



HP DHOOM DHAMAKA : DIWALI TO LOHRI HPCL NORTH ZONE CAMPAIGN **2016-17**

The 3 Month long SMS based Mega Campaign during Festive Season from Diwali to LoHri was launched by HPCL North Zone Head Shri Subodh Batra at M/S Omera Fuels, Gurgaon on 21st October. This is going to be the Biggest ever Campaign of NZ where **532 High MS Selling Dealers from 30 Sales Areas of 8 Regions** would be participating. The total purse value of the Campaign will be around 1.5 Crores.

HP **हिन्दुस्तान पेट्रोलियम**

Celebrate Diwali to Lohri with HP & Win Fabulous Prizes

HP DHOOM DHAMAKA

SMS HP<space>Pump ID<space>Cash Memo no. & send to 9664964444

10 Maruti Suzuki Alto K10 Cars

30 Mahindra Centuro Bikes

Maximum Fill
2 Wheeler Rs. 200/-
&
4 Wheeler Rs. 700/-

1050 Butterfly Blaze 4-burner LPG Stove

Rs 15 Lakhs Worth Awards (For Payments Through Paytm)

paytm

Pump ID :

The Scheme is valid with conditions for the select HPCL Outlets in the States of Haryana, Chandigarh UT, Punjab, Himachal and J&K.

PRIZES :

- ✓ Maruti Suzuki ALTO K10 - 10 Nos (BUMPER : 1 Car for Every Region. For Jalandhar & Gurgaon 2 Cars)
- ✓ Mahindra Centuro Rockstar Bike – 30 Nos (BUMPER : 1 Bike in Each Sales Area.)
- ✓ Butterfly 4 Burner Stainless Steel Cook Top - 1062 Nos – (BUMPER – Every Dealer 2 Assured Prizes)
- ✓ PayTM Cash to Wallet Rs. 1 lakh each - 7 Nos.(BUMPER: Every Region One . For Shimla + Jammu One Prize of Rs 50,000 each)*

- ✓ PayTM Cash to Wallet Rs. 10,000 each - 7 Nos. Every Month One Prize (Every Region One . For Shimla + Jammu One Prize of Rs 5000 each)*
- ✓ PayTM Cash to Wallet Rs. 1000 each – 7 Prizes every day for 3 Months (Every Region One . For Shimla + Jammu One Prize of Rs 500 each)*

* Offer is only for customers paying through Paytm Wallet . This is over & above their Normal applicable cashback on purchase .

+ Customers need to give 30% as gift Tax to be deposited in advance with HPCL against the Ex Showroom Price. This they can claim through IT Return.

MINIMUM PURCHASE VALUE :

For 2 Wheeler : Rs 200 (MS/POWER/LUBES) For 4 Wheeler : Rs 700 (MS/POWER /LUBES).

HOW TO PARTICIPATE : Customers need to send a SMS to

HP <space> Pump Unique ID <space> Cash Memo No

For the above Purpose, all the 532 outlets have been allotted an Unique PUMP ID. As soon as Customer sends an SMS , a return SMS is received acknowledging his participation.

COMMUNICATION TO CUSTOMER :

Communication is through Hoardings/Banners/Standees & Jingles being broadcasted through FM Channels. The cost towards this is being borne by HPCL .

CONTRIBUTION BY DEALERS :

100% cost towards Prizes & Agency Hiring Charges are being borne by Dealers.

AGENCY HANDLING THE CAMPAIGN :

M/S Samms Juke Box, Chennai is handling the Campaign with **Helpline No 9052828493**. However, for Paytm offer , Paytm Team is handling it separately.

FULL TERMS & CONDITIONS OF THE CAMPAIGN

1. Employees of Hindustan petroleum Ltd. (hereinafter "**HPCL North region**") and their families, HPCL North region Dealers & Distributors, Employees of **HPCL North region** Dealers & Distributors, Employees of Advertising Agencies of HPCL North region, other Channel partners/Sponsors/ Service providers/Sponsors/Event managers, etc. associated with this offer, are not eligible to take part in this campaign.
2. Participation in this offer is deemed acceptance of these Terms and Conditions.
3. Offer commences on 21ST October , 2016 and closes on 15th January, 2017 - ("**Offer Period**"). Any entries received after 12.00 midnight, on the 15th / 16th January, 2017 shall not be considered.
4. By entering into this offer, you agree that the information SMSed and the mobile numbers from which the SMS entry is received, shall be used by HPCL North region for the administration of the draw and sharing the same with the sponsors. HPCL North region or its authorized agents, as applicable, can also use the information/ mobile numbers to carry out research about this offer or for communication of future promotions and other messages to the participants of this offer.
5. This offer is only open to Indian Citizens aged 18 years and above as on 21st October, 2016.
6. **SMS campaign Norms :**
 - a. This scheme is open to all the customers who purchase MS/HSD/Power at selected Hindustan petroleum Retail Outlets in the states of Haryana, Punjab, Chandigarh UT, Himachal and J&K, . The eligibility limit is on mimimum purchase of Rs 200 for 2 wheeler customers & Rs 700 for 4 wheeler Customer.
 - b. Step No.1 : A customer purchasing fuel should send SMS in the following format
HP <space> PUMP ID <space> BillNo to 9664964444. Here, a unique transaction ID will be assigned to the sender.
 - c. **HPCL North region** shall not be liable or responsible, if for any reason the customer is not able to send or receive SMS, due to any technical error, network issue or otherwise.
 - d. The rates, as applicable, shall be charged by their respective service providers for the SMS being sent to take part in the offer. However, No additional/Extra charge is applicable.

