INDIA Hai HYBRID CONTEST

See it.
Shoot it.
Share it.

TOYOTA

Are you someone who *pairs sarees with sneakers,* has *chai with croissants,* or *grooves to rap with classical?*

Identify a moment, habit, passion or everyday choice that brings two different worlds together. Turn it into a reel, post or written story, share it with us and stand a chance to win exciting prizes.

*WHAT'S YOUR **HYBRID?***

Traditional food with a modern twist?

Classical to hip-hop?

Ethnic fit with comfortable shoes?

Whatever makes your life a little more Hybrid, we want to see it.

HOW TO PARTICIPATE

1. **FIND YOUR HYBRID STORY** — A combination. A contrast. Two worlds that somehow just work.
2. **CREATE YOUR STORY** — Short video 30–90 seconds OR Written story with photographs
3. **POST IT** — Share your story on Instagram and tag @Toyota.India
4. **HASHTAG IT** — Use #IndiaHaiHybrid with your post so we can find your story.

WINNING CRITERIA

Relevance to #IndiaHaiHybrid | **Storytelling Quality** | **Audience Engagement** (Likes, comments, shares & saves)

THE TOP 10 STORIES WIN

Toyota Branded Gift Hamper | **A Guided Toyota Plant Visit** | **A Curated tem Tour**

TERMS & CONDITIONS

1. Contest Overview

The **#IndiaHaiHybrid Contest** ("Contest") is being conducted by **Toyota Kirloskar Motor Pvt. Ltd. ("TKM")** to invite participants to share their unique stories of what makes their lives Hybrid.
By participating in the Contest, participants agree to be bound by these Terms and Conditions.

2. Eligibility

1. The Contest is open to residents of India aged **18 years and above.**
2. Participants must have a valid and active **Instagram account.**
3. Employees of TKM, its agencies, affiliates, partners, vendors and their immediate family members should not be eligible to participate.
4. TKM reserves the right to verify the eligibility of any participant at any stage of the Contest.

3. How to Participate

To participate, the participant must:

1. Participation in the contest is voluntary.
2. Create and publish an **original Reel or Post** sharing their unique **Hybrid Story** or showcasing what makes their life Hybrid.
3. Use the hashtag **#IndiaHaiHybrid.**
4. Tag **@Toyota.India** in the post/Reel.
5. Ensure that their Instagram profile remains **public until the Contest concludes and winners are announced.**
6. Submit the entry within the Contest period.

Only entries fulfilling all the above requirements will be considered valid.

4. Contest Period

The Contest will be valid from **[02.09.2026] to [01.10.2026]**.
Entries submitted before or after the Contest period will not be considered.
TKM reserves the right to modify, extend, shorten, suspend or cancel the Contest at its sole discretion.

5. Content Guidelines

Entries must:

- Be original and created by the participant.
- Be relevant to the theme of **"India Hai Hybrid"** and/or the participant's personal Hybrid Story.
- Not contain any offensive, defamatory, obscene, discriminatory or inappropriate content.
- Not promote political, religious or controversial views.
- Not infringe upon the intellectual property, privacy or other rights of any third party.
- Not feature competing automobile brands or products in a manner that may conflict with the Contest or TKM's brand guidelines.
- Comply with Instagram's applicable terms and community guidelines.
- Not use any third party copyrighted music, footage, photographs, logos, trademark and other material

Any entry found to be inappropriate or in violation of these Terms may be disqualified at the sole discretion of TKM.

The participant shall be solely responsible for any claims, damages, losses, costs or proceedings arising from any allegation that the submitted video or part of it infringes the rights of any third party.

6. Selection of Winners

1. The winners will be selected from eligible entries received during the Contest period.
2. Entries may be evaluated based on factors such as **creativity, originality, relevance to the Contest theme and quality of storytelling.**
3. The decision of TKM and/or its appointed jury will be final and binding.
4. The number of winners and nature of rewards will be communicated separately.
5. Winners may be required to provide additional information or documentation to verify their identity and eligibility.

7. Rewards

1. The rewards are non-transferable, non-exchangeable and cannot be redeemed for cash.
2. The rewards may be subject to additional terms and conditions.
3. TKM reserves the right to substitute any reward with another reward of similar value, if required.
4. Any taxes, levies or additional expenses associated with the reward, unless specifically stated otherwise, shall be the responsibility of the winner.

8. Winner Communication

1. Winners will be contacted through **Instagram and/or any other mode of communication determined by TKM.**
2. Winners may be required to respond within the stipulated timeframe communicated to them.
3. Failure to respond or provide the required details within the specified timeframe may result in forfeiture of the reward.
4. In such cases, TKM reserves the right to select an alternate winner.

9. Content Usage Rights

By participating in the Contest, participants grant TKM a **non-exclusive, royalty-free, worldwide right** to repost, share, reproduce, edit, adapt and use their submitted content for the purpose of promoting the Contest and/or Toyota-related communication across TKM's digital, social media and other communication platforms, subject to applicable laws.

Participants acknowledge that their content may be featured, reposted or promoted by TKM without any additional compensation.

10. General Conditions

1. TKM reserves the right to disqualify any participant found to be:
   - Providing false or misleading information.
   - Using fraudulent, automated or unfair means to participate.
   - Attempting to manipulate the Contest or its results.
   - Violating these Terms and Conditions.
2. TKM shall not be responsible for:
   - Technical failures, network issues or platform disruptions.
   - Entries that are lost, delayed, incomplete or not successfully submitted.
   - Any unauthorised access or interference beyond its reasonable control.
3. Participation in the Contest is voluntary and at the participant's own discretion.
4. The Contest is **not sponsored, endorsed, administered by, or associated with Instagram.**
5. By participating, participants agree to release Instagram from any responsibility or liability associated with the Contest.
6. TKM's decision on all matters relating to the Contest, including participant eligibility, validity of entries and selection of winners, shall be final and binding.
7. TKM reserves the right to amend these Terms and Conditions or withdraw the Contest at any time, subject to applicable laws.
8. Personal Data: The Company may collect and process personal information of participants, including their name, Instagram handle, contact details and information required for verification and prize fulfilment. Such information shall be processed in accordance with the Company's applicable privacy notice and applicable data protection laws.
9. Governing Law and Jurisdiction: These T&Cs shall be governed by the laws of India. Subject to applicable law, the courts at Bengaluru, Karnataka shall have exclusive jurisdiction over disputes arising out of or in connection with the Contest.
10. For any queries contact — indiahaihybrid@toyota-kirloskar.co.in