



## QUESTIONS & ANSWERS (Q&A) TO THE “PASTOVILLA INNOVATIVE CHEF CONTEST” {WIDELY KNOWN AS ‘PIC CONTEST’}

### QUESTION -1

What will be the benefit to contestant by participating in PIC contest?

### Reply from PIC Team:

Well, participating in PIC Contest opens door to completely different world. While the PIC contest Journey will transfer the Contestant from home cook to Professional Chefs, it will also bring fortune for them.

- Contestant will start getting recognition for disruptive movement of novel vegetarian cuisine
- massive recognition towards the world and become a professional chef with good earnings.
- Win various multiple prizes
  - Cash prize of Rs.10 lacs
  - Confirmed job offer
  - International Holiday Package
  - Elite Membership Card of Pastovilla
  - Prizes from Sponsors
- Title of Celebrity Chef- “Bharat Ka Deshi Sudh Vegetarian Chef”
- Brand Endorsement offers
- Business Opportunities
- Inclusion of your special dish in Pastovilla’s menu

### QUESTION -2

Who can participate in PIC Contest

#### Reply from PIC Team:

Any Indian citizen between age group from 18 years to 55 years. Competition is for own participation, at no situation any person will be allowed to represent this contest for any other person.

### QUESTION -3

For what time span is the contest registration open?

#### Reply from PIC Team:

This contest has limitation on number of participants and hence registration process may get closed any time once we achieve this count.

### QUESTION -4

Is this Contest open for Vegetarian, Non-Vegetarian or for both categories?

#### Reply from PIC Team:

Since one of the objective of this contest is to bring disruptive innovation in the Vegetarian Food category, this contest will be hosting ONLY Vegetarian dishes.

### QUESTION -5

What is the registration process?

#### Reply from PIC Team:

Registration process is very simple and can be completed within 1-2 minutes. Process goes as follows:

- Log in [www.pastovillainnovativechef.com](http://www.pastovillainnovativechef.com)
- You will see Register Now button on the first page itself.
- Press 'Register Now' button, one registration form will get open which needs to be filled in by the contestant
  - Name
  - Enter your name
  - Mobile Number
  - Email Id
  - Date of Birth

- Location
- Profession
- Theme (here you need to select an option depending on your wish to apply in 1,2 or 3 categories).
- Contest Category Interest\*
  1. Malibu – Mocktails
  2. Born Free – Own Choice
  3. Farmvilla – Appetizers
  4. Fusion – Indo - Italian Food
  5. Italian Artist Born in India – Pizza
- Total Payable Amount will be displayed basis the Theme choice made by the participant.
- I agree to Pastovilla Innovative Chef Terms & Condition.
- Press 'Submit' button
- Make Registration Fees payment and complete the registration process.
- You will receive Registration Confirmation on the screen.
- You will receive Registration Confirmation email on your registered email id, this email will give you PIC contest Unique Code which will be your unique code to the contest. This code you need to use as a reference in all communication with PIC Team.

#### **QUESTION -6**

Is there any freebies / benefit on early registration done by the Contestant?

#### **Reply from PIC Team:**

Indeed yes, we have designed very innovative freebies to the contestant on their early registration. There will be lottery pick up of 5 registration forms from a lot of 100 and these lucky lottery winners will get wild card entry in the contest. This lucky chance will be lifeline for them in the contest in every season.

#### **QUESTION -7**

How will be the Contest hosted / what is the Contest process from registration till the winner is declared?

#### **Reply from PIC Team:**

Stages will be as follows:

1. Registration
2. Stage#1

- a) Contestant to submit their innovative dish recipe and dish presentation in a photography. Communication related to recipe submission will be send to contestant on their registered email ID.
- b) Review & Selection of dish by Panel of our Judge Chefs & Food Blogger
- c) Intimating winner Contestant about their dish selection

### 3. Stage#2

- a) Contestant at this stage will have to create new innovative dish. This time they will have to create a video of dish preparation.
- b) Contestant to submit their innovative dish preparation video and dish presentation. (Size-5.91 MB maximum & 3581px x 4013px) in JPEG format and a video of the same dish (1 minute (1024px x 1024px HD) in Editable format). Sample of video will be made available by the promoters at appropriate time.
- c) Review & selection of dish by Panel of our Judge Chefs and Food Bloggers
- d) Selection of best 100 contestant to start the Contest in person.
- e) Intimating selected 100 contestants, their names and dish name and pictures will be shown on brands social media handles including YouTube channel

### 4. Stage#3

- a. Contest in Physical start at Mumbai with 100 shortlisted contestants, Teams of 50 each will be created to start the contest.



