

STAR SALAHKAAR CHALLENGE 2026

Terms & Conditions

1. Organiser

The “Star Salahkaar Challenge” Contest is organised by Star Cement Limited (“Star Cement” / “SCL”).

2. Contest Period

The Contest will be valid from 7 August 2026 to 12 September 2026, both days inclusive. Entries received after the closing date/time will not be considered.

Star Cement reserves the right to extend, shorten, modify or discontinue the Contest, where reasonably required, subject to applicable law.

3. Eligibility

The Contest is open to individuals who:

- * are 18 years of age or above on the date of participation;
- * are eligible masons/contractors associated with or recognised by the Star Cement influencer/BD network in the notified markets;
- * have a valid mobile number and other identification/details required by Star Cement for verification;
- * comply with all participation requirements contained in these Terms & Conditions.

Employees of Star Cement Limited, its group companies, agencies directly involved in administering the Contest, and their immediate family members shall not be eligible to participate.

4. How to Participate

To submit a valid entry, the participant must:

1. Identify a genuine construction requirement/application.
2. Recommend the appropriate Star Cement or Star Smart Building Solutions product for that requirement.
3. Create a reel, photograph or video explaining the recommendation and why the selected product is suitable.
4. Upload the content on the participant’s social-media account during the Contest Period.
5. Tag Star Cement and use the campaign hashtag(s), wherever communicated.
6. Share the link to the uploaded entry with the participant’s respective Star Cement BD Engineer within the Contest Period.

Entries failing to complete the prescribed steps may be treated as invalid.

5. Content Requirements

The recommendation must be based on the participant’s own understanding and experience and should accurately represent the intended application of the relevant Star product.

Entries must not:

- * contain false or misleading product claims;
- * recommend a Star product for an inappropriate application;

- * contain obscene, defamatory, discriminatory, offensive or unlawful material;
- * infringe any copyright, trademark, privacy, publicity or other third-party rights;
- * contain unauthorised third-party music, photographs, videos or other copyrighted content;
- * depict unsafe construction practices;
- * artificially manipulate views, likes, comments or engagement.

Star Cement may reject any entry that it considers technically incorrect, inappropriate, misleading, fraudulent or inconsistent with the Contest.

6. Selection of Winners

This should not be described as a lucky draw.

Recommended wording:

Eligible entries will be evaluated by a panel/jury appointed by Star Cement.

Entries may be evaluated on:

Technical Accuracy – 40%

Correctness and suitability of the Star product recommendation.

Clarity & Usefulness – 25%

How clearly the construction requirement and solution are explained.

Creativity & Presentation – 20%

Originality and effectiveness of the content.

Engagement – 15%

Relevant audience response to the entry.

I would add:

Social-media reach or follower count alone will not determine the winner.

That is important for masons and contractors because otherwise participants with larger social accounts may appear to have an unfair advantage.

The decision of the Star Cement-appointed jury shall be final, subject to applicable law.

7. Verification

Shortlisted participants/winners may be required to submit supporting information including:

- * name;
- * mobile number;
- * address/location;
- * Star Cement influencer/registration ID, where applicable;
- * age/identity proof;
- * original social-media post/link; and
- * any other reasonable information required for verification.

Providing incorrect, incomplete, fabricated or misleading information may result in disqualification.

8. Reward

Selected winners will receive a Star Salahkaar experience corresponding to their region, which may include:

- * invitation to the Star celebration in Guwahati or Siliguri, as applicable;
- * one-night stay at a premium/star hotel;
- * an exclusive dinner evening with Star Cement's top management;
- * special gifts; and
- * recognition by Star Cement.

I would avoid mentioning "cocktail" or "soft entertainment" in the T&C as well, since neither is fundamental to the prize proposition.

9. Regional Allocation

Recommended:

The venue applicable to a winner—Guwahati or Siliguri—will be determined by Star Cement based on the participant's registered territory/market. Winners will not have the right to select or interchange venues.

This prevents later disputes.

10. Important Reward Conditions

The reward:

- * is personal to the selected winner;
- * is non-transferable;
- * cannot be exchanged or redeemed for cash;
- * cannot be clubbed with another offer unless specifically permitted by Star Cement.

