**Freedom From Hunger Campaign**

Everyone knows that hunger as a problem is real. There are many who goes to sleep hungry, especially children. As a leading food brand, KRBL Limited (“**KRBL** or **the Company**”) feel that it is our responsibility to contribute to the cause of fighting hunger. Through our "Grains of Hope" initiative, we aim to combat child hunger by providing meals to those in need.

We are initiating a campaign this Independence Day called ‘#FreedomFromHunger’ (“**Campaign**”) under which we are facilitating consumers to contribute by taking pledges to support our initiative. For every pledge you take, India Gate provides a meal to a child in need. Join us in this noble cause and help us create a hunger-less world.

At this Independence Day, KRBL pledges to fight against hunger by spreading its initiative to all nooks and corners of India and provide meals to children in need. To support this initiative, KRBL has hosted a campaign #FreedomFromHunger (“Campaign”) on its platform Grains of Hope at www.IndiaGateGrainsOfHope.com(“**Site**”). The Participants can be part of this Campaign by taking a pledge on KRBL’s Site.

**Terms and Conditions**

1. **Campaign:** 
   1. The #FreedomFromHunger Campaign (“**Campaign**”) is valid from **13th Aug’24** and shall continue until further notification by the Company (‘**Campaign Period**’).
   2. The Participant is a resident of India, is above the age of 18 and are competent to contract;
   3. The participation in the Campaign is voluntary and subject to these terms and conditions (“**T&C**”).
   4. The Participant hereby agrees that he/she has read and understood the T&Cs and each Participant agrees to be bound by the T&Cs.
2. **Campaign Details:**
   1. To participate in the Campaign, the Participants are required to:

* Successfully register themselves under the relevant Profile via the Site **www.IndiaGateGrainsOfHope.com** and Indian mobile phone registered with WhatsApp; and
* click the link on the Site – PLEDGE NOW, so as to support the Campaign
  1. This shall constitute permission and consent for the Company and/or its affiliates and/or its Service Providers to store and also use the Participant's name, telephone numbers and other details and information ("**Personal Information**").
  2. This shall also constitute permission for the Company to share the Personal Information with its affiliates, its service providers and also with any third party for the facilitation of the Campaign.
  3. Participation in the Campaign will not incur any charges from the Company. However, Participants may be subject to data and other charges imposed by their network provider for internet usage at the applicable rates. It is the sole responsibility of the Participant to verify and manage these charges. Additionally, if Participants access the Campaign while roaming in a different circle or zone, they may incur additional roaming charges for internet browsing. The Company shall not be liable for any such charges incurred by the Participant.
  4. The Pledge made by the Participant is without any prior payment or promise of payment having been made to the Participant or the expectation by the Participant of any payment in return for the proposed Pledge. The Pledge is also made without any prior benefit having been made to the Participant or the expectation of any future benefit, except for the possibility of having the Pledge used for the Company promotional purposes.
  5. Upon the registration of the Pledge on the Site, the Participant will receive a Certificate of Pledge via WhatsApp on the contact number provided by the Participant. The Participants are free to share the Certificate of Pledge on their social media platforms subject to compliance to applicable terms and conditions of the social media platforms or applicable laws.
  6. The Participants agree to comply with all applicable laws and regulations when using the Company’s Site or while sharing the Certificate of Pledge on their social media platforms. The Participants are solely responsible for all information they submit for inclusion on or transmission via Site or on their social media platform. The Participants must ensure that all information they transmit is lawful and honest. In particular, the Participants must not post or transmit any material that:

