



Axis Bank Online Gift Cards - Valentine's Campaign Terms and Conditions

Eligibility and availing of Offer

- The person who purchases an Axis Bank Online Gift Card with a denomination of minimum Rs.1000 (excluding any convenience fee or taxes applicable on the purchase of the Axis Bank Gift Card) from www.axisbank.com/giftcard will be eligible for this Campaign Offer. (hereafter referred as the 'Purchaser')
- The Campaign Offer is a Buy One Get One free movie ticket voucher redeemable at www.BookmyShow.com only on purchase of Axis Bank Online Gift Card with a denomination of minimum of Rs. 1000/- which excludes any convenience fee or taxes applicable on the purchase of the Axis Bank Gift Card (Campaign Offer)
- The Purchaser is eligible for a Movie Ticket Voucher on each purchase of an Axis Bank Online Gift Card with a denomination of minimum Rs 1000, (which excludes any convenience fee or taxes applicable on the purchase of the Axis Bank Gift Card).
- This Campaign offer is available between the period of 1st February 2015 and 15th February 2015 for the first 1000 eligible Purchasers of the gift card during this period.
- Axis Bank reserves the right to decide the Purchasers qualified for the campaign, the eligible Purchasers will be informed by an email with the voucher codes.
- Axis Bank reserves the right to change eligibility criteria to avail the campaign offer, for some or all of Purchaser without prior notice.
- Axis Bank shall send the Movie Ticket Voucher code to the eligible Purchaser (who purchase Axis Bank Gift Card worth of Rs.1000)'s e-mail ID as registered on www.gogiftacard.com. The registration of email ID takes place at the time of the first purchase of an Axis Bank Online Gift Card from www.gogiftacard.com.
- The mail will be sent to the eligible Purchaser within 72 hrs of purchasing the Axis Bank Gift Card (worth minimum Rs.1000), from donotreply@gogiftacard.com. In Case of non-receipt of such mail within 72 hrs, the Purchaser may write to us at support@gogiftacard.com or call us at 080-43428188.
- The movie ticket Voucher code is a 16-digit unique electronic numeric number, which can be redeemed on www.BookmyShow.com to avail the discount on movie ticket as per the set conditions herein.
- Axis Bank reserves the right to instruct Bookmyshow to alter the rate of discount or the eligibility criteria with respect to the Purchaser at its sole discretion provided that such alteration does not result in any change to the obligations of Axis Bank under the Agreement

Offer Validity and Redemption

- Movie ticket Vouchers can be redeemed ONLY on www.bookmyshow.com/on mobile app and cannot be redeemed directly at the cinema/venue box office.
- Movie ticket Voucher can be redeemed only on purchase of tickets for Movies available on BookMyShow website.
- The Campaign Offer is valid across India at www.BookmyShow.com.



- Vouchers will have 3 month validity irrespective of when it is received by the Purchaser. The Validity of the voucher shall be as communicated in the email sent to the registered email ID (as registered on GoGifftaCard.com) of the purchaser.
- Movie Ticket Voucher can be used only once within the validity period.
- This offer is valid on minimum purchase of 2 (1+1) tickets.
- Each voucher can be redeemed only for one free ticket, irrespective of the number of movie tickets bought by the Purchaser in the particular transaction.
- The maximum value of the purchased ticket should not exceed Rs. 250 each. Free ticket price cannot be more than Rs.250. Movie Ticket Voucher e-code shall only be adjusted against the ticket cost.
- Movie Ticket Voucher can be adjusted against the purchase of ticket(s) on BookmyShow whereas the online convenience fees and/or additional amount transaction to be borne by the Voucher(s) user.
- Bookmyshow shall accept and manage the redemption of valid Movie Ticket Vouchers through its Platform against the ticket cost.
- Each Purchaser can redeem only one voucher in a transaction. The movie ticket voucher cannot be clubbed.
- If lost/misplaced/misused, the Movie Ticket Voucher cannot be replaced. The Movie Ticket Voucher cannot be revalued and is void if resold. It cannot be exchanged for point(s) and/or cash and cannot be re-validated once past expiry date.
- The Movie Ticket Voucher cannot be combined with any other offer on the www.BookmyShow.com.
- Neither Axis Bank nor any of its subsidiaries or affiliates (collectively the "Axis Bank") assumes any responsibility for the service offered by Bookmyshow and/or their partner Cinemas.
- Axis Bank and BookmyShow assume no responsibility for any frauds or claims by any third party for any Movie Tickets vouchers sold to them by persons not being the authorized personnel of Bookmyshow or persons posing as Bookmyshow authorized personnel. This Offer shall be valid only if availed through the Platform.

