

### Terms & Conditions

Terms\* applicable to the contest “*Heartful*” sponsored by Britannia Industries Limited (“**Brand**”) and facilitated by Blink Commerce Private Limited (“Blinkit”) (“**Contest/Promotion**”).

| <b>Sr. No.</b> | <b>Particulars</b>              | <b>Terms</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.             | <b>Contest Period</b>           | From 29th September 2026 to 14th October 2026 (both days inclusive)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 2.             | <b>Eligibility Criteria</b>     | Individuals only, who: (i) are Indian citizens, above the age of 18 and competent to contract, and residents of India (except Tamil Nadu), having a billing and delivery address in India (except Tamil Nadu) shall be eligible to participate in the Contest, AND (ii) purchase at least one Blinkit designated Britannia product worth at least Rs 80/- or more (“ <b>Contest Product</b> ”) in a single transaction during the Contest Period (not at any other time) via Blinkit’s platform shall be eligible to participate in the Contest.                                                  |
| 3.             | <b>Participation Conditions</b> | <p>Participation in the Contest is optional.</p> <p>Individuals who meet the Eligibility Criteria and wish to participate in the Contest may click on the Contest banner/ check the box as displayed on Blinkit’s platform during the Contest Period for participating in the Contest (such individual shall be a “<b>Participant</b>”). Participation is allowed only once. By participating in the Contest, the Participant unconditionally and irrevocably accepts and agrees to be bound by these Terms, at all times. Participation does not guarantee any reward, whether cash or kind.</p> |

| <b>Sr.<br/>No.</b> | <b>Particulars</b>                           | <b>Terms</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|--------------------|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4.                 | <b>Contest Reward &amp; Redemption terms</b> | <p>Only “Winners” i.e., Participants who achieve the goals relating to the Contest (as displayed on Blinkit platform screen), may be entitled to receive any one of the Contest Rewards as set out in Annexure 1 which shall be redeemed as per the terms set out therein and any additional terms that may be displayed along with the reward received.</p> <p>The Contest Reward shall be revealed only once the purchased Contest Products have been delivered to such Participants and may be viewed by Winners on the ‘Collected Rewards’ page on Blinkit platform.</p> <p>The Contest Reward is personal to the winners and is not transferable (unless specified otherwise) and cannot be sold under any circumstances. No cash payment will be made in lieu of the Contest Reward. Blinkit/Brand shall not be liable for any loss or non-receipt of the Contest Reward due to incorrect details or the failure of any winner to take the delivery, for any reason whatsoever.</p> <p>Blinkit does not make any representation or warranties with respect to any third-party offerings/products, including relating to quality, suitability, merchantability and fitness for any purpose. Blinkit therefore disclaims all liabilities associated with third-party offerings/products including digital coupons and merchandise offers as set out in Annexure 1.</p> |
| 5.                 | <b>Participant’s Data</b>                    | <p>Participants understand that for the purposes as set out in these Terms and in connection with the Contest, certain details which may include personal data such as your name, e-mail address, contact number, delivery address, etc. may be required (“<b>Data</b>”). By participating in the Contest, you provide your irrevocable consent to Blink Commerce Private Limited and its affiliates (“<b>Blinkit</b>”) to share with the its representatives/ authorised service providers, the Data, including to ascertain the valid entries, shortlist and contact such winners. The Brand agrees and covenants to use the Data strictly for the purposes as set out in these Terms and in compliance with applicable data protection laws and Blinkit’s privacy policy as available at <a href="https://blinkit.com/privacy">https://blinkit.com/privacy</a>.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

| <b>Sr. No.</b> | <b>Particulars</b>     | <b>Terms</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6.             | <b>Blinkit's Role</b>  | Blinkit's role is limited to providing the Brand a platform to display the Contest and pursuant to the Participant's consent as obtained hereunder, share the required Data with the Brand (if required). Notwithstanding anything to the contrary, the Brand and the Participant agree and covenant that the Contest constitutes a bilateral arrangement between them, and to the fullest extent permitted under law, Blinkit shall have no liability, obligation or responsibility in relation to the Contest. Blinkit makes no representation or warranty of any kind, either express or implied, with respect to the Contest / Contest Reward. |
| 7.             | <b>Contest Queries</b> | In case of any query related to the Contest, the Participant may contact the Blinkit at Email Id - <a href="mailto:info@blinkit.com">info@blinkit.com</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

