

### **Terms and Conditions for Senco Gold offer on Axis Bank Cards**

**Validity:** 13<sup>th</sup> April 2026, (00:00 Hours) to 13<sup>th</sup> July 2026 (23:59 Hours)

**Card's Applicable:** Axis Bank Credit and Debit Cards

#### **Offer Details:**

1. 25% discount on making charges applicable on the purchase of gold jewellery.
2. 50% discount on making charges applicable on the purchase of diamond jewellery.
3. 20% discount on making charges applicable on the purchase of platinum jewellery.
4. The offer is valid only at Senco Gold & Diamonds retail stores and online stores. The offer is not applicable on gold coins, silver coins, or any form of bullion.

#### **Steps to avail:**

1. Visit <https://sencogoldanddiamonds.com/>.
2. Copy the coupon code displayed on the website.
3. Use coupon code **SENADN101** for gold jewellery, **ADNSEN101** for diamond jewellery and **ADNSEN104** for platinum jewellery.
4. Click on "Visit Website" or visit the nearest Senco Gold & Diamonds store.
5. Apply the coupon code at the checkout page.
6. Complete the payment using Axis Bank Credit or Debit Cards.

#### **Exclusions:**

- Offer is not valid on Axis Bank RuPay Credit Card transactions done Via UPI
- Offer not valid on Corporate or Commercial Credit cards.

#### **Axis Bank's Standard Terms and Conditions:**

- If you do not have an Axis Bank Credit Card, [Click Here](#)
- 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's Standard Terms & Condition:**

- Partner terms and condition apply.
- This offer is valid at Senco Gold & Diamonds stores & Online Stores only. No discount in gold coin, silver coin or any kind of bullion
- In case of Sales Return (RP) of any jewellery purchased during this offer period, discount amount will be deducted while determining value of credit note.
- In case of refund of diamond jewellery, purchased during this offer period, discount amount will be deducted at the time of determine refund value.
- Any query regarding this offer will be entertained only till 13<sup>th</sup> July'26. Post this, the company may not entertain any correspondence or communication regarding this offers/ Program.
- In case of any query pertaining to this offer, please email us at [customerfeedback@sencogold.co.in](mailto:customerfeedback@sencogold.co.in) or call Toll Free @ 18001030017.
- Kindly refer to the Terms and Conditions mentioned on the over leaf of the Invoice as well.
- The Company can withdraw or alter the offer without prior notice at any given time and the decision of the Company shall be final.
- All products covered under the Exchange / Buyback and upgrade policy will be eligible for such Exchange / Buyback and upgrade only after the approval of the quality check department at the Head Office of the company.
- Any matter/claim/dispute arising out of the transaction will be subject to Kolkata jurisdiction only.
- Any conditions which are not explicitly covered would be at the sole discretion of the Senco Gold Ltd ("Company"). The decision of the Company is final.

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