



TERMS AND CONDITIONS
DARE TO DO MORE CHALLENGE

1. **“Dare to Do More Challenge” (“Programme”)** is brought to you by (i) Pepsi-Cola International Limited (Representative Office) in Dubai, the United Arab Emirates for KSA and Egypt; (ii) PepsiCo India Holdings Private Limited for India; and (iii) Pepsi-Cola (Thai) Trading Co. Ltd. for Thailand; (hereinafter collectively referred to as **“Organizers”**).
2. The Programme is valid from 15th September to 14th January 2020 (**“Programme Period”**). The Organizers may, in their absolute discretion, curtail or extend the Programme Period, as deem necessary without any liability whatsoever; and no communication(s) from the Participants in this regard will be entertained.
3. The Programme is open to the nationals of India, Thailand, Egypt and the Kingdom of Saudi Arabia (KSA) as well as to the legitimate residents of Thailand but does not include employees and contractors working with the Organizers, its Affiliate companies, including any company in which the Organizers have equity interests, its joint ventures and joint venture partners, its contract- manufacturers, bottlers, its advertising and promotion agencies and its auditors. For the purpose of this Programme, **“Affiliate”** will mean any business entity which controls, or is controlled by, or is under common control with, a party where control will mean ownership, either directly or indirectly, of more than 50% of the ownership interests representing the equity, the voting stock, or general partnership interest of that business entity.
4. **Eligibility Criteria-** The Programme is open to participants who meet the following eligibility criteria (**“Participants”**):
 - (i) Nationals of India who are (hereinafter collectively referred to as **“India Participants”**)-
 - a) Between the ages of 18 (eighteen) and 32 (thirty-two) years as on 1st September 2019
 - b) Students in the first or final year of their Graduate or Post Graduate degree (not open to professionals with any work experience) registered with one of the selected universities, listed below:

Participating Colleges for India
S. P. Jain Institute of Management and Research
Indian Institute of Foreign Trade - Delhi
Indian Institute of Management - Shillong
Tata Institute of Social Sciences - Mumbai
Shailesh J. Mehta School of Management - IIT - Mumbai
Jamnalal Bajaj Institute of Management Studies, Mumbai
Symbiosis Institute Of Business Management - Pune
Narsee Monjee Institute of Management Studies - Mumbai
National Institute of Industrial Engineering - Mumbai
Department of Management Studies - Indian Institute of Technology Delhi
Institute of Management Technology - Ghaziabad
International Management Institute - Delhi
Symbiosis Centre for Management and Human Resource Development - Pune
Mudra Institute of Communication, Ahmedabad
KJ Somaiya Institute of Management Studies and Research

- (ii) Nationals of Egypt & KSA who are-
- Between the ages of 18 (eighteen) and 32 (thirty-two) years as on 1st September 2019; and
 - Students pursuing graduation from one of the selected universities (could be any year) as listed below; or
 - Participants who have just obtained their graduate or post graduate degree(s) from one of the selected universities (could be any year) as listed below; or
 - Having up to 2 (two) years of work experience from the date of graduation (hereinafter collectively referred to as “**MENA Participants**”)

Participating Colleges for Egypt
Cairo University
Ain Shams University
Helwan University
Arab Academy for Science and Technology
The British University in Egypt
Misr International University
The American University in Cairo
The German University in Cairo
Alexandria University
Tanta University
Benha University
Assuit University
Sohag University
Mansoura University

Participating Colleges for the Kingdom of Saudi Arabia
Al Yamamah University
Bahrain Polytechnic
Dar Al-Hekma University
King Abdullah University of Science and Technology
King Fahd University of Petroleum & Minerals
Najran University
Qassim University
Taif University
Umm Al-Qura University
University of Business and Technology - UBT
Alfaisal University
Dar Al Uloom University
Effat University
Imam Abdulrahman Bin Faisal University (IAU)
King Abdulaziz University



King Khalid University
King Saud University
Prince Mohammed University
Prince Sultan University
Princess Norah Bint Abdulrahman University
Taibah University

- (iii) Nationals and Legitimate Residents of Thailand who are-
- a) Between the ages of 18 (eighteen) and 32 (thirty-two) years as on 1st September 2019; and
 - b) Students pursuing graduation from selected university (could be any year) as listed below; or
 - c) Participants who have just obtained their graduate or post graduate degree(s) from selected university (could be any year) as listed below; or
 - d) Having up to 2 (two) years of work experience from date of graduation (hereinafter collectively referred to as the “**Thailand Participants**”).

