



**dhiraagu**

## **"Roadha Ready" Promotion Terms**

**Effective Date: 20 January 2025**

These terms ("Promotion Terms") govern your participation in the "Roadha Ready" Promotion (the "Promotion"). These Promotion Terms form a part of, and are subject to, the Dhiraagu General Terms and Conditions available at [www.dhiraagu.com.mv](http://www.dhiraagu.com.mv). Capitalised terms used but not defined herein shall have the same meaning as in the Dhiraagu General Terms and Conditions. In the event of a conflict, the Dhiraagu General Terms and Conditions shall prevail unless expressly stated otherwise.

### **1. INTRODUCTION**

- 1.1. The Promotion is organised by Dhivehi Raajjege Gulhun PLC ("Dhiraagu") and offers eligible customers the opportunity to win Prizes during the Promotion Period.
- 1.2. By participating in this Promotion, you agree to be bound by these Promotion Terms and confirm that you have read and accepted the Dhiraagu General.

### **2. DEFINITIONS**

- 2.1. In this Agreement:

<b>"Agreement</b>	refers to these Promotion Terms together with the Dhiraagu General Terms and Conditions
<b>"Dhiraagu"</b>	means Dhivehi Raajjege Gulhun PLC (C0024/1988), whose registered office is at DHIRAAGU Head Office, Ameenee Magu, P.O. Box 2082, Male', Republic of Maldives
<b>"Draw Date"</b>	means the date and time on which the winners are selected on each week. Dhiraagu may change these dates at its discretion and will publish any updates on its website.
<b>"Eligible Plan"</b>	as defined in clause 5;
<b>"Launch Date"</b>	means 20 January 2026
<b>"Promotion Period"</b>	means the period between the Launch Date and 9 February 2026
<b>"You", "your" and "Eligible Customer"</b>	refers to any individual meeting the eligibility criteria and using the Eligible Plan, including any person Dhiraagu reasonably believes is acting with your authority or knowledge.
<b>"VAS"</b>	Means Value Added Services, this includes all Value-Added Services provided by Dhiraagu

### **3. PARTICIPATION**

- 3.1. To participate in the Promotion, the Customer must complete the online enrolment

### **4. AGREEMENT TO TERMS**

- 4.1. By participating in the Promotion, you acknowledge and agree to be bound by these Promotion Terms and any future amendments issued by Dhiraagu.

### **5. ELIGIBILITY**

- 5.1. You are eligible to participate in the Promotion if you have subscribed to an Eligible Plan.
- 5.2. However, the following customers are not eligible to participate:
  - a) legal entities, including sole proprietors;

- b) board directors, senior management, employees and agency workers of Dhiraagu and its subsidiaries;
- c) customers whose services are sponsored by Dhiraagu's employee benefits;
- d) any suppliers and auditors directly involved in the Promotion.

### **6. ELIGIBLE PLAN**

- 6.1. For the purposes of this Promotion, the following packages qualify as Eligible Plan.
  - a) Customers who subscribed to Dhiraagu Services During Promotion Period;
    - (i) Prepaid Customer: Activate any add on pack activation greater than MVR50.
    - (ii) Postpaid Customer: Any purchase of an add-on or a booster.
    - (iii) Fixed Broadband: Any purchase of a booster
  - b) Customers enrolled in Mega Promotion including any new enrollments during the Promotion Period.
  - c) ISIC Subscribers include any new enrollments during the Promotion Period.
  - d) Customers who have activated any VAS subscription during the Promotion Period.

### **7. PRIZE**

- 7.1. The Prize details are as follows:

Week	Duration	Qty	Prize	Vendors	Validity Period
1	20th Jan – 26th Jan	7	Lifestyle Voucher	Redwave Pvt Ltd	6 <sup>th</sup> April 2026.
2	27th Jan – 2nd Feb	7	Grocery Voucher	Villa Trading Pvt Ltd	6 <sup>th</sup> March 2026.
3	3rd Feb – 9th Feb	7	Travel Voucher	Island Aviation Services Ltd (Maldivian) and Concierge Group Maldives Pvt Ltd (Batik)	Maldivian- 6 <sup>th</sup> August 2026. Batik- 6 <sup>th</sup> April 2026.
Weekly Mega prize	Per Week	3	Unlimited 1 min Shopping	Location details below	

### **Weekly Mega Prize (Unlimited 1 min Shopping) available locations**

Shop name	Region	Island
Villa mart	GMA	K. Male'
Take Away	EOC	B. Eydhafushi
Centre Max	KOC	Kulhudhuffushi City
SMD Alihavaa Mart	GOC	Gdh. Thinadhoo
Royal Pearl Shop	SOC	S. Hithadhoo
One Eleven	FOC	Fuvahmulah City
Shabname Shop	LOC	L. Fonadhoo
Thandiya Shop	AOC	ADH. Dhangethi

- 7.2. Dhiraagu reserves the right to choose the time and venue for shopping at its sole discretion. The venues will be as provided in section 7.1 above.
- 7.3. Prize are non-transferable and cannot be exchanged for other items or benefits.



