

Terms and Conditions of participation

Ikea India Private Limited (“IKEA”) is a private limited company incorporated in India with a vision to create a better everyday life for the many people. To accomplish this vision, we at IKEA reach out to the many people through multiple channels to demonstrate and showcase our products and range and their effective utilization in the homes of the many people and at the same time Inspire from the world around us. This—monthly thematic campaign asking consumers to show IKEA solutions as part of their life at home—is one such activity/campaign that allows IKEA to reach out to the many people to inspire and be inspired.

1. #IKEALifeAtHome:

#IKEALifeAtHome is an activity promoted by IKEA to inspire its customers to set up their home for different activities and seasons, and showcase their setup using IKEA products on Instagram. Participants are required to share the photos/videos on Instagram tagging IKEA and using hashtag #IKEALifeAtHome. The winning participant based on the eligibility criteria as defined below, may be selected, at the sole discretion of IKEA for a chance to win the prize. Participants are required to fulfill the eligibility criteria and submit the post/entry on Instagram along with any additional information, if any, sought by IKEA.

2. Eligibility and Entry:

- Participants are required to agree on these terms and conditions before entering
- Participation into the monthly contest will be deemed as acceptance of these terms and conditions.
- The contest is valid for participants having temporary or permanent residence in Hyderabad, Mumbai, Pune, Bangalore, Ahmedabad, Surat, Vadodara.
- The location of the participant is collected for the limited use of identification of the eligible participant/winning participant.
- **To enter the contest, participants are required to take a photo of their home setting showcasing IKEA products. Photo should not feature people or children or pictures of people.**
- **When uploading the photo on Instagram, the participant must tag IKEA (@ikea.india), and use hashtag #IKEALifeAtHome**
- Multiple entries from a single user is permitted, although same post being published multiple times will be counted only as one entry.

- All personal information shall be used in accordance with IKEA Privacy Policy detailed herein below.
- IKEA shall have the right, at its sole discretion and at any time, to cancel/amend/ change/ modify these terms and conditions and/or contest/prize, without notice and such change shall be effective immediately.
- Any disputes will be subject to the exclusive jurisdiction of the courts of Bangalore, India.
- IKEA reserves the right to take any relevant legal action on any of the participants.
- The privileges/rights and obligations of the winning participant cannot be transferred/assigned/sold to any other person/entity.
- IKEA reserves the right to select the winning participant at its sole discretion.
- All decisions around the Prize/s including but not limited to the nature of Prize, etc shall rest solely with IKEA.
- Only the winning participant shall be approached by IKEA. Participants are requested to note that no regret emails/post/comments shall be sent to the non-winning participants.
- The winning participant shall be in touch with a designated IKEA point of contact to receive their Prize on announcement of the winning participant.
- Winning Participant will be required to adhere to the timelines as stipulated/communicated by IKEA, including but not limited to adhering to the time for accepting the prize, collecting the Prize or any other terms and conditions stipulated by IKEA. Further if the winning participant does not adhere to the timelines, then IKEA reserves the right to choose another winning participant.
- Winning participant shall not be allowed to replace/ exchange any products which shall be given as Prize under this contest.
- **Description of Prize:**
The Prize for this contest is an IKEA online shopping voucher which may be subject to change at any point in time prior to, during and/or post the contest at the sole discretion of IKEA.
 - IKEA voucher worth Rs.5000* for online purchase only at www.IKEA.in or the IKEA App for one-time use. Applicable for products only, services not included.
 - Voucher will be valid till the last date of the next month of winner announcement. (For example, September winner will receive the voucher in October with a validity date of 30th November)
 - One winner will be selected every month. Winners will be announced on IKEA India Instagram account and will be contacted via DM and further by email/telephone as deemed fit by IKEA.

*Note: The Prize, nature of the prize and the amount of the prize can be cancelled, amended, modified at any time by IKEA at its sole discretion.

3. Liability:

- IKEA does not accept any responsibility for any damage, loss, injury or disappointment suffered by any participant/winning participant entering the contest or as a result of entering the contest.
- By entering the contest, participant/winning participant agrees that no claim relating to any losses or injuries (including financial, mental, physical, emotional, special, direct, indirect and consequential losses) shall be asserted against IKEA, its parent companies, affiliates, directors, officers, employees or agents from any and all losses, damages, rights, claims and actions of any kind resulting from the contest, including without limitation, personal injuries, death and property damage.