

Content Guidelines & Rules

Content Requirements:

- All reels must prominently feature or mention Yatri
- The participants need not follow the scripts provided and have the choice to use their own creativity for creating reels.
- Content must be original and created specifically for this campaign

Submission Guidelines:

Prohibited Content

Content must not contain :

- Profanity, obscene language, or vulgar expressions
- Racist, discriminatory, or hateful remarks targeting any individual, community, or group based on race, religion, gender, nationality, disability, or any other protected characteristic
- Bullying, harassment, or content that demeans, mocks, or disparages any person or brand
- Violent, graphic, or sexually explicit material
- Misleading or false claims about Yatri or its products/services

Additional Standard Rules to Consider:

Eligibility & Participation:

- One entry per person/account
- Participants must have a public Instagram account

Rights & Permissions:

- By submitting, participants grant Yatri non-exclusive rights to use, reproduce, and share their content across all platforms
- Participants confirm they own all rights to the content submitted (music, images, footage)
- Content must not infringe on any third-party copyrights or trademarks

Technical Requirements:

- Must use the designated hashtag #ReelYatri
- Must tag @yatri.railways

General Terms:

- Yatri reserves the right to disqualify entries that violate these rules
- Decisions made by Yatri are final and binding
- Yatri is not responsible for technical issues preventing entry submission
- ₹1 is applicable at the time of checkout.
- Attained coupon is valid only for 3 days.