

HP Dreams Unlocked – Season 1 | Terms & Conditions

HP Dreams Unlocked ('Campaign') is a program conceptualized and organized by HP India Sales Pvt. Ltd. ("HP") through its authorized agency partner [Omnicom Media Group India Pvt. Ltd.] ("Omnicom") (collectively referred to as 'Organizers'). By submitting an entry to participate in the Campaign, all individuals agree to abide by these Terms and Conditions. The Organizers reserve the right to modify, cancel, or suspend the Campaign or any of its components at their sole discretion without prior notice or liability.

1) The Campaign is open to Indian citizens between the ages of 18 and 28 years as of July 1, 2025. Participants must be currently enrolled in a recognized school, college, or university in India. Employees of HP, Omnicom, its affiliates, and their immediate family members are not eligible to participate.

2) The Campaign will accept entries from July 25, 2025, to September 30, 2025. The Organizers reserve the right to curtail or extend this period without prior notice.

3) Participants must submit their 'Dream Project Idea' based on the prompt: "What is your biggest dream in your chosen field and how will you bring it to life using technology and creativity?" Submissions can be made in any one of the following formats in any language only:

(i) 60-second video pitch;

(ii) 200-word written statement; or

(iii) 5-slide presentation.

4) Entries must be uploaded via the official Campaign microsite: www.hpcreatorsgarage.com/dreams-unlocked.

Participants may also optionally share their entry on Instagram, if they want to be considered for the 5 seats allocated for the highest Instagram engagement criteria by tagging @HPIndia and using the hashtags #HPDreamsUnlocked and #OneMentorAway.

5) Each Participant can only submit one entry and only for one category.

6) Entries must be original and created solely by the Participants. AI-generated content must be clearly disclosed. Submissions must not include any material that is defamatory, offensive, vulgar, or infringing on third-party rights. The Organizers reserve the right to disqualify entries that violate these guidelines.

7) All valid entries will be reviewed by an independent jury panel consisting of 16 members (2 per category). Entries will be evaluated based on the following criteria:

Originality & Relatability: 25%;

Use of Technology & Innovation: 25%;

Domain Understanding: 25%;

Potential to Scale: 25%;

8) 2000 participants with the most compelling entries, as determined by the jury, will be awarded exclusive HP x Real Madrid merchandise. The top 500 Participants as selected by the jury based on the evaluation criteria above, will receive a pass to attend the HP Dreams Unlocked Grand Event in Mumbai ("Event"). Please note that these passes only provide event access and do not include any travel, boarding, or lodging (TBL) support. Participants selected for the Event will be required to make their own arrangements for travel and stay. Jury decisions in this regard shall be final and binding.

9) From the 500 Participants, a total of 40 Finalists will be selected based on the following criteria: 35 Participants based on jury scores and the remaining 5 based on highest verified Instagram engagement from the Participants who have selected the option to share their entry on Instagram. Only Participants who submit valid entries through microsite mentioned above will be eligible.

10) Each of the 40 Finalists will receive an HP AI PC and be invited to the HP Dreams Unlocked Grand Event in Mumbai. Top 8 Winners (1 per category) will be selected based on performance in category-specific tasks at the Event and shall be rewarded with a mentorship day with a renowned expert from their chosen domain.

The task for each Category will be based on the following

The Finalists will be briefed on their tasks prior to attending the Event **through :**

- Film: create a 30-second short film trailer using generative editing tools
- Music: Use AI-generated, genre-based beats and backing tracks for your melody/song
- Gaming: Create a game trailer or commentary content
- Business: Pitch a Gen Z product using AI-generated research
- Design and Art: design a brand identity using AI-generated templates
- Social Impact: Reimagine a Campus Issue Using AI: From Reel to Real
- Technology: Build an app prototype or smart tool
- Content Creation: Create a multi-format post around a trending theme

In fulfilling any of the tasks mentioned above, the Finalists shall ensure not to infringe the Intellectual Property rights of any party including but not limited to trademarks, patents, design, copyright. Any claims on infringement of Intellectual Property shall be solely defended by the Finalists and the Organizers shall have no role in this regard.

11) By participating in the Event, the participants agree to the use of their name, image, and likeness for promotional purposes through print and digital medium without further compensation.

12) The Organizers will arrange and cover travel and accommodation for the Top 40 Finalists attending the Event in Mumbai. The Finalists must sign a waiver confirming medical fitness, willingness to travel, and consent to media coverage prior to the travel.

13) No flights or hotel rooms are blocked in advance; availability is subject to change at the time of confirmation. The Finalists must bear all personal costs, and any additional expenses apart from hotel rooms and travel tickets. All other expenses done in the flight or at the hotel must be borne by the Finalists. The Finalists agree to comply with the guidelines provided by the airline, hotel, Organizers and shall also comply with all applicable laws, regulations, and rules of the destination during the trip. The Organizers will not be held responsible for any legal issues or violations arising from the Finalists actions during the Event. Any fines, penalties, or legal consequences resulting from non-compliance with local laws will be the sole responsibility of the Finalists.

The Organizers will not be liable for any delays, cancellations, or unforeseen circumstances affecting the trip and/ or Event, including natural disasters, flight disruptions, or health-related or force majeure issues.

14) Participants retain rights to their content. However, by entering, they grant HP a non-exclusive, royalty-free, worldwide license to use, publish, adapt, and distribute their submission for campaign-related marketing purposes. Participants also consent to use of their name, likeness, and voice in promotional materials.

15) By participating, the Participants agree and consent to the collection, usage, storage, transfer, sharing or otherwise processing of personal information or sensitive personal information provided by the Participants in accordance with these T&Cs and HP's Privacy Policy. Participants consent to the collection and use of personal information including name, contact details, social handles, and educational info by the HP for campaign-related purposes. All data will be handled in accordance with HP's Privacy Policy (<https://www.hp.com/in-en/privacy/privacy-central.html>)

16) Participants may be disqualified if found engaging in unethical practices including plagiarism, submission of fake invoices, manipulation of engagement metrics, or violation of any campaign guidelines. All decisions made by the Organizers are final and binding.

17) The Campaign is governed by the laws of India. Any disputes shall be subject to the exclusive jurisdiction of courts in Gurgaon, Haryana. The Organizers shall not be held liable for any loss or damage arising from participation in the Campaign. Participants shall indemnify the Organizer against all losses due to breach of terms or misconduct. Campaign benefits are non-transferable and cannot be redeemed for cash.

18) For any questions or assistance, please write to: hpdreamsunlocked@ifp.world