7.4. The Prize is given on an as-is basis without warranties of any kind, express or implied, including but not limited to implied warranties of type, model, color, merchantability, or fitness for a particular purpose. In addition, we assume no liability or responsibilities in respect to defect or deficiency or dissatisfaction of the Prize. You agree to waive any claims against DHIRAAGU relating to the quality or standard of the Prize.

7.5. Voucher Terms are as follows:

**a) Travel Vouchers**

- (i) Maldivian voucher is provided by Island Aviation Services Ltd and can be redeemed for domestic travel only. The voucher is valid until 6<sup>th</sup> August 2026.
- (ii) Batik voucher is provided by Concierge Group Maldives Pvt Ltd and can be redeemed for any available flights. This voucher is valid until 6<sup>th</sup> April 2026.
- (iii) The voucher should be redeemed at the time of booking within the validity period.
- (iv) The voucher must be used in a single transaction.
- (v) The voucher is applicable to the winner only and is non-transferable.
- (vi) If the total booking value exceeds MVR 5,000, the balance amount shall be borne by the winner.

**a) Lifestyle vouchers:**

- (i) The voucher can be redeemed for any purchase from:
  - a. Redwave Pavilion Shop, Malé
  - b. Redwave Mega Mall, Hulhumalé
- (ii) The unique code of the voucher must be presented at the time of purchase and shall be used within the validity period.
- (iii) The voucher must be used in a single transaction.
- (iv) If the total bill value exceeds MVR 5,000, the balance amount shall be borne by the winner.
- (v) The voucher is valid until 6<sup>th</sup> April 2026.

**b) Grocery vouchers:**

- (i) The voucher can be redeemed from any Villamart shop in Malé and Hulhumalé Phase 2.
- (ii) The unique code of the voucher must be presented at the time of purchase and shall be used within the validity period.
- (iii) The voucher must be used in a single transaction.
- (iv) If the total bill value exceeds MVR 5,000, the balance amount shall be borne by the winner.
- (v) The voucher is valid until 6<sup>th</sup> March 2026.

**c) Weekly Mega Prize (Unlimited 1 min Shopping)**

- (i) The winner must attend at the time and location as instructed by Dhiraagu. Only the winner can take part in the shopping challenge and cannot be assisted by any other individual or person.
- (ii) In exceptional circumstances that shall be determined by Dhiraagu at its sole discretion, Dhiraagu may allow a representative of the winner to participate instead of the winner. If the winner is allowed to elect a representative for any reason, the winner understands and accepts that:
  - a. The winner must provide all reasonable documentation requested by Dhiraagu for such election,
  - b. The representative must attend at the time and venue as per Dhiraagu's instructions,
  - c. Dhiraagu awards the benefits of the prizes to the winner only
  - d. The winner shall remain responsible for all conduct of the representative;
  - e. The representative will be subject to all conditions herein; and

- f. Any disputes between the winner and the representative shall be resolved between themselves. Dhiraagu shall not be in anyway involved or liable for any such disputes.
- (iii) The prize depends on how much you can put into your shopping cart within 1 minute. The maximum spending for the prize is limited to MVR 5000.
- (iv) The value of any items damaged during shopping will be deducted from the MVR 5000 limit applicable to the Prize.
- (v) The winner must put items into the cart and cannot drop any items. Only 1 item from any product can be added to the cart. Any additional or dropped items which are added to the cart will be removed during checkout.
- (vi) Electronics, pharmaceutical items, and/or tobacco products cannot be purchased as part of the prize
- (vii) Online shopping is not accommodated for this Prize.

**2. TERMINATION AND DISQUALIFICATION**

- 2.1. Dhiraagu reserves the right to terminate the Promotion or disqualify participant at its sole discretion in the event of fraudulent activity, breach of these Terms, or any conduct deemed to compromise the integrity of the Promotion.
- 2.2. Your enrolment in the Promotion may be disqualified if any of the following occurs prior to the Draw Date:
  - (a) the enrolled service number is suspended or terminated for any reason;
  - (b) ownership of the enrolled service number(s) is transferred to another party;
  - (c) You provide false or fraudulent information;
  - (d) Your registered identification details cannot be verified by Dhiraagu;
  - (e) You fail to meet the eligibility criteria outlined in these Terms;
  - (f) Your registration information is incorrect, incomplete, or not up to date, and you fail to rectify it prior to the Draw Date;
  - (g) the enrolled service number(s) is downgraded to a non-eligible plan at any time during the Promotion Period, regardless of whether You subsequently re-subscribe to an Eligible Plan; or
  - (h) there is suspected unauthorised or unlawful use of the Promotion.

- 2.3. If the cause of your disqualification is resolved or no longer applies, You may re-register for the Promotion provided that the Deadline has not passed.

- 2.4. Dhiraagu may terminate this Agreement by providing a notice of thirty (30) days for convenience. Immediate termination may occur if a required license or permit is withdrawn or if directed by any regulatory authority.

