

Terms and Conditions for Rs 200 BMS voucher campaign on Visa Debit Cards

(1st Aug 2015 to 30th Sept 2015)

Terms and Conditions for Debit Card Users

- The offer is valid for only selective Axis Bank Visa Debit Cardholders with active Axis Bank Savings or Current Accounts, to whom the formal offer communication via SMS on their registered email & mobile number has been sent by Axis Bank.
- The Campaign referred to as "Offer Period", starts from 1st Aug 2015 and ends on 30th Sept 2015 (both days inclusive). The card transactions from 00:01 on 1st Aug 2015 to 23:59 30th Sept 2015 will only be eligible for this Offer Period.
- **Offer:** Use your Axis Bank Visa Debit Card X times or more and spend Rs Y or more from 1st Aug 2015 to 30th Sept 2015 and get a BookMyShow voucher worth Rs.200.
 - X is the minimum number of purchases/transactions and Y is the minimum amount the card holder will need to spend using his/her Axis Bank Debit Card during the Offer Period. The same will be communicated via SMS and/or email on the cardholder's registered mobile number and/or Email Id .
 - Campaign winners will be those card holders who meet the stated criteria
 - A BookMyShow e-voucher will be sent to all eligible campaign winners on their registered mobile number and/or email id.
- One customer will be eligible for one voucher only. If a customer has multiple savings accounts (thereby Debit Cards) mapped to a particular customer id, the eligibility criteria would be calculated at a sum total of all transactions done on the cards mapped to the customer id.
- Cardholder's eligibility for the offer will be decided by the Bank.
- The BookMyShow e-voucher will be sent to customer's registered mobile number or email ID, 60 days post the expiry of the offer period.
- All escalations related to this campaign will be valid till 31st Dec 2015.
- 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 cashback 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.