

MERE GHAR KA VAADA

A Star Vivaah Digital Contest

Terms and Conditions

Last updated: 07/08/2026

1. About the Contest

“Mere Ghar Ka Vaada – A Star Vivaah Digital Contest” is organised by Star Cement Limited, CIN: L26942ML2001PLC006663, having its registered office at Village Lumshnong, P.O. Khaliéhriat, District East Jaintia Hills, Meghalaya – 793210 (“Star Cement” or “Organizer”).

The Contest invites participants to creatively share a promise they would like to make for their home or family through an original reel, photograph or video.

Participation in the Contest constitutes acceptance of these Terms and Conditions.

2. Contest Period

The Contest will commence on 8 August 2026 and close on 12 September 2026.

Entries received before or after the Contest Period will not be considered. The Organizer’s system records will determine the time of receipt of an entry.

3. Eligibility

The Contest is open only to:

- * Indian citizens who are at least 18 years old on the date of participation;
- * permanent residents of Arunachal Pradesh, Assam, Bihar, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura and West Bengal;
- * individuals possessing a valid Instagram account; and
- * individuals capable of travelling to Guwahati during the dates communicated by the Organizer.

Employees, directors and officers of Star Cement, its group companies, advertising and event agencies, vendors associated with the Contest, members of the judging panel and their immediate family members are not eligible to participate.

No purchase of any Star Cement product is necessary to enter or win. Purchasing a product will not improve a participant’s chances of winning.

4. How to Participate

During the Contest Period, an eligible participant must:

1. Create an original reel, photograph or video expressing their “Mere Ghar Ka Vaada” or promise for their home or family.
2. Post the entry on their public Instagram feed or as a reel. Instagram Stories alone will not be considered valid entries.
3. Tag the official Star Cement Instagram account @star_cement_ltd.
4. Include the hashtags #MereGharKaVaada and #StarVivaah in the caption.
5. Follow any additional entry instructions mentioned on the official Contest webpage or Star Cement’s official social-media pages.

The participant's account and Contest post must remain public and accessible until the winner-selection and verification process has been completed.

Each participant can send multiple entries. Each entry must contain materially different and original content. Only one prize may be won by an individual or household.

Standard internet and data charges incurred while participating shall be borne by the participant.

5. Entry Requirements

Every entry must:

- * be the participant's original creation;
- * relate clearly to the "Mere Ghar Ka Vaada" theme;
- * not have previously won another contest or award;
- * not infringe any copyright, trademark, privacy, publicity or other rights of any person;
- * not contain defamatory, obscene, discriminatory, hateful, violent, politically inflammatory, unlawful or unsafe content;
- * not display personal information such as addresses, identity documents, telephone numbers or financial information;
- * not contain prominent third-party trademarks or branded products without permission;
- * not use music, images, footage or other material for which the participant does not possess the required rights; and
- * comply with Instagram's applicable terms, policies and community guidelines.

If any other person appears in an entry, the participant must have that person's consent to record, submit and permit the use of their image, voice and performance. Where a minor appears, consent of the minor's parent or lawful guardian is required.

Fully AI-generated entries, deepfakes, impersonations or materially deceptive synthetic content are not permitted. Basic editing, colour correction, captions and non-deceptive creative effects may be used.

Star Cement may mute, replace or remove third-party music or audio while reposting an entry if the necessary commercial usage rights are unavailable.

6. Judging and Winner Selection

This is a skill-based creative contest. The winner will not be selected by chance, lottery, number of likes, number of followers or paid promotion of an entry.

Eligible entries will be evaluated by a panel appointed by Star Cement using the following criteria:

- * Relevance to the "Mere Ghar Ka Vaada" theme – 30%;
- * Originality and creativity – 30%;
- * Emotional appeal and strength of the promise – 25%; and
- * Overall quality of presentation – 15%.

In the event of a tie, the entry receiving the higher score for originality and creativity will be ranked higher. If a tie continues, the judging panel will make the final selection based on overall thematic impact.

The decision of the judging panel will be final and binding, subject to applicable law. Star Cement is not required to disclose individual scores, judges' deliberations or comparative assessments of entries.

7. Winner Notification and Verification

One winner will be selected and contacted within 30 working days after the Contest closes.

The potential winner may be contacted through:

- * a direct message from Star Cement's official social-media account;
- * the mobile number or email address subsequently provided by the participant; or
- * any other contact method stated on the Contest webpage.

The potential winner must respond within 72 hours and provide the documents reasonably required to verify:

- * name and age;
- * residential address and eligibility;
- * ownership of the social-media account and entry;
- * PAN and other documents required for taxation or regulatory compliance; and
- * identity and travel details of the accompanying person.

If the potential winner cannot be contacted, fails to respond within the stipulated time, provides incorrect information, fails eligibility verification or is unable to travel on the offered dates, Star Cement may disqualify that person and select the next-highest-ranked eligible entry.

Star Cement will never request an entry fee, password, OTP, credit-card PIN or internet-banking credentials from a winner.

8. Prize

The verified winner will receive an Organizer-arranged trip to Guwahati for the winner and one companion, comprising:

- * round-trip travel from the winner's city of residence or the nearest practical airport/railway station to Guwahati;
- * economy-class airfare, air-conditioned rail travel or suitable road transport, as determined and booked by the Organizer;
- * reasonable pre-approved transfers required for the official journey;
- * local airport/railway-station transfers in Guwahati;
- * One night accommodation in a five-star hotel selected by the Organizer, on double-occupancy basis;
- * meals included in the official itinerary; and
- * an invitation to a special dinner with select members of Star Cement's top management.

All travel, hotel accommodation, applicable hotel taxes, scheduled meals and transfers included in the Organizer-approved itinerary will be paid directly or reimbursed by Star Cement against valid documents and prior written approval.

