

## **Fevikwik Chutki Mein Makeover Contest – Terms and Conditions**

Thank you for participating in the Creative Contest “Fevikwik – Chutki Mein Makeover” (“Creative Contest”) of Pidilite Industries Limited (“Company”) using the AI generator (KwikGPT platform).

Please familiarize yourself with the process for participating in the Creative Contest and the applicable Terms and Conditions outlined below.

### **The Process:**

The Creative Contest will run for 6 weeks, from 14th February 2026 (00:00 hrs) to 28th March 2026 (23:59 hrs) (“Validity Period”).

The Company reserves the right to extend or modify the Validity Period at its sole discretion.

The Contest comprises two types of makeovers:

### **Phase 1 – IRL (In-Real-Life) Makeover (Week 1-6)**

Participants must create a real-life makeover of any object using Fevikwik.

They must post before-and-after photographs or videos **showcasing the makeover and visibly showcasing the Fevikwik Gel used** on Instagram.

### **How to Participate:**

- Upload the makeover content on Instagram during the Validity Period.
- Use the official contest hashtag: **#FevikwikMakeover**.
- The participant’s Instagram account must be public throughout the Contest period and until winners are announced.
- Entries created before the Validity Period will be considered only if posted during the Contest timeline.

### **Judging Criteria:**

A panel of judges will evaluate all valid entries based on (including but not limited to) the following criteria:

1. **Creativity** – originality, idea quality, and innovative use of Fevikwik.
2. **Wackiness** – fun, quirky, unexpected, or humorous transformation.
3. **Aesthetic Appeal** – overall visual quality, neatness, and final makeover finish.

### **Prizes for IRL Makeover:**

- Weekly Grand Prize: One Grand Winner will be selected each week for six weeks, and each will receive INR 1,00,000 worth of prizes.

- Early Bird Rewards: In Weeks 1 and 2, the top 100 entries will receive INR 5,000 worth of prizes each.
  - Mega Prize: At the end of the 6-week Contest, one participant will win the Mega Prize worth INR 5,00,000 for the best real-life makeover.
  - If a participant has won a prize in the Weekly Grand Prize category or the Early Bird Rewards, they remain fully eligible for the Mega Prize. Winning a weekly or early bird prize does not disqualify a participant from winning the Mega Prize.
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## Phase 2 – AI-Generated Makeover (Weeks 3–6)

During Weeks 3 to 6, the AI Makeover Platform at [makeover.fevikwik.in](https://makeover.fevikwik.in) will be live. Participants may use the platform to create an AI-generated makeover video of any object and share it on Instagram.

### How to Participate:

1. Visit the Website: Go to [makeover.fevikwik.in](https://makeover.fevikwik.in) to access the AI Makeover platform.
2. Capture Object: Upload or capture an image of any object and select a makeover theme.
3. Generate Image and Video: The platform will generate an AI makeover image, after which participants may create a makeover video.
4. Upload on Instagram:
  - Post the generated video on Instagram.
  - Use the official hashtag **#FevikwikMakeover**.
  - Ensure the Instagram account is public throughout the Contest period.
5. Entry Timeline:  
Entries created before the Validity Period will be considered only if posted during the Contest timeline.

### Judging Criteria:

The panel of judges will evaluate all valid entries based on (including but not limited to) the following:

1. How early the entry was submitted after the contest began.
2. How well the makeover qualifies as a real makeover

### Prizes for AI- Generated Makeover:

- Weekly AI Winners: 10 winners per week, each receiving INR 5,000 worth of prizes, during weeks 3–6.
- Winners of the AI competition are not eligible for the Weekly Grand Prize of INR 1,00,000 or the Mega Prize of INR 5,00,000.
- Logging in or registering on the platform **does not** count as participation. The uploaded post must be original, clear, and continuously visible to all viewers.

