

## TERMS AND CONDITIONS

United Spirits Limited (hereinafter referred to as “USL”, “We”, “Our”, “Us”) is conducting a selection programme for the role of a Culture & Community Curator (“Programme”) from **1st May 2026 to 1st June 2026** (“Programme Period”) wherein the Applicant (hereinafter referred to as “You”, “Your” or “Applicant”) has an opportunity to participate subject to the following terms and conditions (“Terms and Conditions”):

1. These Terms and Conditions constitute an electronic record in terms of Information Technology Act, 2000, the rules made thereunder, and all other applicable laws as amended from time to time. It is clarified that this electronic record is generated by a computer system and does not require any physical or digital signatures.
1. By participating in this Contest, You agree to be bound by these Terms and Conditions, the [Conditions of Use](#), and [Privacy and Cookie Notice](#) available on <https://in.thebar.com/> including any modifications, alterations or updates that We make. If You are not agreeable to these Terms and Conditions or these policies, please do not participate in this Programme.
1. Details of the Programme:
  - a. Applicability:
    - i. The Programme is open only to the residents of Delhi / Mumbai / Bengaluru / Kolkata (“Eligible City/ies”)
    - ii. This is a limited period Programme. You must complete the entry process on or before the end of Programme Period. USL will not accept any entries after the Programme Period ends.
      - a. Applicant Eligibility:
        - i. The Applicant must be a citizen as well as a resident of India.
        - ii. The minimum age of Applicant shall be **25 years**. In case photographs/videos are submitted as a part of the Programme, the age of Applicant as well as any other person featuring in the photograph/video, must not be less than the abovementioned age.
        - iii. The Applicant must be a resident of the relevant Eligible City.
        - iv. The Applicant must have a public Instagram profile.
        - v. The Applicant warrants that he/she fulfils the eligibility criteria as laid down under these Terms and Conditions and other relevant communication shared by USL. All entries in this Contest will be automatically disqualified without notice if the Applicant does not fulfil any of the above criteria.
      - a. Entry Process:
        - i. To participate in the Program, the Applicant must complete the application process during the Program Period in the manner prescribed by USL. Participation is voluntary and subject to strict compliance with these Terms and Conditions.
        - ii. The application process shall include, without limitation, the following steps:
          - Eligibility Screening:

The Applicant must confirm their eligibility, including but not limited to age (25 years or above) and residence in one of the Eligible Cities. Any misrepresentation at this stage may result in immediate disqualification.
          - Submission of Personal Information:

The Applicant shall provide accurate and complete personal details, including full name, age, city of residence, phone number, and email address. The Applicant warrants that all information submitted is true, correct, and not misleading.
          - Social Media Disclosure:

The Applicant must provide a valid Instagram handle associated with a public profile. By submitting the same, the Applicant expressly consents to USL reviewing, accessing, and evaluating publicly available content on such profile, including but not limited to posts, stories (if accessible), engagement metrics, follower base, and overall digital presence.
          - Submission of Written Response:

The Applicant shall submit a written response (150–250 words) addressing the prompt provided by USL. The response must be original, created solely by the Applicant, and must not infringe any third-party rights.
          - Completion & Submission:

The application shall be deemed complete only upon submission of all required fields and materials. Incomplete, partially completed, or improperly submitted applications shall be deemed invalid and may be rejected without notice.
- a. Selection Outcome:
  - i. This Programme is a skill-based application and evaluation process conducted by USL for the purpose of identifying potential candidates for engagement opportunities. This Programme does not constitute a contest, lottery, or prize scheme, and no monetary or non-monetary reward is guaranteed to any Applicant.
  - ii. Participation in this Program does not create any obligation on USL to offer employment, engagement, or any form of association to any Applicant. Any potential engagement shall be subject to separate evaluation processes, background checks, and execution of definitive agreements, as may be determined by USL in its sole discretion.
  - iii. USL reserves the absolute right to modify, suspend, or cancel the Programme, in whole or in part, at any stage, without prior notice and without assigning any reason. No claims shall lie against USL in respect of such modification, suspension, or cancellation.