Participating Colleges for Thailand
Chulalongkorn University
Mahidol University
Kasetsart University
Thammasat University
Assumption University

5. Prizes-

- (i) The **Sector Finalists** (as defined in **Section 17 below**) will win, subject to all terms and conditions contained herein, one of the following 2 Options:

OPTION 1: For working professionals and final year students (having less than 1 year to graduate (degree–or post-graduation))	OPTION 2: For Students with more than 1 year remaining to complete their degrees (graduation or post-graduation)
<ol style="list-style-type: none"> 1. Management Trainee Opportunity for a maximum period of 12 months in the Sector Finalist’s Home Country 2. Ivy League certified Courses through virtual learning sponsored by PepsiCo 	<ol style="list-style-type: none"> 1. Two (2) months’ paid Internship in any International Location at the Organizers’ discretion. 2. Ivy League certified Courses through virtual learning sponsored by PepsiCo

- (ii) The **Winning Team** will, in addition to the above Prize awarded them as a Sector Finalist, also win the following:

<ol style="list-style-type: none"> 1. Travel to PepsiCo headquarters in New York City to meet the PepsiCo’s Executive Leadership team and visit the PepsiCo Innovation Centre. 2. International stint for 2-3 months in the PepsiCo Sector Headquarters in Dubai.

*Home Country is defined as:

- a. Egypt or KSA, as applicable, for our MENA Participants;
- b. India for the India Participants; and





c. Thailand for the Thailand Participants.

6. By participating in this Programme, the Participants unconditionally and irrevocably accept and agree to be bound by all the terms and conditions as stated herein at all times without any exception whatsoever.
7. The Programme is divided into 5 (five) Rounds. All submissions by the Participants need to be made in English. In addition; all communications between the Organizers and the Participants, including the interviews envisaged under Section 16 below, will be conducted in English.
8. The Organizers shall publish the dates for each step in the 5 Rounds to be completed by the Participants on www.daretodomore.pepsico.com (“**Website**”), @PepsiCoJOBS, @PepsiCoAMENA and @PepsiCoDTDM pages on Facebook (“**PepsiCo FB Pages**”), @PepsiCo on LinkedIn (“**LinkedIn Page**”), @PepsiCoJOBS and @PepsiCoArabia on Twitter (“**Twitter Handle**”), @PepsiCoJOBS on YouTube (“**YouTube Channel**”), @PepsiCoJOBS and @PepsiCoArabia on Instagram (“**Instagram**”), and the Participants shall be required to regularly check for updates to ensure timely submissions and/or responses.
9. The Programme envisage international travel by some Participants to include attending of interviews, giving of presentations in Dubai in the United Arab Emirates and ultimately travel to New York in the United States for the Prize Winners. It is the Participants sole responsibility to ensure they have a valid passport (minimum 6 months validity remaining on date of application for any travel related documentation like visas, work permits etc.) with no travel ban to enable international travel. Participants will also be solely liable to secure any required visa documentation and/or comply with any work permit requirements to enable lawful entry into the destination country no later than fifteen (15) days before the intended travel date. If any Participant is not able to travel as envisaged hereunder, for whatever reason, then they will be automatically disqualified from ongoing participation in the Programme and/or forfeiture of the Prize with no liability whatsoever on the Organizers therefore.
10. The Organizers shall not be liable under any circumstances due to any cancellations and/or delays in the train/flights/transport arrangements, for whatever reason to include a force majeure event, to enable travel under the Programme and Participants shall have no claim of whatever nature against the Organizers and herewith agree to indemnify the Organizers against any such potential claims howsoever caused.
11. Any reasonable costs to be incurred by Country Finalists to attend interviews, Sector Finalists to present to senior leaders in Dubai (as envisage under section 16 below) and for the Winning Team to travel to New York as part of the Prize, shall be subject to the prior written approval of the Organizers in each instance as a prerequisite for the Organizers to be liable therefore. Any cost incurred by the Participants without the prior written approval of the Organizers shall be for the Participants personal expense.
12. The Organizers will be under no obligation to personally inform each Participant of the dates to submit the required information/ documents at any stage of the Programme. Failure to complete a step by the required date as published by the Organizers, will lead to automatic disqualification at the sole discretion of the Organizers and the Organizers shall have no liability towards the Participants in such cases. The decision of the Organizers shall be final, and no communications will be entertained from the Participants in this regard.
13. **Condition for the Winning Team members to avail the Management Training Opportunity /Internship:**
 - (i) The Management Training Opportunity or Internship (as applicable) for the Winning Team represents solely a reasonable chance for the Winning Team to gain future meaningful employment with the Organizers and shall at all times remain subject to ongoing acceptable work performance, exemplary conduct by all members of the Winning Team and the business needs of the Organizers, as determined by the Organizers in their sole discretion.
 - (ii) Any decision by the Organization to terminate the Management Training Opportunity/Internship shall be final and binding on the Winning Team members in which case that aspect of the Prize shall be deemed forfeited.
 - (iii) The Management Training Opportunity or Internship as part of the Prize referred to in Section 5 above, shall be in the field of Marketing, Human Resources, Supply Chain, Operations, Legal, Finance, Global Procurement, Sales, Business Development, E Commerce, R&D or such other field as the Organizers may determine at their sole discretion taking into