- e. A customer can buy fuel any number of times from HPCL outlets , however **SMS from a particular Mobile number will be acceptable only 3 Times in a Week for Bumper lucky draw**. Each valid SMS will be considered by the panel. Winners will be selected through online lucky draw using automated Computerized system in presence of select Dealers/ Company Officilas/ Customers.

7. The prizes on offer are

1	Maruthi Suzuki Alto K10 Car (Base Model)- Bumper Prize	10 Nos
2	Pay TM Cash to Wallet Rs.1 lac – Bumper Prize	7 Nos
3	Mahindra Centuro Rockstar Bike (Base Model)- Bumper Prize	30 Nos
4	Pay TM Cash to Wallet Rs.10000/- every month 7 Prizes	21 Nos
5	Butterfly 4 Burner Stainless Steel Gas Stove– Bumper Prize	1058 Nos
6	Daily 7 Prizes by Pay TM Cash to Wallet Rs.1000/-	630 Nos

8. Daily / Monthly Paytm prize winners will be chosen by Paytm and the winners will be intimated by Paytm through SMS.
9. The winners announced through online Bumper lucky draw by the panel appointed or Hindustan petroleum shall be final and binding to all.
10. The customer is required to preserve the original Bill of the purchase of fuel, based on which the customer has entered the offer for claiming the prize, if any, won by him/her. Loss/mutilation of the original Bill shall disqualify the customer. No photocopies of Bills shall be accepted.
11. HPCL reserves the right to conduct verification of the bills issued to customers from the retail outlets.
12. The winners will intimated through telecalling or SMS on the date and time of distribution of prizes. The winners have to produce the bill in original along with identify proof (PAN Card/Voter ID Card/Driving licence / Aadhar) and the Proof of ownership of mobile number at the time of collecting the prize. The Prizes will be handed over to the winners in person instantly on receipt of original bill, identity proof copy and Proof of ownership of mobile number.
13. In case the customers are unable to produce any of the above mentioned documents or unavailable to contact within one week of intimation, the customer shall forfeit the prize. In this case, the next customer in the order chosen by the panel shall be considered for the prize.

14. The selected Mobile Numbers will be contacted by our back-end operator for further processing. In case the mobile number has been changed/ terminated/ blocked/ out of reach, etc. HPCL North region will not be held liable for not being able to communicate/ handover the prize to the concerned winner.
15. All statutory levies including Gift tax, other statutory taxes, duties, octroi, Registration, insurance etc., or other additional charges like the cost of transportation of the prize to winner's residence, as applicable on the prizes shall have to be borne by the concerned prizewinner.
16. No queries/ clarifications/ suggestions will be entertained on the modality of selection or the selection process which is entirely at the discretion of HPCL North region.
17. Travel arrangements, boarding and lodging, if any, for availing the Prizes under this offer shall not be the responsibility of HPCL North region. Prize winners shall have to make their own arrangements for travel, boarding, lodging, etc. at all times.
18. The offer is not transferable and cannot be exchanged/ redeemed for cash. No cash claim shall be entertained in lieu of the offer. This offer shall not be combined with any other HPCL North region Promotional or Discount Offer.
19. No claims on guarantee/warranty/replacement or exchange of prizes shall be entertained after the collection of the prizes by the prize winners.
20. The decision of HPCL shall be final, binding and non-contestable. HPCL North region reserves the right to withdraw and/or alter any of the terms and conditions of this offer at any time without prior notice. No correspondence shall be entertained on this account.
21. HPCL North region also reserves the right to audit any/all claims/winning entries to ensure that the Terms and Conditions of the offer have been met; and to request additional information regarding any and/or all such claims along with supporting documents.
22. HPCL North region and its partners/sponsors shall not be liable for any loss or damage, theft or any other mishap, whatsoever, that may be suffered as a result of participating in the offer or enjoyment of the prizes.
23. As a general rule no correspondence will be entered into. Correspondence, if any, will be solely at the discretion of HPCL North region.
24. Submission of false, incorrect, misleading or fraudulent documentation/information shall result in disqualification from this promotion and from all/any future HPCL North region

promotions. The submission of false, incorrect, misleading or fraudulent documentation/information may also result in the initiation of civil or criminal proceedings against the party by HPCL North region and /or its partners.

25. All disputes are subject to the exclusive jurisdiction of the courts at Delhi.

