



## Baba's & U Enggal Insta Chef

**SECOND AMENDMENTS TO THE BASIC TERMS AND CONDITIONS of the above Contest with immediate effect from [15December 2022].**

The following clauses in the Basic Terms and Conditions and/or the First Amendment shall be deleted in its entirety and replaced by the amended clauses as follows:

### **Clause 4 – Brief mechanism of Contest**

The Contest comprises two (2) phases as follows:

**Phase 1** - There will be six (6) monthly contests as per the Contest Block set out in Clause 9 below. To participate in any Phase 1 Contest Block,

1. The Contestant is required to (a) obtain a purchase of "BABA'S" product(s) (e.g. such products available at <https://www.babas.com.my/index.php/business/product>) ("BABA'S Product") where the purchase should be made within the relevant month of the Contestant's Entry submission ("Purchase") and (b) record a video ("Video") follow the below requirements:
  - i. Showing the process of cooking a dish/dishes using the BABA'S Product;
  - ii. Solely featuring the Contestant himself/herself only in the Video;
  - iii. Dialogue or narration of the Video must be in the Tamil language;
  - iv. Must clearly demonstrate the recipe preparation steps during the cooking process;
  - v. Should not feature any product which has the same, similar and/or competitive nature with the BABA'S Product;
  - vi. Must show the official receipt evidencing the Purchase at the end of the cooking process or Video by clearly presenting the receipt number, receipt date and purchased item(s) of the BABA'S Product on such official receipt;
  - vii. Duration should not exceed five (5) minutes;
  - viii. Resolution must be in 1920 X 1080p (HD);
  - ix. Must be cleared of broadcast rights (music, etc.). **Important Note:** - Unless relevant music rights are cleared, the Video Clip shall not contain any third-party musical work or song which has been synchronized in any way (as an illustration, synchronization of a musical work means, without limitation, any form of edition, alteration or adaptation of lyrics to a musical work owned by a third party);
  - x. Must be original and shall not contain any third-party work/material unless the necessary rights/licenses/consent have been obtained;
  - xi. No sensitive or illegal content that is prohibited in Malaysia, i.e. religion bashing, racism, sexual content, etc.; and
  - xii. Video must be created within the Contest Period and not previously be posted, broadcast and/or published or otherwise be used, exploited, distributed or dealt with via any other means, manner and mediums.(collectively referred to as "Entry Requirements")
2. The Contestant is required to use either one of their own Instagram, Facebook or YouTube accounts ("Contestant's Platform") to post the Video in accordance with the Entry Requirements to the Organiser with the HASHTAG #BabasInstaChef via the Entry Procedure by the prescribed Mode at the designated Address on or before the Entry Deadline as set out in the respective Clauses 11, 13, 14 and 12 below.
3. The Contestant is then required to complete the Contest Entry Form available at the Contest webpage ([www.astroulagam.com.my/BabasInstaChef](http://www.astroulagam.com.my/BabasInstaChef)) with all particulars requested therein and the inclusion of the link to access the Video posted on the Contestant's Platform (one (1) form for each unique Video



link), and send the completed Contest Entry Form ("Entry") to the Organiser via the Entry Procedure by the prescribed Mode at the designated Address on or before the Entry Deadline. The Contestant must ensure that the Contestant's Platform is set to public to enable the Organiser to view the Video posted on the Contestant's Platform.

Videos received from eligible Entries will be reviewed and evaluated by a panel of judges based on the following scoring criteria:

- (a) Creativity in Usage of BABA'S Product, Culinary Technique and Recipe Delivery – 30%
- (b) Video Presentation Skill including Video Quality, Concept Originality – 30%
- (c) Video Social Media Engagement Performance via the Contestant's Platform including number of likes, shares and comments – 40%

Two (2) eligible Contestants with his/her Videos that are in accordance with the Entry Requirements and receive the highest scores in turn during the relevant Phase 1 Contest Block and having conformed to the Terms and Conditions will be selected as the Monthly Winners for the particular Phase 1 Contest Block and be required to proceed to Phase 2 of the Contest.

At the end of the Phase 1 Contest Block, four (4) eligible Contestants with his/her Videos that are in accordance with the Entry Requirements and receive the highest scores in turn throughout all the Phase 1 Contest Blocks and having conformed to the Terms and Conditions will be selected as the Overall Winners and be required to proceed to Phase 2 of the Contest.

The selection of the Videos and/or Entries shall be at the Organiser's sole discretion whose decision shall be final and no appeals shall be entertained.

**Phase 2 -** There will be only one (1) Contest Block as set out in Clause 9 below. For the Phase 2 Contest Block,

1. Sixteen (16) Contestants comprising twelve (12) Monthly Winners and four (4) Overall Winners from Phase 1 ("Phase 2 Contestants") will be required to attend and participate in a video production session organized by the Organiser ("Production Session") whereby each Phase 2 Contestant is to create one (1) brand new cooking video in accordance with such requirements as notified by the Organiser ("Phase 2 Video"). The Phase 2 Videos will be posted on the Contest webpage ([www.astroulagam.com.my/BabasInstaChef](http://www.astroulagam.com.my/BabasInstaChef)) for online public voting (30%) and be evaluated by a panel of juries based on the set criteria (70%), as follows:
  - (a) voting refers to the number of votes that the Phase 2 Videos garner and only the total number of votes garnered in the Contest webpage ([www.astroulagam.com.my/BabasInstaChef](http://www.astroulagam.com.my/BabasInstaChef)) will be taken into consideration (30%).
  - (b) the panel of juries will evaluate the Phase 2 Videos based on the following set criteria (70%) at their sole discretion whose decision shall be final and no appeals shall be entertained:
    - i. Creativity in Concept, Originality, Entertaining - 30%
    - ii. Creativity in Usage of BABA'S Product, Plattering and Cutlery - 40%
2. Subject always to the acceptance of conditions set out in Clause 15 below, the Phase 2 Contestant with his/her Phase 2 Video that receives the highest scoring (a combination of public voting and jury evaluation) will be selected as the Grand Prize Winner.