consideration the Winning Team's educational qualification and work experience (as applicable).

- (iv) The nature of the Management Training Opportunities or Internship referred to in Section 5 above, will be determined by the Organizers in their absolute discretion on the basis of educational qualification and work experience, as applicable. The winners specified in Section 5, shall be required to comply with all the conditions relevant thereto and as provided by the Organizers. In case, a member of the Winning Team fails to comply with the said conditions or fails to accept the Management Training Opportunity or Internship, the Organizers reserve the right to forfeit the Prize in its entirety and no request in this regard shall be entertained by the Organizers.
- (v) The Winning Team must graduate within the maximum one (1) year period before the Organizers will formalize the Management Training Opportunity, failing which the Organizers will have absolute discretion to forfeit the Prize.
- (vi) Male Egypt and Thai nationals will be required to furnish to the Organizers a certificate evidencing completion of national military service or an exemption letter therefrom for the purposes of being offered the Management Training Opportunity/Internship as part of the Prize.
- (vii) The International Location and the Internship location will be determined by the Organizers in their sole discretion and no request for change shall be entertained by the Organizers.

14. Round ONE & TWO: Registration and Online Assessment

- (i) Participants will be required to visit the Website and access the chat window to engage the chatbot named **Olivia**. The Participants will be registered at a third-party chat window ("**PARADOX Platform**") to initiate the registration process. On the Paradox Platform, the Participant will be introduced to Olivia who will assist in completing the registration form by asking questions to assess whether the Participant meets the Eligibility Criteria specified in these terms.
- (ii) Participants must register individually but they can team up as either a single member or two-member team. Olivia will ask the registering Participant to provide the other team member's email address. An email will then be sent to the given email address, and if the invite is accepted, they will move forward as a two-member team otherwise the Participant will be considered part of a single member team. The contact details included by Participants to the Website to facilitate their participation in the Programme should remain accurate and should be actively monitored by the Participants. Contact by the Organizers will predominantly be facilitated via email and the Organizers shall have no obligation to verify or update any Participant's contact details initially included to the Website. Failure by the Organizers to establish contact with a Participant will result in automatic disqualification of the Participant from the Programme.
- (iii) In case a Participant does not wish to proceed with the registration, the Participant can any time type "STOP" on the PARADOX Platform. The Participant who failed to complete the registration will be sent weekly reminders to encourage completion. These messages will be sent for the duration of the registration period as determined by the Organizers.
- (iv) All teams who have completed the registration process and complied with the Eligibility Criteria, will be invited (via their email addresses provided at the time of registration) to complete an online assessment on a third-party website ("**Aon PepHire Assessment**") to assess the Participants cognitive abilities, problem solving and critical thinking. The reports to be received by the Organizers following completion by the Participants of the Aon PepHire Assessment shall be the exclusive property of the Organizers but will be shared with the Participants for their information.
- (v) A maximum of 100 teams from each Egypt, India, Thailand and KSA will moved to the next round selected based on the highest average scores achieved under the assessment.
- (vi) The Organizers will not be liable for any loss of data due to server issues or other technical faults.

