

Terms & Conditions
Sony LIV Membership offer on Card upgrade to SBI Card ELITE

1. Eligible cardholders who upgrade to SBI Card ELITE during the offer period will get 1-year complimentary membership to Sony LIV worth INR 999.
2. Cardholder to apply for a credit card upgrade to SBI Card ELITE **between 1st Jun 2023 to 31st Jul 2023** and pay the **joining fees of INR 4,999 by 31st of October 2023** to be eligible for the offer.
3. Offer is not applicable on cards that are upgraded with First Year Free or Lifetime free benefit.
4. Sony LIV promo code will be sent to the cardholder on registered mobile number / email ID within minimum 120 days of fee payment.
5. The promo code for Sony LIV membership is **valid till 30th Jun 2024**. Any request to extend the validity of promo code will not be entertained.
6. Promo code will be sent to the eligible cardholders via SMS / email ID registered with SBI Card.
7. SBI Card will not be responsible for email bounces, wrong email id/mobile number updation or incomplete email id/mobile number updation in the system. Email/SMS will be sent to the email id or mobile number updated in SBI Card system
8. Offer is applicable for Primary cardholders only.
9. SonyLIV membership will be active for 12 months from the date of redemption of the promo code.
10. Code cannot be used/clubbed with an existing offer on mobile app or website
11. Promo code will not be re-issued if lost or stolen.
12. SBI Card shall not be held responsible for any misuse, theft, transfer etc. of the Promo code once same has been delivered to the cardholder.

How to Redeem Guide

1. Android users to download the SonyLIV App from Google Play Store or visit sonyliv.com and iOS users to visit sonyliv.com
2. Login / Signup using your mobile number
3. Go to 'More' section and select 'Activate Offer'
4. : Enter the promo code received via SMS / email ID registered with SBI Card to activate the membership

Standard Terms & Conditions

1. Any person availing this offer shall be deemed to have accepted these Terms and Conditions
2. This Offer is a standalone Offer and the benefits offered under this Offer cannot be clubbed together and/or in any way be cumulated with any other offer of SBI Card in any manner, or form.
3. Any disputes arising out of this Offer shall be subject to arbitration under the Indian Arbitration and Conciliation Act, 1996 including any statutory amendments carried thereof. Arbitration shall be conducted by a sole arbitrator appointed by SBI Card for this purpose and the award of the arbitrator shall be final and binding on the cardholder and SBI Card. The place of arbitration shall be at New Delhi and the language of arbitration shall be English. Existence of a dispute, if any, shall not constitute a claim against SBI Card. This offer will be governed by and construed in accordance with Indian law & any dispute shall be decided by the exclusive jurisdiction of the courts of Delhi.
4. In case of any dispute, decision of SBI Card will be final and binding.
5. If any term of this offer is held by a court of competent jurisdiction to be invalid or unenforceable, then this offer, including all the remaining terms, will remain in full force and effect as if such invalid or unenforceable term had never been included.
6. Cardholders are not bound in any way to participate in the Offer. Any such participation is voluntary and the same is being made available purely on a 'best effort basis'.
7. SBI Card reserves the right to modify or change any of the terms and conditions applicable to the Offer at any time at its sole discretion with/without prior notice.
8. The above offer is by way of a special offer for select SBI Card Credit Cardholders only and nothing contained herein shall prejudice or affect the terms and conditions of the Cardholder agreement. The terms of the above schemes shall be in addition to and not in derogation of the terms contained in the cardholder agreement.