

## **Terms and Conditions for 2X Reward Points campaign on Debit Cards**

**(9<sup>th</sup> May 2014 to 31<sup>st</sup> May 2014)**

### **Terms and Conditions for Debit Card Users**

- The offer is valid for only selective Axis Bank Debit Cardholders with active Axis Bank Savings or Current Accounts, to whom the formal offer communication via email and/or SMS on their registered email ID and/or mobile number has been sent by Axis Bank.
- The Campaign referred to as "Offer Period", starts from 9<sup>th</sup> May 2014 and ends on 31<sup>st</sup> May 2014 (both days inclusive). The card transactions from 00:01 on 9<sup>th</sup> May 2014 to 23:59 31<sup>st</sup> May 2014 will only be eligible for this Offer Period.
- **Offer:** Use your Axis Bank Debit Card X times or more from 9<sup>th</sup> May 2014 to 31<sup>st</sup> May 2014 and get 2X eDGE Loyalty Reward Points
  - For eg: If as per the product feature of the Debit Card held by the customer, he/she receives 4 eDGE Loyalty Reward points for every Rs 200 spent, then under the offer, the customer will receive 8 eDGE Loyalty Reward points (4\*2) for every Rs. 200 spent during the offer period
  - X is the minimum number of purchases the card holder will need to make using his/her Axis Bank Debit Card during the Offer Period. The same will be communicated via email and/or SMS on the cardholder's registered email ID and/or mobile number
  - Campaign winners will be those card holders who meet the stated criteria
- If a customer has multiple savings accounts (thereby Debit Cards) mapped to a particular customer id, the number would be calculated at a sum total of all transactions done on the debit cards eligible for reward points, mapped to the customer id.
- Cardholder's eligibility for the offer will be decided by the Bank.
- The reward points will be credited on the 60<sup>th</sup> day, after the expiry of the offer period.
- All escalations related to this campaign will be valid till 31<sup>st</sup> July 2014.
- The offer is not transferable, non-negotiable and cannot be encashed.
- 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 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.

- 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 Debit Card issued by Axis Bank
- Axis Bank holds out no warranty or makes no representation about the quality, delivery or otherwise of the goods and services offered/sold by the Merchants. Any dispute or claim regarding the goods and services must be resolved by the Cardholder/s with the Merchant 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 availed of by the Card Holder/s under the offer.
- Axis Bank reserves 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 offer is not available wherever prohibited and products/ services for which such programs cannot be offered for any reason whatsoever.
- Axis Bank shall not be obliged to make any public announcements to intimate the successful Cardholders about the reward points under the offer.
- 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.
- General Terms and Conditions on Axis Bank Debit Card are applicable.
- General Terms and Conditions pertaining to eDGE Reward points are applicable