1. is fraudulent, dishonest or misleading;
2. is unlawful, harassing, libelous, abusive, threatening, harmful, vulgar, obscene, or otherwise objectionable or breaches any laws;
3. encourages conduct that constitutes a criminal offence, gives rise to civil liability or otherwise breaches any applicable laws, regulations or code of practice;
4. infringes the copyright or other rights of any third party;
5. is technically harmful (including, without limitation, computer viruses or other malicious software or harmful data).
   1. By submitting information to the Company or sharing Certificate of Pledge in their social media platform, Participants are granting the Company a royalty-free, non-exclusive license to use, reproduce, modify, translate, make available and distribute the information on or through the Company’s Site or other social media platforms for the purpose of Campaign.
   2. The Participants shall not bring any action, claim, damages or other proceedings against the Company, it's directors, agents, employees, licensees or assigns, affiliates or persons associated with the Company in the event suffering any injury or losses or any damage being caused on account of usage of the Site or participation in the Campaign.
6. **Other important terms and conditions:**
   1. The Company reserves the right to add, delete, modify, and/ or otherwise change any terms and conditions of the Campaign and/or Campaign Period and suspend/withdraw Campaign anytime without prior notice and without assigning any reason whatsoever. Therefore, it is important for the Participants and/or Participants to know the obligations or the rights granted to the Company and/or any third party authorized by the Company and vis-à-vis this Campaign. Participation in this Campaign or any service offered constitutes Participant’s full and unconditional acceptance to the term and condition of the Campaign.
   2. The Participant agrees that for the purpose of Campaign, the Company and/or its Service Providers and/or any appointed third party may need to collect personal and/or sensitive personal information (“**Personal Information**”) from the Participant for processing of the relevant benefit or benefits (as the case may be). Each Participant, by electing to Pledge under the Campaign, hereby give his or her consent to the collection, processing, transferring (in or outside India) and use of such Personal Information for the purpose of this Campaign and to receive standard communications messages from the Company and its third-party service providers engaged by the Company for supporting and administrating the Campaign.
   3. The information on the Site may contain technical inaccuracies or typographical errors. The Company reserves the right to make changes, correction, improvement, interrupt or discontinue any or all of the functionality of its Site. The Company accepts no responsibility or liability whatsoever for any changes, interruption or discontinuance of any or all functionality of its Site.
   4. The Participants hereby acknowledge that the entire content of the Site, including but not limited to text, design, graphics, interfaces, or code and the selection and arrangements thereof is copyrighted as a collective work under the laws of India, and is the property of the Company. All trademarks, service marks, and trade names (collectively the "**Marks**") on the site are trademarks or registered trademarks of and are proprietary to the Company. Any reproduction, distribution, modification, adaptation, transmission, or usage, even partially, of these different Marks, Copyrights is strictly forbidden without the expressly written consent of the Company. The failure to comply this clause constitutes an infringement and the Company may take civil and criminal action against the infringer.
   5. The Company shall not be liable to perform any of its/their respective obligations under the Campaign or in respect of the benefit where it is unable to do so as a result of circumstances beyond its/their control in the nature of fire, explosions, natural calamities, pandemic, epidemic, state emergency, riots, or any other force majeure condition, etc., and shall not be liable to compensate the Participants in these circumstances. The Company shall not be accountable/liable for any disruptions/stoppages/interruptions or cancellation of the Campaign due to any government restrictions or any force majeure events including acts of God or any other circumstances beyond the control of the Company.
   6. The Participant agrees to defend, indemnify and hold harmless the Company and/or its parents, subsidiaries, affiliates, partners, licensor's, officers, directors, employees, and agents harmless for any loss, damages or costs, including reasonable attorneys' fees, resulting from any third party claim, action, or demand resulting from your participation in the Campaign or your breach of any of terms and conditions of the Campaign.
   7. By participating in this Campaign, every Participant expressly agrees that the Company or any of its affiliates will not be liable or responsible for any loss or damage whatsoever that a Participant may suffer, directly or indirectly, in connection with this Campaign.
   8. In no event shall the Company and/or its affiliates be liable for any consequential loss, even if such consequential loss was reasonably foreseeable or had been advised of the possibility incurring it. Consequential loss refers to: (i) loss of actual or anticipated revenues, production or profits; (ii) depletion of goodwill or market reputation; (iii) loss of business receipts, contract, expectation or commercial opportunity; and (iv) indirect, consequential or special losses.
   9. In the event of any inconsistency between these T&Cs and any advertising, publicity and other materials relating to or in connection with the Campaign, these T&Cs shall prevail.
   10. No agency, partnership, joint venture, or employment relationship is created as a result of this Campaign or accepting the terms and conditions of this Campaign and neither party has any authority of any kind to bind the other in any respect.
   11. The rights and obligations of the parties under this Campaign will be governed by the laws of India. All disputes will be subject to Court at New Delhi alone and to the exclusion of the Courts at any other place.