

Priority Debit Card Activation Offer Terms and Conditions:

- 1) This offer is applicable for Axis Bank Priority account holders having a Priority Debit Card (i.e. Card issued after Oct 01,2016)
- 2) Customer can avail this offer only once, upon activation of their debit card within:
 - a. 30 days of card issuance (for personalized card)
- OR
- b. 30 days of account activation (for non-personalized debit card)
- 3) Eligible cards will be given 1000 eDGE reward points.
- 4) Points will be credited at a Customer ID level.
- 5) Once the customer receives bonus points, he will become ineligible for further reward points under this offer.
- 6) If the customer has multiple Cards tagged to the eligible BIN, he will earn bonus points under the offer on the earliest 1st transaction on his eligible card upon fulfilling the requisite Qualification criteria in accordance with point 5. The other cards will not earn him any bonus under this offer.
- 7) If a customer gets a replacement debit card (on the eligible BIN) within the eligible time period and has not earned bonus points under this offer on the original card, he is eligible to earn reward points under this offer on the replacement card, provided he fulfils the requisite qualification criteria
- 8) Activation of the debit card will include only purchase transactions (PoS / E-commerce) done by the customer. Any ATM transaction will not be counted under this offer.
- 9) eDGE loyalty reward points will get credited to eligible customer's account within 45 working days from the date of debit card activation.
- 10) To Redeem points the customer should visit: [EDGE REWARDS](#)
- 11) For any queries/ complaints on this offer; Please call on toll free no: 1-860-419-5555/1-860500- 5555
- 12) The Bank reserves the right at any time, without previous notice, to add, modify or amend all or any of the terms and conditions or to withdraw this offer altogether.

- 13) In all matters relating to this offer, the decision of the Bank shall be final and binding in all respects on the Cardholder.
- 14) These terms and conditions governing the eDGE Loyalty Rewards program shall be in addition to and not in substitution / derogation to the Primary Terms and Conditions governing the eDGE Loyalty Rewards program issued by Axis Bank and the applicable terms & conditions
- 15) 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 eDGE Loyalty Rewards program.
- 16) These Terms and Conditions and an arrangement herein shall be subject to applicable RBI guidelines issued from time to time and prevailing law