Steps to redeem the voucher:

- Log on to www.bookmyshow.com
- Select Location, Movie, Cinema, Show Date & Time and Seats of your preference as the logic flows
- On payment page, tick the check box states "Avail Discounts & Offers" & from drop-down list select "Winpin" option from drop-down list & then enter the voucher code in the text box appears & click on "Apply Offer" button next to it to avail the offer.
- Note: At the end of the successful transaction booking id gets generated which needs to be exchanged at the box-office for actual tickets. Email and SMS confirmation will also be received provided its active.



For any assistance in redeeming the voucher reach out to BookmyShow Customer Care Support No.: +91(022)-39895050 or write to BookmyShow on: helpdesk@bookmyshow.com

Important Terms and Conditions

- In case of any dispute or discretion, Axis Bank's decision shall be binding on all "Purchaser" as mentioned in the offer/campaign terms and conditions.
- Product warranty will be regulated by the terms and conditions mentioned on the Warranty Card of respective products.
- Axis Bank will be responsible for providing any and all clarifications to the Purchaser with regards to the Gift Card, eligibility of the Campaign Offer and availing of the Campaign Offer.
- Bookmyshow will be responsible for providing any and all clarifications to the Purchaser with regards to redemption of the movie ticket offer.
- Axis Bank reserves the right to modify, alter or withdraw all or any of the terms applicable to the campaign / offer without assigning any reasons or without any prior intimation whatsoever.
- Neither Axis Bank nor Bookmyshow holds out any guarantee / warranty or makes no representation about the quality of goods and service offered by individual Cinema Houses and would not be liable in any manner whatsoever or howsoever including but not limited to any financial loss / damage that may arise. Any dispute or claim regarding the goods and services and/or loss/damage must be resolved by the Purchaser/s with the individual Cinema Houses directly without any reference to Axis Bank or Bookmyshow.
- Axis Bank reserves the right to disqualify any Purchaser from the benefits of the Campaign / offer if any fraudulent activity is identified as being carried out for the purpose of availing the benefits under the campaign / offer or otherwise by use of the services.
- All taxes, duties, levies or other statutory dues and charges payable in connection with the benefits accruing under the campaign / offer shall be borne solely by the Purchaser and Axis Bank will not be liable in any manner whatsoever for any such taxes, duties, levies or other statutory dues unless the same is agreed herein.
- In all matters relating to this Campaign / offer, the decision of Axis Bank shall be final and binding in all respects.
- Any person taking the advantage of this campaign / offer through valid and active Axis Bank Debit and/or Credit Cards shall be deemed to have read, understood and accepted these terms and conditions.
- The participation in the campaign / offer is entirely voluntary and it is understood, that the participation by the Buyer of the Axis Bank Online Gift Card shall be deemed to have been made on a voluntary basis.
- The terms and conditions governing the campaign / offer shall be in addition to and not in substitution/derogation to the Primary Terms and Conditions governing Axis Bank Online Gift Cards



- These Terms and Conditions and an arrangement herein shall be subject to applicable RBI guidelines issued from time to time and prevailing law and regulations.
- The aforesaid Offer is subject to applicable law and regulations and would be modified / discontinued based on the prevailing law / regulation at any point of time and neither party shall be under any liability or obligation or continue implementation of the said Offer till such time the terms are modified by the Parties as per the prevailing/ amended law at that point of time. In the event, that the Offer cannot be continued without total compliance of the prevailing law at any point of time, this Offer shall be deemed to be terminated forthwith from the date when the amended law restricting / prohibiting the Offer comes into force.
- These Terms and Conditions are governed by the laws of India and all disputes to be submitted to the exclusive jurisdiction of courts of Mumbai.