- iv. Any costs, expenses, or resources incurred by the Applicant in connection with participation in this Programme shall be borne solely by the Applicant. USL shall not be liable to reimburse or compensate any such costs under any circumstances.
  - a. **Shortlisting & Selection:**
    - i. All applications received during the Program Period will be reviewed based on criteria determined solely by USL, which may include but is not limited to relevance of profile, quality of submission, cultural alignment, social presence, and overall suitability for the role.
    - ii. USL reserves the sole and absolute discretion to:
      - determine the evaluation criteria and weightage thereof;
      - shortlist any number of Applicants (including none);
      - reject or disqualify any application at any stage without notice; and
      - conduct further rounds of assessment, including interviews or additional submissions.
    - i. Shortlisted Applicants may be contacted via the contact details provided at the time of application. USL shall not be responsible for any failure in communication due to incorrect, incomplete, or outdated information provided by the Applicant, or due to technical or network-related issues.
    - ii. In the event a shortlisted Applicant:
      - fails to respond within the timeline communicated by USL;
      - is unable to meet additional requirements; or
      - is found to be ineligible or in breach of these Terms, such Applicant may be disqualified at USL's discretion, and USL shall be free to consider other Applicants.
    - i. The decision of USL in relation to shortlisting, evaluation, and final selection shall be final, binding, and non-contestable. USL shall not be obligated to provide any justification, feedback, or correspondence regarding the outcome of any application.
    - ii. Under no circumstances shall any Applicant be entitled to challenge the selection process or outcomes, or claim any compensation, damages, or consideration of any nature from USL.
      1. USL shall not be responsible for any loss, injury or any other liability arising due to participation by any person in the Programme.
      1. You warrant that (a) You are the sole owner of any and all materials submitted by You as part of the Programme including but not limited to all details mentioned on the application form ("**Material**"); (b) You have obtained all necessary consents, if any, before submitting the Material and (c) neither the Material nor its exploitation by USL or its affiliates will infringe any rights of any third party.
      1. Programme entries and any Material (whether in written, audio, electronic or visual form, or a combination of those) submitted by the Applicants is the property of USL and USL shall have the right, in perpetuity, to use the Material in any medium (including internet) free of charge and in any reasonable manner it sees fit. All present and future intellectual property rights in any such Material become and remain the sole property of USL. Applicant hereby expressly, irrevocably and unconditionally waives, to the maximum extent possible, all moral rights to which he/she may now or at any time be entitled in respect of any video, photo, film or other document protected by intellectual property rights.
      1. USL collects Applicants' personal information (such as name, mobile number, email id, age, address, signature etc.) in order to conduct the Programme, for shortlisting & selection and for promotional or other purposes. Additionally, photographs and videos of Applicants and winners may be recorded and used as mentioned below. The Applicant is entering the Programme and providing the requested information voluntarily. By entering the Programme, unless otherwise advised, each Applicant: (i) consents that USL and/or its affiliates may use this information and/or disclose it to other organisations that may use it, in any media for future promotional, marketing and publicity purposes without any further reference, payment or other compensation to the Applicant. Applicants' personal information may be disclosed to government authorities, and shortlisted Applicants' names may be published, and (ii) consents to processing and management of their personal information in accordance with the [Privacy and Cookie Notice](#) available on <https://in.thebar.com/>. A request to access, update or correct any information should be directed to [dataprivacy.grievanceofficer@diageo.com](mailto:dataprivacy.grievanceofficer@diageo.com) or raised through this [webform](#).
      1. USL reserves the right to take photographs or videos of the shortlisted Applicant/s. By participating in this Programme, You expressly agree and acknowledge that USL may publish these photographs or videos in any media and may also use this commercially. USL shall not be liable to pay any royalty/fees/compensation and the like to the shortlisted Applicant/s for using the photographs, videos and/or any other media coverage as may be deemed proper by USL.
    1. USL reserves the right to disqualify any Applicant who (a) fails to comply with these Terms and Conditions; or (b) tampers with the entry process; or (c) submits an entry that is not in accordance with these Terms and Conditions or (d) has, in the opinion of USL, engaged in conduct in entering or participating in the Programme which is fraudulent, misleading, deceptive or generally damaging to the goodwill or reputation of the Programme and/or USL; or (e) has been convicted of a criminal offence or who have a criminal court case pending; or (f) promotes this Programme through unsolicited commercial e-mail and/or multiple postings; or (g) for any other reason it deems necessary.
    1. USL reserves the right to change any details of the Programme, including but not limited to amending these Terms and Conditions and the shortlisting and selection criteria without any prior written notice to You. USL reserves the right to amend, temporarily suspend or withdraw the Programme without any prior written notice to You, provided that USL will not exercise this right unreasonably.
    1. The Program and/or any stage of the application or evaluation process is subject to force majeure events and on occurrence of such an event, Program and/or any stage of the application or evaluation process may be withdrawn at the sole discretion of USL and USL shall not be liable for damages under any circumstances. For the purposes of these Terms and Conditions, a force majeure event shall mean any event beyond USL's reasonable control, including but not limited to, act of God, insurrection or civil disorder, religious strife, war or military operations, terrorist act, partial or total strikes, either internal or external, lock-out, epidemic/ pandemic (including but not limited to any virus outbreaks such as the Covid-19 pandemic and any known and subsequent strains thereof), blockage of means of transport or of supplies, national or local emergency, earthquake, fire, storm, flood, water damage, governmental, regulatory or legal restrictions, acts or omissions of persons for whom USL is not responsible.
    1. By entering this Programme, Applicants agree to indemnify and hold harmless USL, its agencies and its affiliates, and judges, if any, of the Contest against any and all liability, damages or causes of action (however named or described) with respect to or arising out of: (i) the Applicant's participation in the Program and/or any stage of the application or evaluation process; (ii) any information, content, or material submitted by the Applicant, including but not limited to written responses and social media content;