15. Round THREE: The Big Idea

- (i) The shortlisted Teams shall be required to complete the following tasks as part of the Big Idea stage:
 - a) Each Team shall create a PowerPoint presentation deck containing not more than 2-3 slides or a 90s video submission ("**Elevator Pitch**").
 - b) Each Team will be required to address the following case study in the Elevator Pitch:
 - Help PepsiCo be "Faster, Stronger, Better" with your Big Idea that accelerates our efforts in sustainability and reduces our carbon footprint.





- The Elevator Pitch should seek to improve sustainability for PepsiCo in any of the water, agriculture, or waste management categories.
 - The submission should be short, creative, & answer the following questions:
 - What is the focus area of your idea?
 - What inspired you to pick this focus area & this idea?
 - What is your strategy for this idea?
 - What makes this idea game changing?
- c) The Elevator Pitch should be a short, creative and to the point overview of your Big Idea.
- d) The Elevator Pitch needs to be submitted via a link (that will be shared with qualifying Participants via email) by the date as specified by the Organizers.
- (ii) All entries will be evaluated on the criteria of novelty and creativity of the Big Idea and the Participants' communication skills.
- (iii) A maximum of 10 teams each from India, Thailand, KSA and Egypt will be shortlisted to proceed to the Region Rounds as further specified below (hereinafter referred to as the "**Country Finalists**").
- (iv) The Country Finalists will be contacted twice and notified once on the personal email address provided at the time of registration. In case they are not reachable or fail to reply to the email or acknowledge receipt of email and confirm participation within 24 hours of being informed, for any reason whatsoever, the Organizers will, at their sole discretion, select the next best team without any further notice to the Team initially shortlisted.

16. **Round FOUR: Country Finalists Rounds**

- (i) The Country Finalists will be required to develop from their Elevator Pitch a PowerPoint presentation not to exceed 10 slides and 4 MB in size incorporating the following information:
- a) What is your idea?
 - b) How do you plan to execute it?
 - c) What is the investment you're seeking & what's the financial plan for the idea?
 - d) What does your marketing plan look like?
 - e) Who is your target audience?
 - f) What risks do you see in your idea?
 - g) Why will your idea continue to stay successful in the long term?
 - h) What is your projected return on investment for this idea?

The submissions are liable to be rejected if any of the above-mentioned criteria is not met.

- (ii) In order to verify compliance by the Country Finalists with the Eligibility Criteria, the Organizers will collect from each Country Finalist documents to include but not limited to-
- a) Copy of student ID
 - b) Copy of a valid passport
 - c) Copy of national ID
 - d) In case of graduates/ post graduates- relevant degree from the university
 - e) In case of working professionals- appointment letter or experience letter, as may be applicable
 - f) Conflict of interest form (provided by the Organizers) duly filled by each member of a Team
 - g) In case of male Egypt and Thailand Nationals, copy of the completion certificate evidencing completion of military service or exemption letter/ document exempting them from participating in/ completing military service
 - h) Such other documents as required by the Organizers to validate compliance with the Eligibility Criteria.

Any decision by the Organizers on whether or not a Country Finalist meet the Eligibility Criteria shall be final and binding.

- (iii) The Country Finalists will be required to attend interviews with PepsiCo leaders and business leaders nominated by



PepsiCo for such purposes and on dates and locations (as applicable) as confirmed by the Organizers.

(iv) **Interview:**

- a) The Country Finalists will need to confirm participation within 24 Hours of being provide with details of the interview.
- b) Failure by any Country Finalists to attend the interview as scheduled shall result in the automatic disqualification of the Country Finalists, by the Organizers in its sole discretion.
- c) The Country Finalists will submit a sign indemnity letter in a format as provided by the Organizers to indemnify and keep the Organizers indemnified against any loss, injury or any other liability arising out the Country Finalists participation in the Programme to include without limitation any travel required to attend the interview.

