

TERMS AND CONDITIONS

Customer Incentive – Transaction Activation

Offer – amazon.in voucher worth INR 250 on completing targeted transaction on *neo for business*

1. By participating in this campaign / offer, Users (defined here under) are deemed to have read, understood, accepted and agreed to be bound by these Terms and Conditions.
2. **“Business Day(s)”** means any day other than a Sunday, on which the offices of Axis Bank are open for normal business transactions in terms of the Negotiable Instruments Act, 1881.
3. **“User(s)”** shall mean existing Axis Bank account holders residing in India and who receive direct communication from Axis Bank regarding this campaign via SMS, email, mobile Banking push notifications, or the official Axis Bank’s WhatsApp number on their registered mobile number and / or email ID and who are registered on *neo for business*. This campaign / offer is valid and applicable only in India.
4. **Offer Details:**
 - 4.1. User should transact on *neo for business* platform.
 - 4.2. Voucher type: amazon.in INR 250 voucher.
5. **Terms & Conditions:**
 - 5.1. The campaign will be valid for 30 days starting from 15 December 2025
 - (i) **Group 1:** Users with 0 transactions will receive messages from Axis Bank encouraging them to complete 5 transactions.
 - (ii) Once 5 transactions are completed, they will get an amazon.in voucher worth INR 250.
 - (iii) Users will also become eligible for **Group 2**
 - (iv) **Group 2** users with 1 to 9 transactions will receive communication via email and WhatsApp from Axis Bank to complete 6 transactions.
 - (v) After completing users will receive an amazon.in voucher worth INR 250.

5.2 You can earn a **maximum of 2 amazon.in vouchers** during the campaign.

- 5.2. All vouchers will be distributed within 45 days after the campaign concludes through registered email IDs or mobile numbers.
- 5.3. The voucher code will be sent via email and WhatsApp to the winning users on their registered email IDs and mobile numbers available as per bank's records.

6. Other Offer Details:

- 6.1. Users will receive offer redemption communication within 45 days from the target transaction completion date.
 - 6.2. Redemption communication will be sent via email and WhatsApp to the User's registered mobile number and / or registered email ID as per Bank's record.
 - 6.3. The voucher would be in the form of a code shared on email and WhatsApp to the User's registered mobile number and / or registered email ID as per Bank's record.
 - 6.4. Incentive will be applicable only for payments made through the payment journey available via the *neo for business* mobile or web platform."
 - 6.5. All other Terms and Conditions of the platform will apply once the voucher is displayed.
 - 6.6. Amazon.in voucher terms and conditions can be accessed through this link- <http://amzn.to/21kt4iE>
 - 6.7. Images used in promotions are for representation purpose only and Axis Bank does not undertake any liability or responsibility for the same.
7. Axis Bank may request additional information/documentation from the User to comply with regulatory requirements.
 8. Axis Bank shall not be responsible or liable in any manner whatsoever if the amazon voucher issued under this offer is invalid, expired, lost, stolen, or does not function as intended for any reason, including but not limited to technical issues, merchant refusal, or any error attributable to amazon.in or its authorized vendors. The User acknowledges that the voucher is issued and managed by amazon.in or its authorized partners, and any issues or disputes regarding the voucher's usability, redemption, or value must be addressed directly with amazon.in or the relevant vendor. Axis Bank does not guarantee the quality, merchantability, or fitness of the voucher for any particular purpose and shall not entertain any claims or complaints in this regard.

9. Grievance Redressal Mechanism:

- 9.1. Customer Support: For any queries, complaints or grievances related other than the parameters specified in Clause 8 above, to issuance, usage or operation of the amazon voucher or the **neo for business** platform, Users may contact Axis Bank's dedicated customer support team through the following channels:
- (i) Phone: 18604195555, 18605005555, 18001035577 (toll free)
 - (ii) Online Portal: <https://application.axisbank.co.in/webforms/axis-support/index.aspx>
 - (iii) Branch visit: Users may also visit the nearest Axis Bank branch for assistance.
- 9.2. Resolution Timeline: Axis Bank shall acknowledge receipt of the grievance within 48 (forty-eight) hours and endeavour to resolve the issue with 7 (seven) Business Days from the date of receipt. In case of any delay, the User shall be informed of the reason and expected resolution timeline.
- 9.3. Escalation Matrix: If the User is not satisfied with the resolution provided, the grievance may be escalated to the Officer at:
- (i) Email: digital.ops@axisbank.com
- 9.4. Banking Ombudsman/ RBI Complaint Portal: If the grievance remains unresolved beyond 30 days or the User is dissatisfied with the resolution they may approach the Banking Ombudsman under the RBI integrated Ombudsman scheme or file a complaint via the RBI Complaint Management System ("CMS") at <https://cms.rbi.org.in>.