- The Company is **not responsible** for technical issues affecting uploads or visibility, including cache glitches, app bugs, network problems, or server issues.  
Any entry that is not properly uploaded or visible will be considered invalid and disqualified.
  - Employees of **Pidilite, Ogilvy, Madison, ARM**, their subsidiary companies, or their family members **are not eligible** to participate in this Creative Contest.
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## DETAILED TERMS & CONDITIONS (T&C)

Creative Contest- “Fevikwik - Chutki mein Makeover” (“**Creative Contest**”) of Pidilite Industries Limited (“**Company**”) using the AI generator (KwikGPT platform) to be posted on Instagram using the hashtag **#FevikwikMakeover**, during the **Validity period from 14<sup>th</sup> February 2026, 00.00 hrs to 28<sup>th</sup> March 2026, 23.59 hrs.**

Participation in this Creative Contest shall be voluntary and subject to acceptance of the below Terms and Conditions.

“Fevikwik - Chutki mein Makeover” is a Creative Contest organized by Pidilite Industries Limited (“**Company**”) to invoke the creativity amongst “**Participants**”.

This is a digital-first interactive Creative Contest built around a virtual AI-powered KwikGPT platform starting from 14 February 2026 and shall be open for participation till 28 March 2026 and is open only for Indian citizens above 18 years of age. This duration may be extended at the discretion of the Company.

Users will take old/ordinary objects and give them extraordinary makeovers with a single drop of Fevikwik.

Participation in this Creative Contest by the Participants shall be acceptance of these Terms and Conditions (**T&C**). These T&Cs may be subject to amendment from time to time and as such participation in the Creative Contest would be considered acceptance of T&C & the amendment thereof. T&C.

1. Consent for Participation: By registering for this Creative Contest, the Participant, agrees to these T&C. The Participant hereby consents to the collection, storage, and processing of the personal information, including but not limited to name, age, mobile number, email ID and artwork, by the Company for the purposes of administering the Creative Contest and related activities.
2. The Participant may withdraw at any time during the duration of this Creative Contest. However, withdrawal of consent may result in the Participant's disqualification from the Creative Contest & his/her entitlement of gifts / gratifications. The Participant further confirms that they have read, understood, and agreed to the T&C of the Creative Contest, including the Privacy Policy of Company as available on the Company's website and on the link **makeover.fevikwik.in**
3. Participation in the Creative Contest is voluntary.
4. The Contest is open only to adults aged 18 years and above. Participants must refer to and follow the usage guidelines of Fevikwik while performing IRL makeovers. No individual below the age of 18 should participate in the creation or execution of the makeover process.
5. Any views, opinions, statements, stories, incidents, comments etc. expressed by the Participants on the Creative Contest are original and of their own and/has not been copied

and /or infringed third party rights, therein. The Participants shall be completely responsible for the same and shall keep the Company indemnified at all times in this regard.

6. The Company shall have the right to use all the information collected from the Participants for the purpose of Creative Contest and any other future activity of Pidilite. Each Participant, by electing to participate in the Creative Contest, hereby explicitly consents to the collection, storage and processing of such personal data and proprietary information collected from him/her.
7. The Participants may be required to furnish necessary supporting documentation as may be required in law, regulation and as per this T&C regarding proof of age, address, name, photo identity and nationality, Social Media credentials, though valid acceptable government recognized documents. The Participants also agree that by virtue of participating in this Creative Contest, they grant their consent to the Company to host personal data on social media.
8. Each Participant consents to the information that the Participant submits with their entry being entered into a database and to use by the Company and to use by their affiliates, of this information in any media for further promotion, marketing and publicity purposes without any further reference or payment or other compensation to the Participants.
9. The Participants agree that the Company shall not be liable or responsible in any manner for downtime on the site owing to external issues or otherwise.
10. The Participants agree that they shall make themselves available from time to time and co-operate with the Company and participate in any activity and/or campaign ("**Promotional Activity**") of any nature whatsoever without any money payable to the Participants. The Winner(s)/ Participant(s) agrees that the footage of any nature shall vest with the Company, including but not limited to all intellectual property rights and any other rights for worldwide and in perpetuity.
11. The Participants shall ensure that any photos or videos shared by them on any social media platform on any public domain shall be clearly visible and devoid of any technical glitch , as per acceptable standards of decency , public norms given Indian laws and regulations and shall not be offensive, obscene, vulgar, defaming, denigrating any class, caste, sex, creed, hurting religious sentiments, depicting violence or shall not infringe the rights of a third person. In the event of any violation to the aforementioned, the post of the Participant shall be removed from the site and the Participant immediately be disqualified from the Creative Contest and such Participant shall solely remain liable for any action (criminal/civil) arising therefrom.
12. If a participant deletes their submitted entry before the prize is disbursed, the Company reserves the right to disqualify them from the Contest. The participant must keep the submitted post visible on their Instagram account for at least three (3) months beyond the Validity Period.
13. Any photographs, videos etc. in audio/visual format taken by the Company or recorded by the Company including the 3D models and the other artwork created by the Participant during the Creative Contest or during the earlier stages of this Creative Contest shall on submission / creation become the property of the Company ("**Materials**") and shall be available to the Company for exploitation throughout the world in perpetuity. The Participants hereby waives off all the rights that they may have with respect to such Materials.