*\*The Brand reserves the right to modify these Terms, without any prior notice (but subject to Blinkit's prior consent) to the users/customers. These Terms are applicable in addition to Blinkit's Terms of Use and Privacy Policy available at <https://blinkit.com/terms> and <https://blinkit.com/privacy>*

## **ANNEXURE 1**

**Contest Rewards and related terms may include the following:**

### **❖ Mystery Box**

- To unlock the Mystery Box, participants must purchase Blinkit designated Britannia little hearts products above ₹80 or more in a single transaction as further detailed in para 2 above.
- eligible participants may receive a Mystery Box, which will contain any one of the following rewards:

| Mystery Reward (in the form of Vouchers)                                     | Voucher/Reward Value (₹) |
|------------------------------------------------------------------------------|--------------------------|
| 2 Britannia Cookies pack, Chunky + Bourbon pack (redeemable on Blinkit only) | ₹50                      |
| 1 week supply Little hearts (7 packs) (redeemable on Blinkit only)           | ₹175                     |
| Brownie (Fudge it 1 pack) (redeemable on Blinkit only)                       | ₹65                      |
| Earphones (redeemable on Blinkit only)                                       | ₹500                     |
| Speaker (redeemable on Blinkit only)                                         | ₹6000                    |

| Mystery Reward (in the form of Vouchers)                                     | Voucher/Reward Value (₹) |
|------------------------------------------------------------------------------|--------------------------|
| 2 Britannia Cookies pack, Chunky + Bourbon pack (redeemable on Blinkit only) | ₹50                      |
| 1 week supply Little hearts (7 packs) (redeemable on Blinkit only)           | ₹175                     |
| Blinkit Voucher (redeemable on Blinkit only)                                 | ₹100                     |
| Zomato Voucher (redeemable on Zomato only)                                   | ₹300                     |
| District Voucher (redeemable on District only)                               | ₹300                     |
| Perfume (redeemable on Blinkit only)                                         | ₹400                     |

| Mystery Reward (in the form of Vouchers)                                     | Voucher/Reward Value (₹) |
|------------------------------------------------------------------------------|--------------------------|
| 2 Britannia Cookies pack, Chunky + Bourbon pack (redeemable on Blinkit only) | ₹50                      |
| 1 week supply Little hearts (7 packs) (redeemable on Blinkit only)           | ₹175                     |
|                                                                              |                          |
| Smartwatch (redeemable on Blinkit only)                                      | ₹700                     |
| Premium bags (redeemable on Blinkit only)                                    | ₹600                     |
| Lip balm (redeemable on Blinkit only)                                        | ₹300                     |

| Mystery Reward (in the form of Vouchers)                                     | Voucher/Reward Value (₹) |
|------------------------------------------------------------------------------|--------------------------|
| 2 Britannia Cookies pack, Chunky + Bourbon pack (redeemable on Blinkit only) | ₹50                      |
| 1 week supply Little hearts (7 packs) (redeemable on Blinkit only)           | ₹175                     |
| Hair styling tool (redeemable on Blinkit only)                               | ₹700                     |

- This reward cannot be combined with any other ongoing offer or promotion available on the platform.
- The allocation of the Mystery Box reward is subject to availability and may vary per participant.
- The Mystery Box rewards (other than District and Zomato voucher) is valid for redemption for a period of 30 days from the date of issuance of the reward to the customer.
- District & Zomato voucher is valid for redemption till 31<sup>st</sup> October 2026.

**Additional Terms and Conditions:**

- All rewards are non-transferable and cannot be exchanged for cash or any other form of compensation.
- All rewards shall be applicable only upon purchase of Britannia Contest Products, and shall be redeemable only on Blinkit's Platform unless stated otherwise hereunder.
- The specifications of the rewards (including brand, model etc) shall be at Brand/Blinkit's discretion.
- Any unutilized reward or portion thereof will automatically lapse after the specified usage period.
- This reward cannot be combined with any other offer, promotion, or discount.
- For rewards redeemable on platforms other than Blinkit, additional terms of such third party platforms may apply (including those relating to minimum order value).
- Rewards issued hereunder shall be redeemed only once.