

Terms & Conditions for Tira Campaign on Axis Bank Credit Cards

Offer Period: 2nd April 2025 to 25th June 2025

Validity: Valid once per user per month on all Axis Bank Credit Card

Offer details:

- Offer structure: 10% Instant Discount Upto Rs. 1,000 on Minimum purchase of Rs. 1,999
- Offer Dates:

Month	April 2025	May 2025	June 2025
Dates	2nd, 9th, 16th, 23rd, 30th	7th, 14th, 21st, 28th	4th, 11th, 18th, 25th

- Applicable only once in a month
- Axis Bank holds out no warranty or makes no representation about the quality, delivery or otherwise of the goods and services or the assured gifts / prizes offered by Tira. Any dispute or claim regarding the goods, services and assured gifts / prizes must be resolved by the Card Holder/s with Tira directly without any reference to AXIS Bank.
- Axis Bank shall not be liable in any manner whatsoever for any loss/ damage/ claim that may arise out of use or otherwise of any goods/ services / assured gifts / prizes availed by the Card Holder/s under the Offer offered by Tira.
- Axis Bank reserves the right to disqualify Tira or Card Holder/s from the benefits of the Offer if any fraudulent activity is identified as being carried out for the purpose of availing the benefits under the Program or otherwise by use of the Card.
- The cash back/ discount /assured gift / prize is sponsored primarily by Tira and the Card Holder/s shall be bound by the terms and conditions stipulated by Tira in this regard.
- Axis Bank shall not be held liable for any delay or loss that may be caused in delivery of the goods and services or the assured gifts / prizes.
- The Offer is not available wherever prohibited and / or on merchandise / products / services for which such programs cannot be offered for any reason whatsoever.
- Offer is applicable only on selected products.
- The Discount Offer can be availed once per card per month during the Offer Period.
- The Discount Offer cannot be combined with any other promotion offered by Tira and/or Axis Bank.
- The maximum discount that can be availed under this Discount Offer is ₹1000.00 per customer.
- Offer is not applicable on Debit Cards and Internet Banking.
- If the Customer/s who has availed the Discount Offer, returns all or part of the specified products purchased by them on the Platform, such that the value of their order falls below ₹1,999, even in such cases the discounts shall be shared in the same proportion as agreed between Tira and Axis Bank.
- Tira and/or Axis Bank reserve the right to disqualify any transaction or extend, cancel, discontinue, prematurely withdraw, change alter or modify this Discount Offer or any part thereof including the eligibility criteria and other pertinent terms and conditions at their sole discretion at any time as may be required including in view of business exigencies and/or changes by a regulatory authority and/or

statutory changes and/or any reasons beyond their control and the same shall be binding on the Customer without any prior notice to the Customer.

- Tira may, at its sole discretion and without prior notice to Customer exclude certain products, brands and/or categories of products from the scope of this Offer.
- The Offer shall also be subject to such additional terms and conditions as Tira and Axis Bank may notify from time to time.
- Participation in this Offer is purely voluntary.
- This Offer is for a limited period and can be withdrawn by Tira and Axis Bank at any point of time, including after it has been announced.
- Tira and/or Axis Bank will not be liable for any loss (including, without limitation, direct, indirect, special or consequential loss or loss of profits) expense or damage which is suffered or sustained by the Customers in connection with this Offer including any loss incurred as a result of any delay and/or failure to perform any obligation to the Customer that is caused by: (I). technical problems of any kind which may limit or prevent any person's participation in this Offer; (II) any loss or damage arising from or in connection with the allocation or enjoyment of discount; and (III) any other events beyond Tira's/Axis Bank's control that may cause the promotion to be disrupted or corrupted or may lead to loss of, or damage to, the Customer.
- Tira and/or Axis Bank do not guarantee and make any representation about the usefulness, worthiness and/or character of the discount / benefit or of the products under the Offer.
- Tira and/or Axis Bank shall not be liable in any manner whatsoever for any loss/ damage/ claim that may arise out of use or otherwise of the specified product purchased by the Customer/s under this Discount Offer.
- Customers hereby agree to indemnify and keep Tira harmless against all damages, liabilities, costs, expenses, claims, suits and proceedings that may be suffered by the Tira as a consequence of (i) violation of the terms and conditions by the Customers; (ii) violation of applicable laws; (iii) any action or inaction resulting in willful misconduct or negligence on the Customers part.
- Customer agrees that these terms shall be governed by and construed in accordance with the laws of India and courts at Mumbai, Maharashtra shall have exclusive jurisdiction to decide over any controversy arising out of this Offer.