14. All the intellectual property rights of the Participants in respect of the performance of the Participants throughout all the stages of the Creative Contest including but not limited to the copyright, rights of publicity, moral rights and any related rights shall stand waived and Participants agree not to claim or enforce any of the aforementioned rights in any court. The Participants also consent to the Company's right to reproduce the Participant's attributes or any recordings or materials provided by the Participants or portray the Participants in any and all media now existing or hereinafter created, including without limitation television, film, radio, Digital and print media, without any compensation whatsoever for advertising and publicity purposes of the Creative Contest. The Participants also consents to the Company's right to use Participants name, voice or picture, or the content of the Participants without any further permission or compensation for such use in any and all media now known or in commercial use or developed based on media now known or in commercial use. The Participants grants the Company irrevocable consent in perpetuity to the use of the sound recordings, photographs, video tape, and illustrations taken during or in connection with Creative Contest, in any and all applications including but not limited to advertising, commercials, promotion, stories, text, articles, illustrations, copy and commercial exploitation, in any and all media forms, including but not limited to digital, radio, broadcast and television, newspapers and magazines at any time without the Participants further knowledge or consent.
15. A Participant shall be eligible to be declared as a Weekly Winner or a Mega Winner of the Creative Contest only once during the Duration of the Creative Contest. In the event a Participant is selected more than once in either category, only the first win shall be considered valid, and subsequent selections shall be deemed void. The Company reserves the right to disqualify repeat winners and select alternate winners as per the Terms and Conditions.
16. The Company shall not be liable for any loss of damage whatsoever that may be suffered, or for any personal injury that may be suffered as a result of participating in the Creative Contest.
17. All Participants and winners waive any and all rights of claim with regard to the Creative Contest against the Company.
18. All prizes are non-transferable and subject to applicable taxes to be borne by the winner.
19. Prize fulfilment may take up to ninety (90) working days from the date the winner is announced, provided the participant submits all required details, including their name, contact number, email ID, and postal address. Participants must provide only one set of contact details for each field; if multiple details are submitted, the Company reserves the right to determine which information will be used. Each individual participant is permitted to submit only one creative entry for evaluation. Multiple entries submitted using different email IDs, mobile numbers, or other identifiers shall be disqualified, and only the first entry submitted by the participant will be considered valid.
20. All disputes are subject to the exclusive jurisdiction of courts of Mumbai.
21. Any direct or indirect taxes, levies or other duties that may be imposed on prizes, the winner shall solely be responsible for the same.

22. The Creative Contest shall be for the term as may be decided by the Company at its sole discretion.
23. The prizes are given subject to applicable taxes and subject to compliance with applicable laws and regulations.
24. The decision of the Company will be final and binding and is non-Creative Contestable.
25. The Company reserves the right to add or amend or change or modify any of the terms and conditions mentioned herein without any notice.