

**TERMS AND CONDITIONS**

1. This campaign is open to all the credit card customers of Axis Bank Credit Card holders who have not registered “Axis Bank Mobile Application” even once before the campaign period (i.e. before 15<sup>th</sup> October 2015). For the purpose of this campaign, “Credit Card customers” or “Customers” shall mean and include those customers who hold atleast one live credit card of Axis Bank issued until 25<sup>th</sup> October 2015.
2. The customers may or may not have any other relationship with Axis Bank, except mentioned herein-above. For the purpose of this clause, “Any other relationship” shall be defined as holding either a savings bank account and/or a current account and/or NRE/NRO account or having purchased any retail lending product such as Home Loan, LAP, Gold Loan, Personal Loan, Vehicle Loan etc.
3. By participating in this Campaign, Customer agrees to be bound by these terms & conditions of this Campaign including any other applicable terms & conditions prescribed by the Axis Bank and deem to have read, understood and accepted the said terms and conditions

**Offer:**

4. Customer who downloads and activates “Axis Mobile Application” on his/her Mobile phone and successfully registers therein by providing required details, during the campaign period (15<sup>th</sup> October until 31<sup>st</sup> October) would be eligible to get 500 eDGE Reward Points credited to their Loyalty account and holders of Miles & More Axis Bank Credit Card would get 300 Miles credited to their account under this campaign.
5. The eligible Customer will be only entitled to one-time credit of 500 eDGE Reward Points to their Loyalty account during the campaign period or one-time credit of 300 Miles credited to their account (as applicable), multiple credits of points or miles for multiple registrations is not permitted under this campaign.
6. 500 eDGE Reward Points or 300 Miles (as applicable) will be credited within 45 days after the campaign period ends i.e. by 15<sup>th</sup> December 2015.
7. Axis Bank shall in no way be liable if any Customer/(s) is/are who unable/fail to login to Axis Mobile Application, due to incompatible Mobile Phone handsets, Telecom Usage Plans or any other reason whatsoever;



8. Axis Bank reserves the right to, without liability or prejudice to any of its other rights, at any time, without previous notice and from time to time, withdraw/suspend/amend/cancel this Offer, without assigning any reasons thereof.
9. This Campaign/offer cannot be combined with any other offer/campaign/ discounts/promotions of Axis Bank.
10. Axis Bank reserves the right to disqualify any Customer/s from the benefits of the Campaign/Offer under reasonable grounds. In case of any fraudulent activity, prosecution will be carried according to the purpose of availing the benefits under the Campaign/Offer
11. In case of all matters relating to the Campaign/Offer including any dispute or discrepancy thereto or eligibility of the Customer, Axis Bank's decision shall be final and binding on the Customers in all respect.
12. Axis Bank Customers are not bound in any manner to avail any other special offer/benefit under this campaign, except mentioned herein-above.
13. Any participation by the Customers shall be voluntary and these term and conditions shall be binding on Axis Bank customers who utilize the offer.
14. Customer whose Credit Cards are not active and/or are blocked/closed or have a credit freeze will not be eligible for the benefits of this campaign/offer.
15. This Campaign/Offer is only valid for Customer who are Indian citizens and whose valid Mobile Numbers or Email addresses are registered with Axis Bank.
16. This Campaign/offer is not applicable for Non Resident Indian Users.
17. Failure by Axis Bank to enforce any of its rights at any stage does not constitute a waiver of those rights.
18. The Campaign/Offer is void where prohibited by law.
19. These terms and conditions governing the campaign/offer shall be in addition to and not in substitution / derogation to the Primary Terms and Conditions governing the Credit Card issued by Axis Bank and the applicable terms & conditions of eDGE Loyalty Rewards and applicable terms & conditions of Miles & More Axis Bank Credit Cards.
20. These Terms and Conditions shall be governed by the laws of India. The courts at Mumbai shall have the exclusive jurisdiction in respect of any disputes with respect to all the subject matter with relation to the Campaign/Offer.
21. 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.