

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. MANY WILL ENTER, TEN WILL WIN. VOID WHERE PROHIBITED.

- 1. ELIGIBILITY:** Fisher-Price My First Birthday (the “Contest”) is open in select Indian cities for mothers who are citizens of India and having a child whose first birthday will fall any day between 1st April, 2018 and 31st March, 2019. Employees and their immediate families (including parents, spouses, children, siblings, and grandparents, and other household members, whether or not related) of Sponsor, Sponsor’s advertising or promotional agencies, those involved in the production, development, implementation or handling of the Contest, any agents acting for, or in behalf of the above entities, their respective parent companies, officers, directors, subsidiaries, affiliates, licensees, service providers, prize suppliers, any other person or entity associated with the Contest (collectively, Contest Entities”), are NOT eligible. The Contest is subject to all applicable laws and regulations in India and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.
- 2. CONTEST PERIOD:** The Contest begins on April 1st 2018, at 12:00 a.m. India Standard Time (“IST”) and ends on February 20th, 2019, at 11:59 p.m. IST (the “Contest Period”).
- 3. HOW TO ENTER THE CONTEST:** There is NO PURCHASE NECESSARY to participate in this contest. A purchase will not increase your chances of winning. During the Contest Period, visit (enter URL link) and participate by answering the contest question and submitting your personal information comprising of parent’s full name, valid email address, valid mobile number, your child’s name, date of birth and gender. Entries for any birthday month within the Contest Period must be received before the 20th of the previous month (which marks the end of the Contest Period for that month) to be eligible for participating in the Contest. By way of example: if a child’s birthday is in the month of September 2017 then entries should be received before August 20th, 2017. Entrant may sign up only once during the contest period as per the birthday month of their child. Any attempt by any entrant to submit more than one entry by using multiple/different email addresses, identities, registrations, and logins, or any other methods, will void that entrant’s submission, and that entrant may be disqualified. Normal Internet access and usage charges imposed by your online service will apply and shall be borne solely by the entrant. Any potential winner shall be subject to appropriate verification before prize is awarded.

4. **SELECTION:** A maximum of 3 winners will be declared between the period 1st April 2018 to 31st July 2018 and 5 winners from 1st August 2018 to 31st March 2019. Winners will be selected on the quality of answers that we receive through the course of the contest. The entries will be selected by Mattel Toys India Pvt. Ltd. and their agency Weber Shandwick India / Schbang Digital Solutions . The judges may determine the correctness and validity of the entries of entrants at their sole discretion. The judges' decision shall be final and binding and no correspondence shall be entered into about the Contest or the judges' decision(s).
5. **CONTEST PRIZE:** From 1st April 2018 to 31st July 2018 there will be 3 winners declared per month and from 1st August 2018 to 31st March 2019 there will be 5 winners declared per month. Each of the winners will receive a special Fisher-Price Birthday Box including the following:
- a) E-voucher worth Rs.3,000 - 5,000/- (Three - Five Thousand Only. Please note that the voucher value will be at or within this range.) for online redemption of a Fisher-Price product. The e-voucher shall be valid for redemption only against any Fisher Price product. In case the price of the selected Fisher Price product is more than the e-voucher value the winner shall be solely responsible for making the additional payment or select any other Fisher Price product of the e-voucher value.
 - b) A Special Soap Gift set for the mother of the child who has won the birthday box worth Rs. 2,000/-.
 - c) A basic starter Savings Joint Bank Account kit for the child (Minor) whose birthday is being celebrated and either parent (operating the account as the Major) with an associated bank in this initiative. Please note, that the account opening and all other formalities related to the same will be as per RBI and Bank guidelines. Mattel will not be involved in influencing or conducting this process on the Bank's behalf. Mattel will not aid or support any monetary deposits in the account if opened. This is at the sole discretion of the parents/account holder only. For detailed Terms and Conditions please refer to instructions in the kit.
 - d) One Fisher-Price toy.
 - e) Basic birthday décor materials comprising of balloons, buntings etc.
 - f) A Fisher-Price themed card personalized to the child.
 - g) Select products from the Fisher-Price consumer products line.
 - h) Ages and stages booklet for the mother to keep track on growth of baby and various developmental stages
 - i) A photo frame.
 - j) A cake on the day of celebration.
 - k) Baby Photoshoot coupon which entitles the child for a candid photography shoot at his/her home. The photographs will be handed over in soft copy version only. The photoshoot is done prior to the celebration day. The agency authorized to manage

the implementation of this photoshoot will be in touch with the winner's family to coordinate the same. Please note that finally a total of 10 treated images will be shared with the winners post the photoshoot.

l) A Fisher-Price Baby Book.

