

Horlicks Chinese New Year Campaign 2026 - Stand to win 1g Gold Bar this lunar new year.

TERMS & CONDITIONS

By submitting an entry for this Lucky Draw, I hereby confirm that I have read, understand, and agree to be bound by the following Terms & Conditions:

The Organiser

1. **SmsDome Pte Ltd** is the organiser **Horlicks Chinese New Year Campaign 2025** ("Lucky Draw").

Entry Requirements

2. This Contest is open to all Singapore residents aged 18 years and above, except the directors, employees and immediate family members of SMSDOME PTE LTD, including its affiliated and/or related companies, distributors, advertising and promotion agencies (each referred to herein as a participant). Immediate family members refer to spouses, children, parents, parents-in-law, and siblings.

3. You may submit only one entry per receipt at one time. All entries must be accompanied with an original receipt showing a valid receipt number with a purchase of Horlicks products with min. spend value of \$8 in all participating outlets. The Contest is in no way sponsored, endorsed or administered by, or associated with Facebook or any other media platforms. By submitting your personal information to the Organiser, you agree to release Facebook or any unaffiliated media platforms from any and all liabilities.

Contest Period

4. The Contest will commence at 00:00 (Singapore time) on 1st January 2026 and conclude at 23:59 (Singapore time) on 28th February 2026 ("Period"). The official time keeping device of the Contest will be the Organiser's computer. Any Entry submitted beyond the Period will not be accepted.

Entry Procedure

5. To participate in this Contest, an eligible Participant shall, during the Period, do the following:

SCAN QR CODE: Scan the QR code, fill up all the online field accurately.

6. Each redemption entry to be submitted and must be received by SMSDOME from 1st January 2026 and no later than 11.59pm on the 28th February 2026 to qualify for this lucky draw. Incomplete or illegal entries will be disqualified. SMSDOME reserves the right to disqualify any redemption entries which do not meet the above-mentioned criteria.

7. Applicable for all physical stores in Singapore only.

Prizes & Selection of Winners

8. Lucky Draw is limited to 80 winners which will be drawn on 2nd March 2026. If there is a dispute as to the identity of an Entrant, SMSDOME reserves the right to select another winner.

9. There will be a total of eighty (80) winners during the campaign period: (a) All qualified Entries will be subjected to a shortlisting process to shortlist one (1) Winner ("Shortlisted Winner") for each Prize and it will be solely under the jurisdiction and discretion of SMSDOME internal team. Selection of winners will be conducted on the following dates at SMS DOME PTE LTD 47 Jalan Pemimpin Halcyon 2 #03-01, Singapore 577200:

A. Luck draw Prize

1G Gold bar – 80 WINNERS

No.	Start Date	End Date	Date that SMS Dome to pick winner	No of winners
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1	1 st January 2026	28 th February 2026	2 March 2026, 10AM	80
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10. Eligible Participants will be notified via SMS and/or WhatsApp from Gage Redemption (9898 9026) for prize collection method. Organizer reserves the right to substitute with reserve eligible participant in the event any one of the participants cannot be contacted within one (1) week from the draw date. Organizer's determination of the participants shall be final, conclusive and binding. No correspondences shall be entertained.

11. All Prizes are not transferable, refundable or exchangeable in any other form for whatever reason. The estimated value of the Prizes is correct at the time of printing. All Prizes are given on an "as is" basis.

12. SMSDOME shall not be liable for any misinterpretation of facts in respect of the Prizes offered and published in any mass media, marketing, or advertising materials. To the fullest extent permitted by law, smsdome makes no representations and/or warranties with respect to any Prizes provided under the Contest. In particular, smsdome gives no warranty with respect to the merchantability, quality of the Prizes or their suitability for any purpose.

13. SMSDOME reserves the right to determine the delivery or collection (whichever applicable) arrangements of the Prizes for the Winner. It is the responsibility of the Participant to provide a correct, valid, and complete address. SMSDOME shall not be responsible for any non-receipt of any Prizes. For the avoidance of doubt, SMSDOME shall not be held responsible for any damage and/or loss to the Prizes during the delivery and acceptance of the Prizes and shall not accept delivery of any Prizes returned by the Winner for whatsoever reason. SMSDOME shall further not be responsible for any Prizes that are defective, lost, damaged, or stolen.

Additional Terms

14. By participating in this lucky draw, participants will be deemed to (i) have consented to smsdome and its sponsor to use any participant information for future advertising and publicity purposes, unless otherwise notified in writing to SMSDOME; and (ii) have read and understood these terms and conditions and agreed to be bound by them. Any additions, amendments and modifications to the **Horlicks Chinese New Year Campaign 2026** and its related promotional materials may be made from time to time without prior notice.

15. SMSDOME collects personal information in order to conduct this Contest and may, for this purpose, disclose such information to third parties (located within and beyond Singapore), including but not limited to agents, contractors, service providers, prize suppliers and, as required, to Singapore regulatory authorities. Entry is conditional on providing this information. SMSDOME may, for an indefinite period, unless otherwise advised, use the information for promotional, marketing, publicity, research and profiling purposes, including sending electronic messages or telephoning the participant. Participants should direct any request to opt out, access, update or correct information to the SMSDOME. All submissions become the property of the SMSDOME.

16. Except for any liability that cannot by law be excluded, SMSDOME (including its respective officers, employees and agents) is not responsible for and excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of:

- (a) any technical difficulties or equipment malfunction (whether or not under the SMSDOME control);
- (b) any theft, unauthorized access, or third party interference;
- (c) any Entry or Prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the SMSDOME) due to any reason beyond the reasonable control of the SMSDOME;
- (d) any variation in Prize value to that stated in these Terms and Conditions.
- (e) if the Contest is cancelled or delayed for any reason beyond the reasonable control of the SMSDOME;
- (f) any tax liability incurred by a Winner or Entrant; or

(g) use of the Prize.

17. SMSDOME makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prizes or other items furnished by third parties in connection with this Contest. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH ITEMS ARE PROVIDED ON AN "AS IS" BASIS WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SMSDOME HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT OF ANY PARTY'S INTELLECTUAL PROPERTY RIGHTS.

18. SMSDOME is not responsible for any error, omission, interruption, deletion, defect, delay, failure in operation or transmission, communications line failure, theft or destruction, unauthorized access to, or alteration of, of any means communication, or any problems or technical malfunction of any telephone network or lines, any website or application, computer online systems, servers or providers, computer equipment, system, apparatus, software, failure of e-mail or receipt of entry on account of technical problems or traffic congestion on the internet and/or telecommunication services, used in connection with this Contest.