



## Axis Bank Recharge Cash-Back Campaign

### TERMS AND CONDITIONS:

Any customer participating in the Axis Bank ("Bank") Recharge Cash-back Campaign, shall be deemed to have read, understood and accepted these terms and conditions and agree to be bound by these terms & conditions and shall be regulated by the provisions/ conditions of the specified products and services provided by the Axis Bank through Axis Mobile / Axis Internet Banking. These terms and conditions shall be in addition to and not in derogation to any other applicable terms and conditions of any product & services offered by Bank and/or such other terms and conditions as may be specified by the Bank.

### Campaign Brief:

1. **"Campaign"** shall mean "Recharge Cash-back Campaign" & includes the offer given by Axis Bank to the eligible Customers (as defined under) during the campaign period (as defined under).
2. **"Campaign Period"**: Campaign Period starts from 18<sup>th</sup> Oct 2017 to 17<sup>th</sup> Nov 2017 (both days inclusive) each day from 12 am to 11.59 pm.
3. **"Offer"** shall mean: Cashback of 50% on recharge using Axis Mobile App or Axis Internet Banking (capped to Rs. 50 for 1<sup>st</sup> 1000 customers doing recharge every day during the campaign period)

### Definitions:

For the purposes of these terms and conditions:

**"Axis Bank Mobile App"** or **"App"** shall mean and include 'Axis Bank Mobile Application' offered by Axis Bank to its Customers.

**"Axis Bank Internet Banking"** shall mean and includes the internet banking facilities offered by Axis Bank to its Customers.

**"Recharge"** shall mean any Mobile prepaid, DTH or Data Card recharge carried out using Axis Mobile App / Axis Internet Banking during the campaign period.

**"Service(s)"** shall mean Recharge service using Axis Bank Mobile Banking or Axis Bank Internet Banking.

### **"Transaction(s)/Payment(s)":**

The Customers who are carrying out a recharge through Axis Mobile App or Axis Internet Banking during the campaign period will be considered and eligible for this campaign for recharge under the following categories:

- a) Mobile , b)DTH and c)Data Card

**“Customer”** shall mean existing Axis Bank savings account holder who are eligible for the Axis Bank Service(s) and who have received communication from Axis Bank with respect to the captioned Offer. However, Non Resident Indian (“NRI”) account holders are not permitted or eligible to participate as Customer under this campaign.

1. Customer is eligible for 50% cashback upto the maximum cashback of Rs. 50 (Rupees Fifty Only) only in case customer is availing the Recharge service through Axis Internet Banking / Mobile Banking during the campaign period
2. Transactions/payments done by the Customer from his/her Savings Bank Account during the campaign period would only be considered for the purpose of the offer.
3. Offer is valid for only those Axis bank customers who were sent communication from Axis Bank with respect to the offer.
4. Eligible Customer will receive 50% cashback on the Recharge amount or Rs. 50/- (Rupees Fifty Only) whichever is lesser, in his/her Saving Bank Account from which the amount was debited towards the transaction/payment for Recharge.
5. Customer is eligible only once for the cashback during the entire offer period. In case of any Customer who does more than one recharge transaction/payment during the offer period, only the first recharge transaction/payment would be considered for the offer.
6. Eligible Customer will receive the cashback only once, basis the amount of the first recharge transaction/payment that Customer does during the offer period and only If Customers first transaction/payment happens in first 1000 recharges for that day.
7. Recharges made on a third party website using Internet Banking will not be considered for the purpose of the offer.
8. The cashback amount will be credited to the customer’s account within **(Ninty) 90 days** of his recharge during the campaign period.
9. In all matters relating to the terms & conditions of this campaign, the decision taken by Axis Bank shall be the final and will be binding on the Customers.
10. Axis Bank, at its discretion, can withdraw/cancel/alter the terms of this campaign, before the expiry of campaign period, without any prior notice or communication to Customer.
11. Axis Bank will not be responsible or liable in case the campaign is not configured or could not be availed due to malfunction, delay, traffic congestion on any internet/telephone network or line, computer on-line system, servers or providers, mobile handset, computer equipment, software, or website. Customer cannot claim any loss, cost or damages from Axis Bank which may arise due to these technical reasons.
12. Incomplete / rejected / invalid / returned /disputed or unauthorized/ fraudulent financial transactions/payments shall not be considered for this campaign.

13. 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.
14. 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, from time to time.
15. Axis Bank reserves the right to modify/ change all or any of the terms and conditions contained herein as per its discretion without assigning any reasons or without any prior intimation/notice whatsoever. Axis Bank will not be liable in any manner whatsoever for any loss/ damage /claim/injury that may arise due to withdrawal or change in the terms and conditions of the Campaign or discontinuation of it.
16. The Campaign is not available wherever prohibited and/or on products/services for which such offers cannot be made available for any reason whatsoever.
17. Axis Bank reserves the right to disqualify any Customer from the benefits of the campaign, if any fraudulent activity is identified as being carried out for the purpose of availing the benefits under the campaign and such decision of Axis Bank shall be final and binding on all parties.
18. Customer/s whose account has been classified as delinquent before or during the currency of the campaign period will not be eligible for the benefits of the campaign and Axis Bank's discretion in this regard shall be final.
19. This Campaign is subject to applicable law and regulations and would be modified / discontinued based on the prevailing law / regulation at any point of time and Axis Bank shall not be under any liability or obligation to continue implementation of the said Campaign till such time the terms are modified by Axis Bank as per the prevailing/ amended law at that point of time. In the event, that the Campaign cannot be continued without total compliance of the prevailing law at any point of time, this Campaign shall be deemed to be terminated forthwith from the date when the amended law restricting / prohibiting the Campaign comes into force.
20. The Customer agrees to indemnify and keep Axis Bank indemnified for any loss or damage that Axis Bank may suffer with respect to the Campaign / Offer including but not limited to any fraudulent and/or illegal transaction or any misrepresentation made by the Customer while participating in this Campaign / Offer.
21. Axis Bank makes no representation and disclaims all express, implied, warranties of any kind to the Customer and/or any third party including, without limitation, warranties as to accuracy, timeliness, completeness, merchantability, or fitness for any particular purpose.
22. Axis Bank is not responsible for any errors and/or omissions in the terms and conditions contained herein. All information is provided on "as is" basis without warranty of any kind.
23. In the event of any conflict or inconsistency regarding any instructions and conditions on any advertising or promotional material relating to the Campaign / Offer, these Terms and Conditions shall prevail over all such other instructions and conditions failure by Axis Bank to enforce any of its rights at any stage does not constitute a waiver of those rights.

24. In case of any queries or clarification on the Offer, the customer can contact our customer service desk.