspondence regarding comparative scoring will ordinarily be entertained, although participants may raise a genuine grievance through the contact details specified below.

10. ANNOUNCEMENT AND COMMUNICATION

Selected participants will be contacted by telephone, SMS or WhatsApp through an authorised Star Cement number by 31st October 2026.

The selected participant must respond and provide the requested verification documents within 48 hours of receiving the communication. Failure to respond, inability to verify eligibility or refusal to comply with these Terms may result in cancellation of the selection and selection of the next highest-ranked eligible participant.

Final results will be published within a reasonable time on www.starcement.co.in and/or the same principal channels through which the Scheme was promoted.

Star Cement will never ask a participant to pay a selection fee, processing fee or security deposit.

11. GRIHA PRAVESH INVITATION

Each finally selected participant will receive an invitation to attend the Star Vivaah Griha Pravesh event in Guwahati or Siliguri.

Unless otherwise communicated in writing, the invitation will include:

a. Round-trip economy travel for the selected participant and one adult companion from the nearest practical airport, railway station or approved departure point;

b. One-night accommodation at a hotel selected by Star Cement;

c. Scheduled meals and local transfers forming part of the official

itinerary; d. Attendance at the gala evening with dinner; and

e. Special gifts distributed at the event.

Travel mode, carrier, route, hotel, room allocation and itinerary will be determined by Star Cement based on availability, safety and operational requirements.

Personal expenses, additional meals, room-service charges, sightseeing, travel outside the approved itinerary, medical expenses, insurance and expenses of any unauthorised companion are not included.

Serving or consumption of alcohol, if any, will be subject to applicable law, venue rules and the legal drinking age. A non-alcoholic alternative will be available.

12. ASSURED GIFT

Every Qualified Submission, whether or not selected for the Griha Pravesh invitation, will be entitled to the assured gift. The Assured Gift is strictly non-redeemable, non exchangeable for cash or alternative consideration, and all decisions regarding its distribution are final, binding, and non-contestable.

The assured gift will be delivered or made available within 60 days after verification and closure of the Scheme.

If the advertised gift becomes genuinely unavailable for reasons beyond Star Cement's reasonable control, Star Cement may provide an alternative of equal or higher value after appropriately informing the affected participant.

13. CONDITIONS RELATING TO REWARDS

Rewards and invitations:

- a. Are personal to the eligible participant;
- b. Cannot be transferred, assigned, exchanged or sold;
- c. Cannot ordinarily be converted into cash;

d. Are subject to successful identity, invoice and eligibility verification; and

e. May be subject to tax deduction or documentation requirements under applicable law.

Where any tax, TDS or statutory reporting obligation applies, Star Cement may deduct, deposit or collect the required amount and request the necessary PAN or other information before releasing the benefit.

14. TRAVEL AND EVENT CONDITIONS

A selected participant must:

a. Possess valid identification and travel documents;

b. Comply with the itinerary, venue rules and reasonable safety

instructions; c. Be medically fit to undertake the journey; and

d. Bear responsibility for any loss caused by their own wilful misconduct or breach of law.

If a participant cannot travel on the specified dates, the invitation may be forfeited. Star Cement is not obliged to provide alternate dates or cash compensation, except where required under applicable law.

15. CONTENT AND PUBLICITY RIGHTS

The participant will continue to own their original “Mere Ghar Ka Vaada” submission.

By participating, the participant grants Star Cement a non-exclusive, royalty-free licence to reproduce, translate, adapt, display and publish the submission for administering, announcing and promoting the Scheme and the Star Vivaah campaign, in any media, with appropriate attribution where reasonably practicable. Before using a selected participant's photograph, voice, interview, testimonial or identifiable event footage for advertising beyond routine event documentation, Star Cement may obtain an additional written or electronic publicity consent.

The participant confirms that they have the necessary rights to grant the above

licence. 16. **PERSONAL DATA AND PRIVACY**

Star Cement may collect and process the participant's name, mobile number, address, construction stage, invoice information, "Mere Ghar Ka Vaada" submission, verification records and, where necessary, travel-related details for:

- a. Administering and verifying the Scheme;
- b. Preventing fraud and duplicate claims;
- c. Contacting participants;
- d. Judging and announcing results;
- e. Arranging gifts, travel, accommodation and event participation;
- f. Responding to grievances; and

g. Complying with legal and regulatory obligations.