- 2.5. Any rights, benefits, or obligations accrued prior to termination shall remain unaffected.

**3. DRAW PROCESS**

- 3.1. For daily draws, the draw will be conducted within a maximum of two (2) working days. Weekly draws will be conducted within seven (7) days from the end of the respective week. If the draw date needs to be extended due to unforeseen circumstances, such information will be published on the Dhiraagu website or otherwise communicated to you.
- 3.2. Weekly winners will be selected randomly using eligible service numbers as identifier on the draw dates.
- 3.3. Dhiraagu may appoint an independent observer.
- 3.4. The draw result is final and binding. No correspondence will be entertained.



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#### 4. NOTIFICATION OF WINNER

- 4.1. Details of the winners will be announced after the draw and may be published on DHIRAAGU's official social media account(s).
- 4.2. The winner(s) will be notified via SMS or phone call to their registered service number.
- 4.3. Dhiraagu will attempt to contact the winner. If the winner is not reachable even after 3 attempts within 7 days from the Draw Date, the Prize will be forfeited and re-awarded to an alternate winner.
- 4.4. To claim the Prize, winners must fulfil all the following conditions to Dhiraagu's satisfaction:
  - (a) Provide valid identification (acceptable forms include a national identity card, passport, or work permit) and a signed acknowledgement of receipt. If collected by a representative, all required authorisation and identity documentation must be provided as requested by Dhiraagu; and
  - (b) Settle any outstanding bills or dues associated with their Dhiraagu account(s). Failure to do so may result in forfeiture of the Prize, at Dhiraagu's discretion.
- 4.5. Winners must claim and collect their Prizes within 14 (fourteen) days from the date they are contacted, at the location and time as specified by Dhiraagu, unless an extension is granted at Dhiraagu's sole discretion.
- 4.6. Dhiraagu will make every reasonable effort to hand over the Prizes promptly after the winner has fulfilled all requirements under Clause 10.4.

#### 5. PERSONAL DATA

- 5.1. By participating in the Promotion, you consent to the collection, use, and disclosure of your personal data as necessary to administer the Promotion. Your data will be processed in accordance with Dhiraagu's Privacy Policy and applicable laws of the Republic of Maldives and may be shared with third parties for regulatory or operational purposes.

#### 6. PUBLICITY

- 6.1. By accepting the Prize, You authorise Dhiraagu to use Your name, photograph, likeness, and/or statements for promotional purposes, without additional compensation or prior approval.

#### 7. LIABILITY AND INDEMNITY

- 7.1. Dhiraagu is not liable for any loss, damage, or injury related to participation or use of the Prize.
- 7.2. Dhiraagu is not responsible for any technical issues affecting the draw.
- 7.3. Except for liabilities that cannot be excluded by law, the maximum aggregate liability of Dhiraagu under this Promotion shall not exceed MVR 10,000 (Maldivian Rufiyaa Ten Thousand).
- 7.4. These limitations are in addition to those outlined in Clause 23 of the Dhiraagu General Terms and Conditions

#### 8. RESOLVING DISPUTES AND COMPLAINTS

- 8.1. If You have any complaints or disputes regarding the Promotion, You may contact customer care by calling 123 or emailing 123@dhiraagu.com.mv.
- 8.2. Dhiraagu will attempt to resolve all disputes through conciliation and negotiation in good faith. If a resolution cannot be reached, the matter shall be referred to the courts of the Maldives having appropriate jurisdiction.

#### 9. MISCELLANEOUS PROVISIONS

- 9.1. All decisions of Dhiraagu regarding the Promotion are final.

- 9.2. These Promotion Terms, together with the Dhiraagu General Terms and Conditions, constitute the entire agreement between You and Dhiraagu regarding the Promotion.
- 9.3. This Agreement shall be governed by and interpreted in accordance with the laws of the Republic of Maldives. If any provision is held to be illegal, invalid, or unenforceable, the remaining provisions shall remain in full force and effect.
- 9.4. Claims related to the Promotion must be made individually. By participating, You waive the right to participate in any class action or collective proceeding.
- 9.5. Dhiraagu shall not be liable for any delay or failure in performing its obligations due to circumstances beyond its reasonable control, including but not limited to force majeure events.
- 9.6. You may not assign or transfer any of Your rights or obligations under this Agreement without Dhiraagu's prior written consent. Dhiraagu may assign this Agreement without restriction.
- 9.7. Dhiraagu's failure to enforce any right shall not be deemed a waiver of that right.
- 9.8. Any notice or communication regarding this Promotion shall be deemed validly given when sent to the contact details provided by the participant. Notices must be delivered in writing by hand, post, or electronic means and will be deemed served on the date of delivery (if hand-delivered); ten (10) days after posting (if sent by mail); or on the date the email or electronic message is sent or post.
- 9.9. By clicking to accept to these Terms, You are providing Your electronic signature, which legally binds You to these Terms and any future amendments. This electronic acceptance is deemed equivalent to a wet ink signature in accordance with the Electronic Transactions Act (Law No: 2/2022).