

## **Terms and Conditions for Axis Bank Debit Card Cashback Optin Campaign**

**(11<sup>th</sup> May 2016 to 31<sup>st</sup> May 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 11<sup>th</sup> May 2016 and ends on 31<sup>st</sup> May 2016 (both days inclusive). The card transactions from 00:01 on 11<sup>th</sup> May 2016 to 23:59 31<sup>st</sup> May 2016 will only be eligible for this Offer Period.
- To avail the offer customer needs to register himself/herself with Axis Bank, following the process as mentioned in the communication. Registrations till 15<sup>th</sup> May 2016 will be accepted for the offer.
- In case of registration through SMS and ATM, customer will receive a confirmation of registration, only then the customer will be eligible to avail the offer.
- In case any DNC/NDNC registered customers Opts-in for the campaign through ATM, will be an eligible customer to get the communication for this campaign only.
- **Offer:** Use your Axis Bank Visa Debit Card X times or more and spend Rs Y or more from 11<sup>th</sup> May 2016 to 31<sup>st</sup> May 2016 and get a cashback as communicated to you through Email/SMS.
  - 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, ATM.
  - Campaign winners will be those card holders who register for the offer and meets the required criteria
  - Cash back as communicated to the customer, will be credited all eligible campaign winners 60 days post the expiry of the offer period..
- One customer will be eligible for cash back only once. 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 whose account has been classified as delinquent or closed 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.
- Cardholder's eligibility for the offer will be decided by the Bank.
- All escalations related to this campaign will be valid till 31<sup>st</sup> Aug 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.