

Terms and Conditions for Reliance Brands offer on Axis Bank Credit Cards

Validity: 1st August 2026 (00:00 Hours) to 31st August 2026 (23:59 Hours)

Cards Applicable: Axis Bank Credit Cards EMI transactions

Offer Details:

- For Hamleys & Mothercare
 - 7.5% Instant Discount up to ₹2,000
 - Minimum transaction: ₹4,000
 - For rest of the brands
 - 7.5% Instant Discount up to ₹5,000
 - Minimum transaction: ₹10,000
1. Valid on all Axis Bank Credit Cards only during the offer period
 2. Offer applicable only on EMI transactions
 3. Valid once per card per month during the offer period
 4. No coupon code required; offer is applied automatically while purchase in participating stores

PARTICIPATING BRANDS						
Hamleys	Steve Madden	La Martina	Coach	Tank	TOD's	EA-7
Vision Express	GAS Milano	Hugo Boss	Charles Tyrwhitt	Jimmy Choo	Scotch & Soda	Giorgio Armani
Sunglass Hut	Hunkemoller	Tumi	Dune	Kate Spade	West Elm	Tiffany
Superdry	Adidas Kids	Diesel	Canali	Salvatore Ferragamo	Paul & Shark	Versace
Mothercare	The White Crow /AJIO Luxe store	Michael Kors	Emporio Armani	Villeroy And Boch	Superdry Sports	Paul Smith
Armani Exchange	Brooks Brothers	LensCrafters	Bottega Veneta	Bally	Tory Burch	Valentino
Pottery Barn	Maje	Pottery Barn Kids	Ed-a-Mamma			
Hugo Blue	Balenciaga	Sandro	Max&Co.			

Exclusions:

- Offer is not valid on Axis Bank Debit Cards and Net Banking
- Offer is not valid on payments made via RuPay card UPI payments.
- Valid only on payments made online. Not valid on Card on Delivery

- Offer not valid on Corporate or Commercial Credit cards.

Axis Bank's Standard Terms and Conditions:

- The decision of The Merchant & Axis Bank will be final and binding on all and any correspondence in this regard will not be entertained.
- The offer is not transferable, non-negotiable and cannot be En-cashed.
- 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 Merchant and Axis Bank reserve the right at any time, without notice, to add/alter/change/ or vary any or all these terms and conditions or to replace, entire or in part, this offer, by another offer, whether similar to this offer or not, or to withdraw it altogether.
- 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.
- The Merchant & Axis Bank reserves the right to modify / alter the offer or 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.
- Axis Bank only offers discount on purchase of goods and services of The Merchant by using Axis Bank Credit Card and 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 Merchant. Any dispute or claim regarding the goods and/or services must be resolved by the Cardholder with The Merchant directly without any reference to Axis Bank. Additional discount offered by the Bank is solely for promoting usage of Axis Bank Credit card.
- Images provided in promotions are only for pictorial representation and Axis Bank does not undertake any liability or responsibility for the same.
- Nothing contained herein shall constitute or be deemed to constitute an advice, invitation, or solicitation to purchase any products/ services of The Merchant or

any third party and is not intended to create any rights and obligations.

- The offer by Axis Bank is subject to applicable laws and regulatory guidelines/ regulations and as per bank's extant guidelines from time to time.
- Bank may use the services of agents for sales / marketing of the products. Copy Rights of Axis Bank Limited. All rights are reserved.
- 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 shall not be held liable for any delay or loss that may be caused in delivery of the goods and /or services under the offer.
- The Merchant & Axis Bank reserve 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 terms and conditions governing the 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
- Axis Bank shall not be obliged to make any public announcements to intimate the successful Cardholders about the discount under the offer.
- The offer is not available wherever prohibited and products/ services for which such programs cannot be offered for any reason whatsoever.
- Logos/trademarks used are owned by respective entities. Axis Bank has been authorized to use these logos/trademarks for offer promotion purposes.
- 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.
- Merchant Terms & Conditions applicable
- This offer is valid only for existing cardholders of Axis Bank and is not transferable/applicable to any cards issued by any other bank. To be eligible for this offer, customer is required to only use a valid Axis Bank Credit card to make the qualifying purchase. Purchases made with any other cards, or any other bank credit cards, will not be eligible for this offer.