6. TRANSFER OF PRIZE: No substitute or transfer of prize (whether in cash or not) is permitted except at the sole discretion of Sponsor, who reserves the right to substitute a prize or any component thereof of equal or greater value. All applicable taxes shall be the sole responsibility of the winner. Sponsor is not responsible for lost or stolen prizes, or for unavailability due to circumstances beyond their control of any component of the prize.

7. GENERAL RULES: If a potential prize winner is a minor, she will not be eligible to win the prize and will be disqualified. Sponsor will send each potential winner an Affidavit of Eligibility and Liability/Publicity Release ("prize winner documents") within 7 days of notification before a prize is awarded. If the potential winner fails to return the completed prize winner documents within 10 days, or if the potential winner is ineligible, the prize will be forfeited, and an alternate winner may be selected, at Sponsor's sole discretion, from all eligible entries received. By participating in this Contest, entrants agree to be bound by these Official Rules and the decisions of Sponsor, which are final and binding in all respects, and to waive any rights to claim ambiguity with the Official Rules and that Contest Entities shall have no responsibility or liability (including, but not limited to liability for any property loss, damage, personal injury or death) in connection with: participation in this Contest, or the acceptance, redemption, or use of any prize or related activities; human error; incorrect or inaccurate transcription of entry information; acceptance/possession, use/misuse and/or defects of the prizes awarded herein; any technical malfunctions of the telephone network, computer online system, computer dating mechanism, computer equipment, software, internet service provider used in entering or operating the Contest; interruption or inability to access the Contest due to hardware or software compatibility problems; any damage to entrants (or any third person's) computer and/or its contents related to or resulting from any part of this Contest; any lost/delayed data transmissions, omissions, interruptions, defects and/or any other error or malfunctions, even if caused by the negligence of one of the Contest Entities. You further agree to indemnify and hold harmless the Contest Entities from any and all liability resulting or arising from your participation the Contest, to release all rights to bring any claim, action or proceeding against the Contest Entities, and hereby acknowledge that said Contest Entities have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize, including express warranties provided exclusively by a prize supplier that are sent along with a prize.

- 8. DISCLAIMERS:** Sponsor reserves the right in its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Contest; violates the Official Rules; or acts in an un-sportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten, or harass any other person. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Contest and/or the components of the Birthday give away if it is not capable of running as planned, including, but not limited to, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other problems beyond the control of Sponsor and award the prize from among all eligible entries received prior to cancellation.
- 9. DATA PROTECTION/PRIVACY:** Information collected by Sponsor in connection with the Contest is subject to Sponsor's privacy statement located at www.fisher-price.com and applicable data protection laws. Each entrant agrees to the collection, processing, and storage of entrant's personal data by Sponsor for purposes of the Contest. Acceptance of the prize constitutes permission to Sponsor to use the winner's name and likeness for promotional purposes without further compensation except where prohibited by law. Except as otherwise provided herein or on the entry form for the use of certain winner information, personal information collected from each entrant will be used by Sponsor for the purpose of the Contest. If you opt in to receive email updates from Mattel when you enter the Contest, Mattel will send you emails, and your data will be subject to their respective privacy practices.
- 10. RULES & WINNER'S ANNOUNCEMENT:** Winners will be notified and to receive a confirmation email / call from an agency outsourced by Mattel.
- 11. SPONSOR:** The Sponsor of the Contest is Mattel Toys (India) Private Limited, and is solely responsible for all aspects of this Contest.
- 12. JURISDICTION:** Disputes, if any, shall be subject to the jurisdiction of the Courts in Mumbai only.