

## **THE BIG BRAND THEORY**

**TYPE:** Cultural Event

### **Short Description:**

Who doesn't love a good old game of Housie/Tambola? Join us for an online version of one of everyone's favorite games. There is a slight twist though the event will revolve around various brands and infographics linked to them. We're sure you'll have a great time and maybe even hit the jackpot. May the brands be ever in your favor!

### **DESCRIPTION:**

- 1) This is a classic game of tambola with a twist. There will be a few logos, taglines, advertisements, or any other similar information provided to the participants, and they have first to guess which brand/organization it belongs to. Then they have to check off that brand from their tambola ticket if they have that brand's name on their ticket.
- 2) The ticket will be provided digitally through Email/WhatsApp or made available on the Tirutsava website just before the event.
- 3) The event will be held using Zoom/Google Meet/Discord, and participants will have about 10 seconds to tick until the next draw is up.
- 4) To avoid plagiarism during the event, participants must keep their videos on.

**EVENT DATE:** 28<sup>th</sup> Feb 2021

**EVENT TIME:** 5pm-7pm

**LATE DATE TO REGISTER:** 28<sup>th</sup> Feb 2021 by 9 am

**CASH PRIZE: Prizes worth Rs. 5000/-**

1<sup>st</sup> - Full house I - Rs. 2000/-

The first participant to mark all the entries on the ticket correctly.

2<sup>nd</sup> - Full house II - Rs. 1200/-

The second participant to mark all the entries on the ticket correctly.

3<sup>rd</sup> - Corners - Rs. 700/-

The first participant to mark all the corner entries on the ticket correctly.

4<sup>th</sup> - Middle Row - Rs. 500/- worth Booklustic subscription

The first participant to mark all the entries in the middle row on the ticket correctly.

5<sup>th</sup> - Early Seven - Rs. 500/- worth Booklustic subscription

The first participant to mark any 7 entries on the ticket correctly.

### **JUDGING CRITERIA:**

The first participant to claim the titles mentioned above correctly wins it. In case of a false claim, the participant will receive a strict warning. Repeating the same for a second time, however, will lead to disqualification.

### **RULES:**

- If there is a clash/tie between participants, the first to show us the ticket will be declared as the winner for that round.
- Once finished, the slide will not be shown again to the participants under any circumstances. Hence, participants must have a stable internet connection to prevent them from experiencing any lag or miscommunication.
- A person is entitled to a maximum of two prizes, out of which only one can be a cash prize.
- The participant should show us the ticket whenever they mark the entry claiming the prize. Delayed claims will not be entertained.

### **PRIVACY:**

- We reserve the right to publish the winner's name and the submitted work.
- Any type of malpractice is strictly prohibited. In case of any discretion, the decision of the jury will be considered final and binding.
- Submission of information during the event is voluntary. The data will be kept confidential.

### **CONTACT:**

Tejaswini Hotkar - 8788214243 (Co-ordinator)

Email: ce19b012@iittp.ac.in

Shrikarah Sayee - 93903 19964

Email: ce19b027@iittp.ac.in

Kanika Miglani - 9650544801

Email: ma19m003@iittp.ac.in