Partner Standard Terms and Conditions:

- Axis Bank holds out no warranty or makes no representation about the quality, delivery or otherwise of the goods and services or the assured gifts / prizes offered by Reliance Brands. Any dispute or claim regarding the goods, services and assured gifts / prizes must be resolved by the Card Holder/s with Reliance Brands 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 / assured gifts / prizes availed by the Card Holder/s under the Offer offered by Reliance Brands.
- Axis Bank reserves the right to disqualify Reliance Brands or Card Holder/s 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 Program or otherwise by use of the Card.
- The cash back/ discount /assured gift / prize is sponsored primarily by Reliance Brands and the Card Holder/s shall be bound by the terms and conditions stipulated by Reliance Brands in this regard.
- Axis Bank shall not be held liable for any delay or loss that may be caused in delivery of the goods and services or the assured gifts / prizes.
- The Offer is not available wherever prohibited and / or on merchandise / products / services for which such programs cannot be offered for any reason whatsoever.
- Offer is applicable only on selected products.
- The Discount Offer can be availed once per card per month during the Offer Period.
- The Discount Offer cannot be combined with any other promotion offered by Reliance Brands and/or Axis Bank.
- The maximum discount that can be availed under this Discount Offer is ₹1000.00 per customer.
- Offer is not applicable on Debit Cards and Internet Banking.
- If the Customer/s who has availed the Discount Offer, returns all or part of the specified products purchased by them on the Platform, such that the value of their order falls below ₹1,999, even in such cases the discounts shall be shared in the same proportion as agreed between Reliance Brands and Axis Bank.
- Reliance Brands and/or Axis Bank reserve the right to disqualify any transaction or extend, cancel, discontinue, prematurely withdraw, change alter or modify this Discount Offer or any part thereof including the eligibility criteria and other pertinent terms and conditions at their sole discretion at any time as may be required including in view of business exigencies and/or changes by a regulatory authority and/or statutory changes and/or any reasons beyond their control and the same shall be binding on the Customer without any prior notice to the Customer.
- Reliance Brands may, at its sole discretion and without prior notice to Customer exclude certain products, brands and/or categories of products from the scope of this Offer.
- The Offer shall also be subject to such additional terms and conditions as Reliance Brands and Axis Bank may notify from time to time.
- Participation in this Offer is purely voluntary.
- This Offer is for a limited period and can be withdrawn by Reliance Brands and Axis Bank at any point of time, including after it has been announced.
- Reliance Brands and/or Axis Bank will not be liable for any loss (including, without limitation, direct, indirect, special or consequential loss or loss of profits) expense or damage which is suffered or sustained by the Customers in connection with this Offer including any loss incurred as a result of any delay and/or failure to perform any obligation to the Customer that is caused by: (I). technical problems of any kind which may limit or prevent any person's participation in this Offer; (II) any loss or damage arising from or in connection with the allocation or enjoyment of

discount; and (III) any other events beyond Reliance Brands's/Axis Bank's control that may cause the promotion to be disrupted or corrupted or may lead to loss of, or damage to, the Customer.

- Reliance Brands and/or Axis Bank do not guarantee and make any representation about the usefulness, worthiness and/or character of the discount / benefit or of the products under the Offer.
- Reliance Brands and/or Axis Bank shall not be liable in any manner whatsoever for any loss/ damage/ claim that may arise out of use or otherwise of the specified product purchased by the Customer/s under this Discount Offer.
- Customers hereby agree to indemnify and keep Reliance Brands harmless against all damages, liabilities, costs, expenses, claims, suits and proceedings that may be suffered by the Reliance Brands as a consequence of (i) violation of the terms and conditions by the Customers; (ii) violation of applicable laws; (iii) any action or inaction resulting in willful misconduct or negligence on the Customers part.
- Customer agrees that these terms shall be governed by and construed in accordance with the laws of India and courts at Mumbai, Maharashtra shall have exclusive jurisdiction to decide over any controversy arising out of this Offer.

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