The following are not included:

- * alcohol, minibar consumption and room service outside the approved meal plan;
- * laundry, spa, shopping, tips and personal expenses;
- * upgrades, itinerary extensions or changes requested by the winner;

- * expenses incurred without prior approval;
- * medical expenses or travel insurance, unless specifically stated; and
- * losses arising from missed travel caused by the winner or companion.

The hotel, travel mode, route, schedule, management attendees and itinerary will be determined by Star Cement. If any announced component becomes unavailable for reasons beyond the Organizer's reasonable control, it will be replaced with an experience of reasonably comparable value.

9. Prize Conditions and Taxes

The prize is personal to the winner and cannot be transferred, sold, exchanged or redeemed for cash. If the winner resides in Guwahati or does not require a particular travel component, no cash equivalent will be provided for that unused component.

The winner and companion must possess valid government-issued identification and comply with all airline, railway, hotel and venue requirements.

If the companion is below 18 years of age, the winner must be the minor's parent or lawful guardian and provide all required consent and identification documents.

Recommended tax treatment: Star Cement will bear or gross up any tax required to be deducted at source in relation to the prize, if applicable, subject to the winner providing PAN and other necessary documents. The winner will remain responsible for any other personal tax reporting obligation arising from receipt of the prize.

10. Use of Entries

Ownership of the original entry will remain with the participant.

By participating, the participant grants Star Cement and its authorised agencies a non-exclusive, royalty-free licence for a period of 24 months from the Contest closing date to reproduce, resize, edit, subtitle, translate, publish, display, communicate and promote the entry in connection with the Contest, Star Vivaah and related Star Cement brand communications.

This licence includes use on Star Cement's:

- * website and social-media pages;
- * digital advertising and paid media;
- * public-relations and media communications;
- * dealer, consumer and corporate events;
- * internal presentations and reports; and
- * Contest compilation or winner-announcement content.

Star Cement may identify the participant using their name, city and social-media handle. Where reasonably practicable, credit will be provided.

Star Cement will not materially alter an entry in a manner that misrepresents the participant's promise or views.

11. Disqualification

Star Cement may reject or disqualify an entry if it:

- * does not comply with these Terms and Conditions;
- * contains copied, plagiarised or unauthorised content;
- * uses fake accounts, bots, purchased engagement or manipulated metrics;
- * contains false information or impersonates another person;
- * has been created through fraud, coercion or any unlawful activity;
- * is deleted, made inaccessible or set to private before verification is completed; or
- * may expose Star Cement, the participant or another person to legal, reputational or safety risk.

Where reasonably possible, the Organizer may request clarification or supporting evidence before disqualifying an entry.

12. Personal Information and Privacy

Star Cement may collect and process the participant's name, age, city, contact details, social-media handle, entry, identification information and, for the winner and companion, information needed to arrange travel, accommodation and taxation.

This information will be used only to:

- * administer and judge the Contest;
- * verify eligibility and entries;
- * contact participants and announce the winner;
- * arrange and fulfil the prize;
- * prevent fraud and misuse; and
- * comply with applicable legal, accounting and regulatory requirements.

Information may be shared with Star Cement's authorised agencies, judging panel, hotel, airline, railway, transport providers, professional advisers and government authorities where reasonably necessary.

Personal information will be retained only for as long as necessary for these purposes or as required by law and will be handled in accordance with Star Cement's Privacy Policy available at <https://www.starcement.co.in/privacy-policy> .

Consent to receive future promotional communication must be obtained through a separate, optional checkbox. Refusing marketing consent will not affect eligibility in the Contest.

Privacy-related requests may be sent to rhithwikmajumdar@starcement.co.in .

13. Publicity

The winner may be required to participate in reasonable photography, video recording, winner-announcement and prize-experience content connected with the Contest.

Any wider endorsement, testimonial or commercial engagement beyond the Contest and prize experience will be governed by a separate written agreement where required.

14. Instagram and Facebook Disclaimer

The Contest is in no way sponsored, endorsed, administered by or associated with Instagram, Facebook or Meta.

By participating, each participant completely releases Instagram, Facebook and Meta from claims arising from or relating to this Contest, to the extent permitted by applicable law.

Participants understand that they are providing their information to Star Cement and not to Instagram, Facebook or Meta.

15. Technical and Travel Disruptions

Star Cement will not be responsible for entries that are late, incomplete, corrupted, inaccessible or not received because of internet failure, platform outage, incorrect tagging or technical malfunction.

The Organizer will not be responsible for delays or cancellations caused by airlines, railways, hotels, weather, governmental restrictions, natural events or circumstances beyond its reasonable control. In such cases, Star Cement will make reasonable efforts to reschedule or provide a comparable alternative.

Nothing in these Terms excludes liability that cannot lawfully be excluded, including liability arising from fraud, wilful misconduct or gross negligence.

16. Modification or Cancellation

Star Cement may modify, suspend or cancel the Contest only where reasonably necessary because of legal, regulatory, security, technical or force-majeure circumstances.

Any material change will be communicated through the official Contest webpage or Star Cement's official social-media pages. A prize will not be materially reduced without providing a reasonably equivalent substitute.

17. Governing Law and Disputes

These Terms and Conditions will be governed by the laws of India.

The parties will first attempt to resolve any dispute amicably by contacting contest@starcement.co.in. Subject to any non-waivable rights available under consumer law, the competent courts in Kolkata will have jurisdiction.

18. Contact

For Contest-related questions, participants may contact:

Star Cement Limited

Email: marketing@starcement.co.in

Telephone: 9147246713 [11am to 5pm]

Contest webpage: <https://www.starcement.co.in/terms-and-conditions-of-contest>