

Terms and Conditions for Spends lift Campaign on Debit Cards

(1st Dec 2015 to 31st Dec 2015)

- The offer is valid for only selective Axis Bank Debit Cardholders 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 1st Dec 2015 and ends on 31st Dec 2015 (both days inclusive). The card transactions from 00:01 on 1st Dec 2015 to 23:59 31st Dec 2015 will only be eligible for this Offer Period.
- **Offer: Use your Axis Bank Debit Card** (as communicated via Email/SMS on the email ID and/or mobile number registered with Axis Bank) **for at least Rs ““XX””** (as communicated via Email/SMS on the email ID and/or mobile number registered with Axis Bank) **during the Offer Period, and get (a) 10X eDGE Loyalty Reward Points on all your spends or (b) Buy one Get One free coffee voucher from Café Coffee Day** (as communicated via Email/SMS on the email ID and/or mobile number registered with Axis Bank)
- Voucher and bonus eDGE Loyalty Reward Points will be sent/credited to eligible card holders account, 60 days after the end of the Offer Period i.e. 31st Dec 2015.
- 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 at a particular merchant category, then under the offer, the customer will receive 40 eDGE Loyalty Reward points (4*10) for every Rs. 200 spent at that merchant category
- Bonus eDGE Loyalty Reward points will be given only on transactions done using the Debit Card as communicated via Email/SMS on the email ID and/or mobile number registered with Axis Bank
- Cardholder's eligibility for the offer will be decided by the Bank.
- Cardholder/s whose account has been classified as delinquent before or during the currency of the offer will not be eligible for the benefits of the offer. Bank's discretion in this regard shall be final.
- All escalations related to this campaign will be valid till 31st March 2016.
- Café Coffee Day Terms & Conditions:
 - Offer is valid only on Cappuccino.
 - Offer is to be consumed in one bill only.
 - No two offers can be clubbed together.
 - Offer cannot be redeemed against a transaction which is already at a discounted price or any promotional offer.
 - Offer is valid across all Cafe Coffee Day pan India except Coffee Day Square, Coffee Day Lounge, Coffee Day Xpress, Discounted cafes & Airport Cafes.
 - Offer is valid on amount exclusive of taxes.
 - Offer not valid on merchandise & combos.
 - Offer validity is 3 months.
- 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 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 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.
- Incomplete / rejected / invalid / returned /disputed or unauthorized/fraudulent transactions will not be considered for the offer.
- 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 eEDGE Loyalty Rewards credit
- 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 eEDGE Reward points are applicable
- General Terms and Conditions pertaining to Café Coffee Day are applicable