(iii) the administration of the Programme and/or any stage of the application or evaluation process (iv) violation of terms of this Terms and Conditions by You; (v) violation of applicable laws; (vi) breach of any warranty made as a part of this Programme; and/or (vii) infringement of any third party intellectual property or other proprietary rights. Applicants hereby release, waive and discharge any and all claims of damage, loss or causes of action (including negligence) including but not limited to loss or damage to person or property which the Applicant and his/her representatives or assignees may have, suffer or which may hereinafter accrue to the Applicant or as a result of the Applicant's participation in the Programme and/or the application process, or any outcome thereof. The Applicant acknowledges that participation in the Program is voluntary and at their sole risk, and that USL shall have no liability whatsoever for any direct, indirect, incidental, consequential, or special damages arising in connection with the Program.

1. The Applicant(s) acknowledge and agree that the decisions of USL with respect to all aspects of the Programme are final in nature and USL is not liable to entertain any feedback and/or contentions vis-à-vis the Program and/or any stage of the application or evaluation process or any outcome thereof.
1. USL shall not be held responsible and/or liable in any manner whatsoever for:
  - i. any lost, illegible, falsified, delayed, altered, incomplete, tampered or destroyed entries. All such entries shall be void and may be disqualified by USL at any time;
  - ii. incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, lost delayed or garbled data or transmissions, omissions, interruptions, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof;
  - iii. any problems, errors, or negligence that may arise or occur in connection with this Programme, including but not limited to, any damage to the Applicant's computer or other technical device, or software, as a result of the Applicant's participation in this Programme;
  - iv. any failure or breach by any party in connection with this Programme (including any stage of the application or evaluation process or any outcome thereof). USL accepts no responsibility for any loss suffered by an Applicant arising from this Programme.
1. USL advocates the responsible service and consumption of alcohol and abides by a strict code of marketing practice for alcoholic beverages. It is a condition of this Programme that Applicants comply with applicable regulations and guidelines for the responsible service and promotion of alcohol, (available at [www.drinkiq.com](http://www.drinkiq.com)). Applicants are encouraged to visit this site for information on safe drinking, standard drinks and related issues.
1. Employees of USL or their relatives or employees of USL's affiliates, group companies, and marketing and promotion agencies are not eligible to participate in this Programme.
1. This Programme is in no way sponsored, endorsed or administered by, or associated with Facebook. Each Applicant understands that he/she is providing his/her information to USL, the recipient(s) of information, and not to Facebook. All rights are reserved.
1. USL hereby excludes and disclaims all liabilities, whether direct or indirect, that may arise due to or in connection with the Programme.
1. If any provision of these Terms and Conditions is found to be invalid by any Court having competent jurisdiction, the invalidity of such provision shall not affect the validity of the remaining provisions, which shall remain in full force and effect. Failure by USL to enforce any of its right at any stage does not constitute a waiver of those rights.
1. Indian laws shall be exclusively applicable to any and all disputes arising out of or in connection with the Programme or these Terms and Conditions. The Courts at Bengaluru shall have sole jurisdiction over any and all disputes arising out of or in connection with this Programme.