Axis Bank Standard Terms and Conditions

- All Customer Queries/dispute on the offer should be raised during the offer period or within 90 days after expiry of the promotion period. For any disputes, the customer needs to furnish a scanned copy of invoice for the case to be taken for further investigation.
- The offer is not transferable, non-negotiable and cannot be en-cashed.
- Incomplete / rejected / invalid / returned /disputed or unauthorized/fraudulent transactions will not be considered for the offer.
- In case there is more than one offer available simultaneously, no two offers can be combined by the participant. It shall be entirely at discretion of Axis Bank to consider any exceptions to the above.
- Axis Bank will not be responsible or liable in case the offer is not configured or could not be availed due to malfunction, delay, traffic congestion on any telephone network or line, computer on-line system, servers or providers, computer equipment, software, or website.

- The participation in the offer is entirely voluntary and it is understood, that the participation by the Cardholders shall be deemed to have been made on a voluntary basis.
- Axis Bank reserves the right to modify / alter the offer or all or any of the terms applicable to the offer without assigning any reasons or without any prior intimation whatsoever. Axis Bank also reserves the right to discontinue the offer without assigning any reasons or without any prior intimation whatsoever.
- In case of all matters relating to the offer including any dispute or discrepancy relating to the offer or eligibility of any Cardholder, Axis Bank's decision shall be final and binding on Cardholders in all respects.
- Images provided in promotions are only for pictorial representation and Axis Bank does not undertake any liability or responsibility for the same. Offer shall not constitute or be deemed to constitute an advice, invitation or solicitation to purchase any products/ services of Merchant or any third party and is not intended to create any rights and obligations.
- The offer by Axis Bank is subject to applicable laws and regulatory guidelines/ regulations and as per bank's extant guidelines from time to time.
- Bank may use the services of agents for sales / marketing of the products. Copy Rights of Axis Bank Limited. All rights are reserved.
- Axis Bank shall not be liable in any manner whatsoever for any loss/ damage/ claim that may arise out of use or otherwise of any goods/ services availed of by the Card Holder/s under the offer.
- Axis Bank shall not be held liable for any delay or loss that may be caused in delivery of the goods and /or services under the offer.
- Merchant & Axis Bank retain the right to change or discontinue the Offer at any time during the Promotion Period. The decision of Merchant & Axis Bank with respect to the Offer shall be final and binding on the customer and any correspondence in this regard will not be entertained.
- Merchant & Axis Bank reserve the right to disqualify any cardholder from the benefits of the offer if any fraudulent activity is identified as being carried out for the purpose of availing the benefits under the offer or otherwise by use of the Card.
- All taxes, duties, levies or other statutory dues and charges payable in connection with the benefits accruing under the offer shall be borne solely by the cardholder and Axis Bank will not be liable in any manner whatsoever for any such taxes, duties, levies or other statutory dues.
- The terms and conditions governing the 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
- The offer is not available wherever prohibited and products/ services for which such programs cannot be offered for any reason whatsoever.
- Any person taking the advantage of this offer shall be deemed to have read, understood and accepted these terms and conditions.
- Any dispute relating to the offer or the terms and conditions shall be subject to the jurisdiction of the courts in Mumbai only.
- Merchant Terms & Conditions applicable