Most Photogenic Baby Contest March'16  
  
043 branches will be hosting the MOST PHOTOGENIC BABY CONTEST. Contest  
will be powered by HOCUS POCUS.  
  
1.  Related to Registration Fees :  
  
a)  Registration fee for participating in the MOST PHOTOGENIC BABY  
CONTEST is Rs. 500/- which includes low res. soft copy of picture that  
can be downloaded from Hocus Pocus website between 5th April to 30th  
April'16.

b) Focus on the special offer which is the combo of worth Rs 1100/-  
which includes (Registration fee and frame of Size-o) in MOST  
PHOTOGENIC BABY.(Picture will be same for PORTRAIT and CONTEST)  
  
c)  Rs. 500/- will be charged for each submission of photograph for an  
individual child. (For example : If a parent selects 4 photographs for entry in contest,  
he or she will be entitled to pay Rs. 2000/-  which will be considered  
as 4 entries of the same child).  
  
d) The soft copy or the hard copy of the picture will not be given to  
parent from branch at all.  
  
e) The original receipt of the same will be given to the parent.

f) The total amount collected and the receipt book has to be sent to  
Ms. Madhu by 4:00 pm on Monday i.e. 21st March'16 at Punjabi Bagh  
(e-branding room).  
  
  
  
2.Related to Photo-shoots of registered Entries  
  
a)  Shoots will be provided in various branches of MP & Jr on 3  
consecutive days i.e. on 19th, 20th and 21st March'16. (branch wise  
shoot schedule list is attached herewith).  
  
b) Those branches who don’t have any shoot scheduled on 20th March'16  
can take registrations in their branches and can either send the  
parents along with the original  receipts to nearby branches for their  
shoots or either they can call them for the shoots in their own  
branches as per the shoot date scheduled in their respective branches.  
Kindly refer the branch wise shoot details sheet.  
  
c) Parent can get the clicking of the child done by the photographer  
available at the branch in the studio setup.  
  
d) Hocus Pocus photographer will select the best picture of the child  
for the contest but if the parent insists then they can suggest the  
picture for the contest.  
  
e) Filled format of Participants detail has to be mailed on the  
same day of the shoot at [madhu@mothersprideonline.com](mailto:madhu@mothersprideonline.com). (Format  
attached)  
  
  
  
  
  
3. Related to photographer at Branch level.  
  
  
a) Branches are required to provide dedicated space for the studio setup.

b) PHOTO-COORDINATOR will coordinate the photographer for the contest. They will not be involved in other duties.  
  
c)  Photographer and photo-coordinator will ensure that Image no. for  
reference. , Age of the participant and the contact number of the  
parent has been mentioned on the both original (to be handed over to  
parent) and duplicate copy of the receipt.and **mention your contact number on parent's copy.**  
  
d)  Photographer can pitch/convert for portrait booking (business portraits). Such booking will be taken in separate Receipt books issued to the  
photographer not in the baby show receipt books. Amount of the same will be collected by the photographer and not to be send to SO.

4.  Related to Contest Prize :  
  
a) Two Bumper prize winners will be selected one from each age category of 6 months -1.5 years and 1.5 years -3 years.  
  
b) MOST PHOTOGENIC BABY from each category will be given a MEGA PRIZE of  HOCUS POCUS products worth Rs. 50,000/-. The winner will be  
selected amongst all the entries forwarded by the branch    ( one from each age category).  
  
c)  Branchwise winner will be only announced if the branch provides minimum 20 contest registrations.  
  
d)  The Result will be declared on 5th April'16 on the facebook page of Hocus Pocus URL : <http://www.facebook.com/hocuspocusindia> .