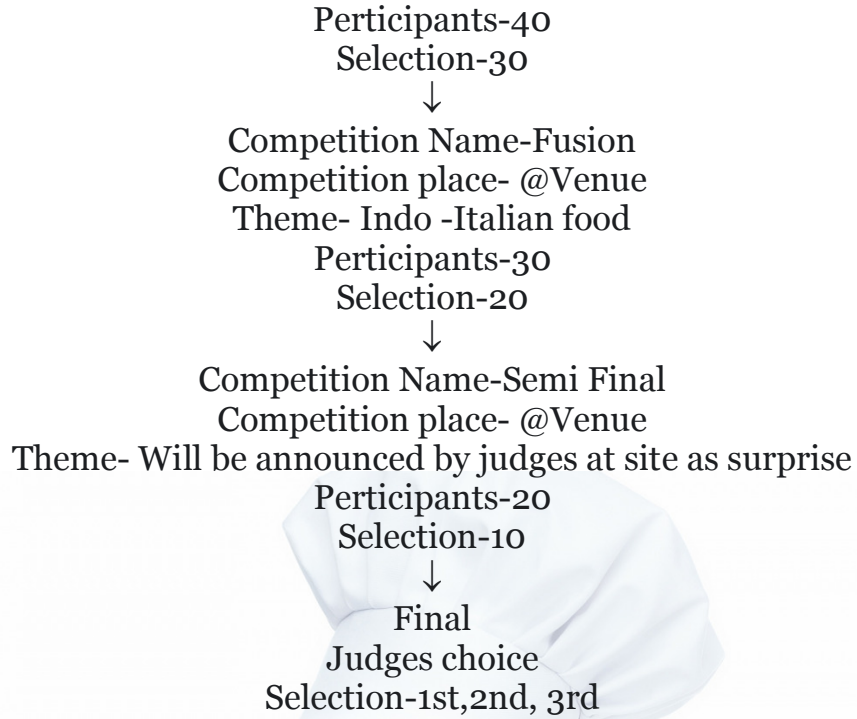
Competition name- Born Free  
 Competition place- @Home  
 Theme- Own choice  
 Participants-100  
 Selection-50



Competition Name- Farmvilla  
 Theme- Starter  
 Competition place- @Venue  
 Participants-50  
 Selection-40



Competition Name- Italian Artist Born in India  
 Competition place- @Venue  
 Theme- Pizza



**5. Stage#4**

Announcement of the Winners and prize distribution

**QUESTION -8**

Where will be the contest located

**Reply from PIC Team:**

Stages wise location will be as follows :

Stage#1	Digital Mode	At Contestant's Place
Stage#2	Digital Mode	At Contestant's Place
Stage#3	In Person	At PIC Studio Kitchen in scenic location
Stage#4	In Person	At PIC Studio Kitchen in scenic location

### QUESTION -9

Is there any Registration Fees involved in this Contest?

#### Reply from PIC Team :

Yes, there is very small amount of Registration Fees kept for this contest. Details as follows.

- a. Registration Fees of Rs,1000/- per category.
- b. Application can option to apply in 3 categories maximum. At registration of Rs. 1000/- applicant can apply in one category only, if they wish to apply in additional category(s) then there will be additional charge of Rs. 500/- for each additional category.
- c. Every successful registration, the applicant will receive cash voucher of equivalent amount they paid for registration, these vouchers can be redeemed by participants at any Outlet of Pastovilla Café (as per T&C of the voucher)

### QUESTION -10

Are there any other hidden cost / charges other than the registration fees that will be recovered from the Contestant?

#### Reply from PIC Team:

No, there is no other cost or any form of charges in the entire contest other than the registration fees which contestant will pay at the time of registration. There will be no additional demand of money be made by the Contest team from the Contestant in any form during the contest stage.

### QUESTION -11

What if the contestant is from Outstationed, how is the contestant expected to come to PIC Studio for participation in Physical round of contest.

#### Reply from PIC Team:

No worries, PIC contest will make all arrangements related to Travel, Stay and food for the contestant (only for the contestant alone) from their home city to PIC Studio and their return back to their home post eliminating or winning.

### QUESTION -12

Why are registration fees kept for this contest when there are many contests which does not ask any registration fees?