The data may be shared on a need-to-know basis with authorised dealers for invoice verification and with Star Cement's technology, fulfilment, travel, hotel, event management, audit and professional-service providers.

Star Cement will not sell participant information. Personal data will be retained only for as long as reasonably necessary for the above purposes or as required by applicable law, after which it will be securely deleted or anonymised.

Consent for promotional or marketing communication must be obtained through a separate, optional checkbox. Refusal or withdrawal of marketing consent will not affect eligibility in this Scheme.

17. DISQUALIFICATION

Star Cement may reject or disqualify an entry where there are reasonable grounds to believe that:

- a. Any eligibility condition has not been met;
- b. Information or documents are false, incomplete or misleading;
- c. An invoice has been forged, altered, duplicated, cancelled or reused;
- d. The purchase was made for resale or commercial use;
- e. Multiple entries have been created using different mobile numbers or identities for the same household, invoice or construction site;

f. The participant has attempted to manipulate the submission or evaluation

process; g. The submission infringes third-party rights or contains prohibited

content; or h. The participant has breached these Terms and Conditions or

applicable law.

Star Cement may request clarification before disqualification where reasonably practicable. If fraud is discovered after a reward has been provided, Star Cement may cancel the benefit, recover its reasonable value and take appropriate legal action.

18. TECHNICAL ISSUES

Star Cement will take reasonable measures to keep the entry platform available but does not guarantee uninterrupted access.

To the extent permitted by law, Star Cement will not be responsible for entries not received because of incorrect information, device failure, network interruption, corrupted uploads or circumstances outside its reasonable control.

A submission acknowledgment does not constitute confirmation of

eligibility. **19. CHANGE, SUSPENSION OR CANCELLATION**

Star Cement may modify, suspend or cancel the Scheme only where reasonably

necessary due to fraud, technical failure, force majeure, government direction, legal or regulatory requirements, or circumstances beyond its reasonable control.

Any material change will be communicated through www.starcement.co.in and/or the principal channels used to promote the Scheme.

No modification will be used to avoid providing an already-earned assured benefit, except where performance has become unlawful or impossible for reasons beyond Star Cement's reasonable control, in which case a lawful and reasonable alternative may be provided.

20. LIMITATION OF LIABILITY

To the maximum extent permitted by law, Star Cement will not be liable for indirect, incidental or consequential loss arising from participation in the Scheme or use of a reward.

Nothing in these Terms excludes liability that cannot lawfully be excluded, including liability for fraud, wilful misconduct, gross negligence or a participant's statutory consumer rights.

Travel, hotel and other third-party services will also be subject to the service provider's lawful operating conditions.

21. PARTICIPANT RESPONSIBILITY AND INDEMNITY

The participant is responsible for the truthfulness of the information and documents submitted.

The participant agrees to indemnify Star Cement against direct losses, liabilities or third-party claims reasonably arising from the participant's fraudulent invoice, material misrepresentation, unlawful conduct or infringement of another person's intellectual property or privacy rights.

22. FORCE MAJEURE

Star Cement will not be liable for delay, modification or cancellation caused by events beyond its reasonable control, including natural calamity, epidemic, severe weather, transport disruption, civil disturbance, government restriction, venue closure or other force-majeure event.

Where practicable, Star Cement will communicate an alternate arrangement or equivalent benefit.

23. GENERAL CONDITIONS

a. Participation is voluntary.

b. The Scheme does not alter the participant's statutory rights regarding the cement purchased.

c. Failure by Star Cement to enforce any provision immediately will not constitute a waiver.

d. If any provision is held invalid, the remaining provisions will continue to apply to the extent legally permissible.

e. In the event of inconsistency between the promotional creative and these Terms, the interpretation that is lawful, fair and consistent with the principal advertised promise will apply.

24. GOVERNING LAW AND DISPUTE RESOLUTION

The Scheme and these Terms are governed by the laws of India.

Participants should first raise any complaint through the grievance contact below, allowing Star Cement 15 working days to respond.

Nothing in these Terms restricts a participant from approaching a competent consumer commission, regulatory authority or court having jurisdiction under applicable law.