Hotel, programme schedule and other arrangements may be changed to an equivalent alternative where circumstances require.

11. Travel — this must be decided before publishing

One major point is still missing from the scheme.

You should specifically state whether travel to Guwahati/Siliguri is paid by Star Cement.

Do not leave this ambiguous.

Use one of these:

If Star pays travel:

"Reasonable travel to and from the designated event venue will be arranged/reimbursed by Star Cement in accordance with the travel policy communicated to selected winners."

If Star does not pay:

"Travel to and from Guwahati/Siliguri shall be arranged and borne by the selected winner."

I strongly recommend explicitly including this clause.

12. Winner Communication

Selected winners will be contacted through their registered mobile number, BD Engineer and/or other official communication channel used by Star Cement.

A selected participant must confirm acceptance and provide required verification documents within [7 days recommended] of receiving the communication.

Failure to respond within the prescribed period may result in forfeiture and Star Cement may select another eligible entry.

13. Taxes and Expenses

Any taxes, statutory levies or other liabilities arising from a prize/reward shall be dealt with in accordance with applicable law.

Any expense not specifically stated as being borne by Star Cement will be the responsibility of the participant/winner.

I prefer this wording to the older blanket “all taxes to be borne by winner” because the actual tax treatment should be confirmed by Finance/Legal.

14. Content Usage Rights

This clause is important.

Instead of the older Star Cement contest wording giving the company effectively unrestricted ownership of entries, I would use:

By participating, the participant grants Star Cement Limited a non-exclusive, royalty-free right to reproduce, edit, adapt, publish, display and communicate the submitted Contest content across Star Cement’s digital, social-media, advertising, dealer/influencer communication and other promotional channels for purposes connected with the Contest and Star Cement’s brand communication.

Star Cement may identify the participant by name, city/location and profession in connection with such usage, subject to applicable privacy law.

The participant confirms that he/she possesses the necessary rights and permissions for all persons, locations, music, photographs, footage and other material appearing in the submitted content.

This gives Star useful marketing rights without unnecessarily claiming ownership of everything participants create.

15. Personal Data

Participation may require Star Cement to collect information including name, mobile number, location, influencer/registration details, social-media link and verification information.

Recommended wording:

Such personal data will be processed for administration of the Contest, verification of participants and winners, communication relating to the Contest, fulfilment of rewards,

regulatory/compliance requirements and such promotional use as separately communicated or consented to.

Personal data will be handled in accordance with Star Cement Limited's Privacy Policy available on starcement.co.in and applicable data-protection laws.

Star Cement's current privacy policy already says information may be used to confirm event/contest registration and for promotional purposes.

16. Social-Media Disclaimer

Add:

This Contest is organised solely by Star Cement Limited and is not sponsored, endorsed, administered by, or associated with Instagram, Facebook/Meta or any other social-media platform on which Contest entries may be posted.

Participants remain responsible for complying with the terms and community guidelines of the relevant social-media platform.

17. Fraud and Manipulation

Star Cement may disqualify entries involving:

- * fake or duplicate profiles;
- * copied content;
- * impersonation;
- * manipulated engagement;
- * false technical recommendations;
- * multiple identities;
- * inaccurate participant information;
- * any attempt to manipulate the judging or Contest process.

18. Liability / Force Majeure

Star Cement shall not be responsible for entries not received because of network failures, social-media/platform outages, technical errors or circumstances beyond its reasonable control.

Star Cement may postpone, modify or cancel any part of the programme because of government restrictions, force majeure, venue unavailability, safety considerations or other circumstances beyond its reasonable control.

19. Acceptance of Terms

Participation in the Star Salahkaar Challenge constitutes acceptance of these Terms & Conditions.

The Contest creative and these detailed Terms & Conditions should be read together. In the event of inconsistency, the detailed Terms & Conditions published on starcement.co.in should prevail.

20. Governing Law & Jurisdiction

The Contest shall be governed by the laws of India.

All disputes shall be subject to the exclusive jurisdiction of the competent courts at Kolkata.

This is consistent with Star Cement's existing website disclaimer and prior contest terms.