#### Reply from PIC Team:

One of the very important motive of the PIC contest is to be part of the Social Responsibility and return back to the world in some form. So, a part of the collection in form of registration fees, we will be contributing to Corona Fight and other Noble activities.

Another important Objective of this contest are:

- To search the hidden talent and showcase these hidden pearls to the world.
- To create revolution in the F&B space by creating opportunity for all including the hidden talents in the interiors of the country who otherwise wouldn't have got chance to show their God gifted art in the culinary.

This contest is been run on no profit no loss aspect and hence registration fees is been taken from the contest to take care of the operational cost of this contest.

### QUESTION -13

What will be the complete duration of this contest right from registration stage to the stage at which winners will be announced.

#### Reply from PIC Team:

The total end to end duration will be close to 8 to 10 weeks. However, due to the ongoing corona pandemic few days may get extended which will be purely depending on the corona effect. (favorable circumstantial condition)

### QUESTION -14

How will Contestant come to know about the progress of the stages, how will they remember what is pending from the Contestant's end, how will Contestant know about their results.

#### Reply from PIC Team:

PIC Team will be making timely communication to each contestant on their registered email id. Each participant will have to access their email box.

We will update followings on contest website i.e. [www.pastovillainnovativechef.com](http://www.pastovillainnovativechef.com)

1. Countdown clock of each stage will be flash
2. Dashboard will be made available with each contestant's record. Each contest will have to log in the Dashboard by using their login credentials to know status their status in the Contest.

### **QUESTION -15**

What will be the evaluation process? Will PIC contest onboard good competent jury to review the dishes.

### **Reply from PIC Team:**

Evaluation process in this contest is been designed in very effective manner. Reevaluation process is definitely very different from the other Contests and is very exciting too.

Dish evaluation will be done by following juries:

1. Judges will give their points (out of 10) each judge will give points separately
2. Batch of 6 Well Known foodies of India will be giving points. (out of 10)
3. Online polling will be taken from Citizen of India. (out of 10). (This polling mode will be used in for Stage#3, in addition to polling mode 1&2).

### **QUESTION -16**

Will there be very difficult and challenging task given to the contestants?

### **Reply from PIC Team:**

Yes definitely.

Keeping in mind important Objective of this contest

- To search the hidden talent and showcase these hidden pearls to the world.
- To create revolution in the F&B space by creating opportunity for all including the hidden talents in the interiors of the country who otherwise wouldn't have got chance to show their God gifted art in the culinary.

There will be challenges as the competition forwards completing different steps. There will be audience pole, food critics and several domain experts and chefs to ensure alignments of process in direction to choose extremely potential matured aptitudes through prominent transitional journey to become a professional chef from ordinary cook and to enter next level, so there will be a very healthy and innovative contest on cooking and food aspects what is called "Pastovilla Innovative Chef Contest"



### QUESTION -17

Please give some details on Elimination from this contest.

#### Reply from PIC Team:

Elimination in this contest will be at each stage. The contest who submits their best will keep moving to the next stage. From 100 count onwards there will be physical elimination in each contest episode, elimination which will be done basis points given by Judges, polling done by Indian citizen. Each contestant will have been abided by the contest rules on elimination

### QUESTION -18

How many winners will be selected in this contest. What are the prizes for these winners?

#### Reply from PIC Team:

There will be in all 100 winners' in the Contest, winner positions as follows:

Winner -1<sup>st</sup>

Winner -2<sup>nd</sup>

Winner – 3<sup>rd</sup>

Best Innovative Dish's - 7 winners

Best Creative Dish's – 20 winners

Best Fusion Dish's – 20 winners

Announcement will take place at last day with final announcement

To know prizes announced for each winner category please refer to contest website i.e. [www.pastovillainnovativechef.com](http://www.pastovillainnovativechef.com)

### QUESTION -19

How can contestant communicate with Contest team in case they have any points of clarification or need to understand some aspects during the contest start to end timeframe?

#### Reply from PIC Team:

We have our dedicated operation team working 24\*7 all days in the week completely to take all your questions. Contestant can get in touch with this team through Whatsup message or email. Incase voice call is required by the Contest please put your request on whatsapp message and our operations team will give a call back.

Contestant can **Whats up on # 9321571687** or **email on [pic@pastovilla.com](mailto:pic@pastovilla.com)**

Please ensure to mention PIC unique Code while making any communication with PIC team.