17. Round FIVE: Sector Finals

- (i) Organizers shall select, in its sole discretion the single best team from each of Thailand, India, KSA and Egypt to proceed to the Sector Finals Round (the “**Sector Finalist(s)**”)-
 - a) The Sector Finalists will travel to Dubai to present to the Sector leadership team.
 - b) The Sector Finalists will be eligible for Prize (a) as mentioned in Section 5 of this document.
- (ii) The Sector Finalists will be informed via email and phone call, of the date and travel details, by the Organizers. The Sector Finalists are required to confirm participation within 24 Hours of receipt of details to avoid automatic disqualification from the Programme.
- (iii) If any Sector Finalists fail to attend the Dubai presentation on the date and time confirmed by the Organizers for whatever reason (to include force majeure and any circumstances outside the reasonable control of the Sector Finalists), the Sector Finalists will be automatically disqualified from the Programme and the Organizers may elect the next best team, at the sole discretion of the Organizers for ongoing participation in the Programme.
- (iv) The Sector Finalists will submit a sign indemnity letter in format as provided by the Organizers to indemnify and keep the Organizers indemnified against any loss, injury or any other liability arising out the Country Finalists participation in the Programme to include without limitation any travel required to attend the Dubai presentations as required.
- (v) The Organizers will select from the Sector Finalists 1 Winning Team to be awarded the grand Prize as detailed in Section 5 above.

18. Conditions for Travel to New York

- (i) The Winning Team will get a chance to go to New York and meet our Senior Executive team, visit the PepsiCo Innovation Centre & an opportunity to meet and greet our Global CEO Ramon Laguarta (“**NY Trip**”).
- (ii) The time, place/ venue and dates for the NY Trip shall be at the sole discretion of the Organizers and the Winning Team is required to confirm availability to attend the NY Trip within 24 Hours from receipt of notification. No request for change in venue or dates for the NY Trip shall be entertained by the Organizers.
- (iii) If any member of the Winning Team is unable for whatever reason to travel for the NY Trip, then the Prize relevant to the trip is deemed forfeited with no recourse available to the Winning Team.

19. Personal Information

- (i) Organizers will take appropriate measures during the gathering of Participants' personal information, including encoding, to ensure and prevent as far as reasonable possible, any unauthorized or illegal access to or exploitation of such personal information.
- (ii) By participating in the Programme, the Participants agree that their personal information may be shared with any of Organizers' Affiliates worldwide for promotional, communication and recruiting activities as well as with third parties that are directly involved in the development and promotion of the Programme.
- (iii) By participating in the Programme, the Participants agree that their personal information may be communicated to third



parties involved in organizational aspects of the Programme as required. These processes include, but are not restricted to visa, travel, work permits, criminal background checks and accommodation arrangements.

