



## AXIS BANK MOBILE APPLICATION REGISTRATION CAMPAIGN – JULY 2016

1. This campaign is open to all customers possessing credit card of Axis Bank Limited who have not registered themselves under “Axis Bank Mobile Application” even once before [“Campaign Period”](i.e before 01<sup>st</sup> July 2016) and have received communication about the same through an SMS /E-mailer . Any reference of, “Credit Card customers” or “Customers” under this campaign shall mean and include those customers who hold at least one credit card of Axis Bank issued until 10<sup>th</sup> July 2016.
2. The customers may or may not have any other relationship with Axis Bank, except mentioned herein-above. For the purpose of this clause, “Any other relationship” shall be defined as holding either a savings bank account and/or a current account and/or NRE/NRO account or having purchased any retail lending product such as Home Loan, LAP, Gold Loan, Personal Loan, Vehicle Loan etc.
3. By participating in this Campaign, Customer agrees to be bound by the terms & conditions of this Campaign modified and prescribed by Axis Bank from time to time. Any such participation by the customer shall imply that the customer has read, understood and accepted the terms and conditions hereunder.
4. Customer who downloads and activates “Axis Mobile Application” on his/her Mobile phone and successfully registers therein by providing required details, during the campaign period ( 01<sup>st</sup> July 2016 until 15<sup>th</sup> July 2016) would be eligible to get “Book My Show” vouchers worth Rs.100.
5. The eligible Customer will be only entitled to one-time credit of “Book My Show” vouchers worth Rs.100, multiple vouchers for multiple registrations is not permitted under this campaign.
6. “Book My Show” vouchers worth Rs.100 will be sent within 45 days after the campaign period ends i.e. by 29<sup>th</sup> Aug 2016 and the voucher code would sent through an SMS to the eligible customer(s). The voucher can be redeemed on the Book My show website or on the mobile app.
7. Axis Bank shall in no way be liable if any Customer/(s) is/are unable/fail to login to Axis Mobile Application, due to incompatible Mobile Phone handsets, Telecom Usage Plans or any other reason whatsoever.
8. Cardholder’s eligibility for the offer will be decided by the Bank. If certain customers who register during this period are found to be in-eligible to avail benefits under this campaign will not be sent SMSes about the offer.
9. All escalations related to this campaign will be valid till 31st September 2016.
10. The offer is not transferable, non-negotiable and cannot be en-cashed.

11. 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.

12. 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, website or mobile app or wallet or any other reason beyond the control of Axis Bank.

13. 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.

14. Axis Bank reserves the right to, without liability or prejudice to any of its other rights, at any time, without previous notice and from time to time, withdraw/suspend/amend/cancel this Offer, without assigning any reasons thereof.

15. This Campaign/offer cannot be combined with any other offer/campaign/ discounts/promotions of Axis Bank.

16. Axis Bank reserves the right to disqualify any Customer/s from the benefits of the Campaign/Offer under reasonable grounds. In case of any fraudulent activity, prosecution will be carried according to the purpose of availing the benefits under the Campaign/Offer

17. In case of all matters relating to the Campaign/Offer including any dispute or discrepancy thereto or eligibility of the Customer, Axis Bank's decision shall be final and binding on the Customers in all respect.

18. Axis Bank Customers are not bound in any manner to avail any other special offer/benefit under this campaign, except mentioned herein-above.

19. Any participation by the Customers shall be voluntary and these term and conditions shall be binding on Axis Bank customers who utilize the offer.

20. Customer whose Credit Cards are not active and/or are blocked/closed or have a credit freeze will not be eligible for the benefits of this campaign/offer.

21. This Campaign/Offer is only valid for Customer who are Indian citizens and whose valid Mobile Numbers or Email addresses are registered with Axis Bank.

22. This Campaign/offer is not applicable for Non Resident Indian Users.

23. Failure by Axis Bank to enforce any of its rights at any stage does not constitute a waiver of those rights.

24. 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.

25. The Campaign/Offer is void where prohibited by law. 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.

26. Axis Bank shall not be obliged to make any public announcements to intimate the successful Cardholders about the voucher.

27. These terms and conditions governing the campaign/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 and the applicable terms & conditions

28. These Terms and Conditions shall be governed by the laws of India. The courts at Mumbai shall have the exclusive jurisdiction in respect of any disputes with respect to all the subject matter with relation to the Campaign/Offer.

29. These Terms and Conditions and an arrangement herein shall be subject to applicable RBI guidelines issued from time to time and prevailing law and regulations.