The Contestants must adhere to the mechanism of the Contest as may be notified or communicated by the Organiser during the Contest Period.

#### **Clause 9 – Contest Period**

The Contest Period is defined as follows:

##### **Phase 1**

Contest Block (Phase 1)	Start Time/Date	End Time/Date
1	9:00AM / 2 <sup>nd</sup> May 2022	6:00PM / 30 <sup>th</sup> June 2022



2	9:00AM / 1 <sup>st</sup> July 2022	6:00PM / 31 <sup>st</sup> July 2022
3	9:00AM / 1 <sup>st</sup> August 2022	6:00PM / 31 <sup>st</sup> August 2022
4	9:00AM / 1 <sup>st</sup> September 2022	6:00PM / 30 <sup>th</sup> September 2022
5	9:00AM / 1 <sup>st</sup> October 2022	6:00PM / 31 <sup>st</sup> October 2022
6	9:00AM / 1 <sup>st</sup> November 2022	6:00PM / 30 <sup>th</sup> November 2022

## **Phase 2**

<b>Contest Block (Phase 2)</b>		<b>Start Date</b>	<b>End Date</b>
1	Production Session and Video Uploading	14 <sup>th</sup> December 2022	19 <sup>th</sup> December 2022
	Online Voting	19 <sup>th</sup> December 2022	6:00PM / 8 <sup>th</sup> January 2023

The Organiser reserves the right to vary, postpone or reschedule the Contest Period or any dates thereof at its sole discretion.

## **Clause 15 – Selection of Winners**

### **Phase 1**

- **Monthly Winner x 12**  
For each Phase 1 Contest Block, two (2) eligible Contestants with his/her Videos that are in accordance with the Entry Requirements and receive the highest scores in turn during the relevant Phase 1 Contest Block and having conformed to the Terms and Conditions will be chosen as the Monthly Winners for the particular Phase 1 Contest Block subject always to such Contestants complying with the condition under Note (c) below.
- **Overall Winner x 4**  
At the end of the Phase 1 Contest Block, four (4) eligible Contestants with his/her Videos that are in accordance with the Entry Requirements and receive the highest scores in turn throughout all the Phase 1 Contest Blocks and having conformed to the Terms and Conditions will be selected as the Overall Winners subject always to such Contestants complying with the condition under Note (c) below.

### **Phase 2**

- **Grand Prize Winner x 1**  
The Phase 2 Contestant with his/her Phase 2 Video that receives the highest scoring [a combination of public voting based on the total number of votes garnered in the Contest webpage [www.astroulagam.com.my/BabasInstaChef](http://www.astroulagam.com.my/BabasInstaChef)](30%) and jury evaluation based on set criteria of Creativity in Concept, Originality, Entertaining and Creativity in Usage of BABA'S Product, Plattering and Cutlery (70%)] will be selected as the Grand Prize Winner subject always to such Phase 2 Contestant complying with the condition under Note (c) below and the following conditions:
  - (a) entering into an agreement (or such other document as may be determined by the Organiser) with the Organiser at such venue and within the period stipulated by the Organiser for the appointment of such Phase 2 Contestant as a key opinion leader for BABA'S Product; and
  - (b) posting one (1) cooking video featuring BABA'S Product for three (3) consecutive months from the date of Notification of winner;

failing which the Organiser shall be entitled to forfeit the Grand Prize and transfer the Grand Prize to the next winner at the Organiser's absolute discretion and the Organiser, its agents, sponsors



and representatives shall bear no liability whatsoever vis a vis the Grand Prize Winner in this regard.

**Tie Breaker**

In the event of a tie in Phase 1 or Phase 2 (as the case may be), the panel of judges and/or the Organiser will determine the relevant Winner based on Creativity in Usage of BABA'S Product, Culinary Technique and Recipe Delivery and Video Presentation Skill including Video Quality, Concept Originality of the Video or Phase 2 Video (as the case may be) which shall be decided at the sole discretion of the panel of judges and/or the Organiser.

**Note:**

- (a) All votes accumulated and/or rankings are subject to verification. Winners will be officially announced in accordance with Clause 17 below.
- (b) The Organiser's decision will be final and no queries and/or appeals will be entertained.
- (c) All Winners must participate in the shooting and/or appearance of such shows or programmes or events, if so required by the Organiser, during the Contest Period and for the next three (3) months from the end of the Contest Period. All specific details in relation to the shows or programmes or events will be notified by the Organiser and are subject to change and/or availability as determined by the Organiser at its sole discretion. The Organiser reserves the right to request the relevant Winners to appear and shoot footages and/or other related shoots thereof for the shows or programmes or events from time to time. The Winners shall not receive any payment, compensation or reimbursement of any kind for his/her involvement in the shows or programmes or events.

**Unless otherwise varied in this Second Amendment or First Amendment, all other terms and conditions of the Basic Terms and Conditions of the above Contest remain unchanged and shall be valid and enforceable.**

In the event of any conflict of the clauses between the Basic Terms and Conditions, First Amendment, and this Second Amendment, the clauses of this Second Amendment shall prevail.