20. General conditions

- (i) By participating in the Programme the Participant gives his/her free consent to abide by the rules, regulations, policies and obligations as mandated by Facebook, Twitter, YouTube, LinkedIn and Instagram (hereinafter collectively referred to as “**Sites**”).
- (ii) Criminal checks will be conducted for the Winning Team. Failing a criminal check would render the Prize null and void.
- (iii) At the end of the Programme and anytime thereafter, the Participants may be contacted by the Organizers to explore future employment opportunities.
- (iv) Participant, without any exception and at all times during the Programme shall follow instructions given by the Organizers in its entirety. Any failure to comply with the instructions of the Organizers will result in the automatic disqualification of the Participant in the Programme.
- (v) The Participants and/or Teams are not authorized, at any stage of the Programme, to directly or indirectly contact the media, or any media enterprise and/or to meet journalists or their associates, unless they have obtained the express written authorization of Organizer. Any Participant that contacts the media or journalists without the express written authorization of Organizer shall be automatically disqualified from the Programme.
- (vi) The Participants acknowledge that certain information to be disclosed by the Organizers to the Participants during the Programme Period may be proprietary to the Organizers or any of their Affiliates and confidential in nature (“**Confidential Information**”). To this extent, the Participants agree that for the duration of the Programme Period and for a further period of one (1) year thereafter, they shall not disclose to any third party, and shall refrain from using, except as may be needed for participating in the Programme, any confidential and proprietary information of the Organizers, or any of their Affiliates. The Participants shall not print, reproduce or otherwise disclose the Confidential Information to any third party, or use the Confidential Information for the benefit of itself or anybody else, or for any purpose other than for the purpose of participating in the Programme.
- (vii) The Participants understand and acknowledge that any unauthorized disclosure or misappropriation of any of the Confidential Information may cause the Organizers irreparable harm, the amount of which may be difficult to ascertain and, therefore, agree that the Organizers shall have the right to apply to a court of competent jurisdiction for an order restraining any such threatened or further unauthorized disclosure or misappropriation and for such other relief as the Organizers shall deem appropriate, such right of the Organizers to be in addition to the remedies otherwise available to the Organizers at law or in equity.
- (viii) It is strictly prohibited to upload content (picture/text/any other content) of any kind that contains expressions of hate, abuse, offensive images or conduct, obscenity, pornography, sexually explicit or against any religious sentiments or against any caste, creed or race or any material which is offensive to women or any material that could give rise to any civil or criminal liability under applicable law or regulations or that otherwise may be in conflict with these Terms and Conditions or any other applicable law. It is also clarified that any entry which, in the reasonable opinion of the Organizer, is found to be obscene, offending and hurtful shall be rejected immediately, the Participants/ Teams will be disqualified from the Programme; and appropriate action will be taken against the said Participant(s).
- (ix) The Participants agree and undertake that their entries will be their original creation and shall not in any way be obscene, vulgar, disrespectful or defamatory in any manner nor shall any material to be submitted by the Participations in relation to the Programme be in violation of any intellectual property rights of third parties and/or applicable laws. Participants herewith accept and agree that they are solely responsible for any violation of any applicable laws and shall keep the Organizers indemnified in this regard.
- (x) By displaying, publishing, or otherwise posting any material on or through the Website or in connection with the Programme, to include without limitation submission of the Elevator Pitch and power point presentation by the Sector Finalists, the Participants hereby grant to the Organizers, an unrestricted, exclusive, royalty-free, perpetual, irrevocable





and fully sub-licensable right to use, reproduce, modify, adapt, publish, translate, create derivative works from, publicly perform, publicly display, reproduce and distribute such material throughout the world in any media, without the requirement to make payment to the Participants or to any third party or the need to seek any third party permission. The Participants further agree that the Organizers are free to use any ideas, concepts, know-how that the Participants, Country Finalists, Sector Finalists and/or Winning Team provide to the Organizers with no compensation payable as participation in the Programme with the chance to win the Prize is accepted as adequate compensation by the Participants. The Participants further grant to the Organizers, the right to use the name they submit in connection with such material, if they so choose. This license includes the right to host, index, cache, distribute, and tag any material, as well as the right to sublicense material to third parties, including other users, for use on other media or platforms known or hereinafter developed, such as for use on mobile phones, in video or music software computer programs. The Participants represent and warrant that they own the content submitted, displayed, published or posted by them on the Sites and otherwise have the right to grant the license set forth herein, and the displaying, publishing or posting of any content they submit, and that Organizers' use thereof does not and will not violate the privacy rights, publicity rights, copyrights, trademark rights, contract rights or any other intellectual property rights or other rights of any person or entity; and that the Participants will indemnify the Organizers against all claims resulting from the content provided by the Participants under the Programme.

- (xi) Decision of Organizers will be final and binding with regard to the Programme and no correspondence will be entertained in this regard.
- (xii) The Prizes are personal to the winners and are not transferrable and cannot be sold under any circumstances.
- (xiii) No cash payment will be made in lieu of the Prize.
- (xiv) Organizers shall not be responsible for any loss, injury or any other liability arising out of the Programme or due to participation by any person in the Programme.
- (xv) Organizer shall not be liable for any loss or damage due to act of God, governmental actions, other force majeure circumstances and shall not be liable to pay any amount as compensation or otherwise for any such loss.
- (xvi) The laws of the Dubai International Financial Centre shall apply to the Programme and all disputes relating to this Programme shall be subject to the exclusive jurisdiction of the Courts at Dubai International Financial Centre only.
- (xvii) By participating in this Programme, it is assumed that the Participant has read these terms and conditions and shall be held responsible in case of violation of the same.