

## Terms & Conditions

SonyLIV subscription offer for New Add-on Cards

**Offer: Get 1-year complimentary Sony LIV subscription worth Rs.999 with every new Add-on Card. Cardholder to apply for an Add-on card against his/her Primary card and spend Rs.1,000 or more in a single transaction using Addon Card within 60 days of card issuance to avail the offer.**

1. The SBI Card Offer ("Offer") from SBI Cards & Payment Services Ltd. ("SBICPSL") is open to select residents of India holding a valid and current SBI Credit Card ("Card") i.e. with no outstanding of more than 30 days ("Cardholder").
2. Offer is applicable only on the new Add-on Cards applied through SBI Card website and mobile app only during the offer period.  
Offer Period: 22<sup>nd</sup> May – 31<sup>st</sup> July 2023 (Both dates inclusive)
3. To be eligible for the Offer, Cardholder needs to spend Rs.1,000 or more in a single transaction using their Addon card within 60 days of Add-on Card issuance. The said transaction can take place at Point-of-Sale (POS) terminal or at e-commerce websites/mobile apps. Following types of transactions shall not be considered for offer eligibility: Cash Withdrawals, Balance Transfer, Balance Transfer on EMI, Encash and Easy Money Draft spends.
4. Offer is not applicable to TATA cards.
5. Offer is valid for new Add-on Card issuance only and is not applicable on Card upgrade, Card reissue, Card replacement or Card renewal.
6. Sony LIV subscription will be offered to the Primary Cardholder within 60 days of eligible transaction. An e-Code will be shared with Cardholder on their registered email and SMS which can be used to activate Sony LIV subscription.
7. Primary cardholder can apply for a maximum of 3 Add-on Cards against every credit card account. Primary Cardholder will receive 1-year complimentary Sony LIV subscription with every Add-on Card upon meeting offer eligibility criterion.
8. Only unique Add-on cards will qualify for the above-mentioned offer. Add-On Cards in the name of the same Add-on applicant will not be eligible for the offer.
9. Primary Cardholder to ensure that their registered mobile number is not on DNCR (Do no call registration) list to receive the e-code for activating the Sony LIV subscription.
10. Primary Cardholder to ensure and update their latest mobile number and e-mail ID to receive periodic communication related to this offer. SBICPSL shall not be responsible for non-communication of the voucher code in case the eligible Cardholder does not have a valid registered mobile number and/or email address with SBICPSL.

11. The Sony LIV subscription will be fulfilled only to the primary Cardholders who are eligible as part of this program. All decisions of SBICPSL about eligibility of Cardholders for benefits under this Program are final, absolute and binding on all Cardholders.

12. In case of any query regarding offer fulfilment, please contact SBI Card Helpline (18601801290 / 39020202- prefix local STD Code) within 90 days from the date of fulfilment. No queries regarding offer fulfilment will be entertained by SBICPSL post this period.

13. This Offer is a stand-alone Offer and the benefits offered under this Offer cannot be clubbed together and/or in any way be cumulated with any other offer of SBICPSL in any manner, or form.

14. 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 SBICPSL for this purpose and the award of the arbitrator shall be final and binding on the cardholder and SBICPSL. The place of arbitration shall be New Delhi and the language of arbitration shall be English. Existence of a dispute, if any, shall not constitute a claim against SBICPSL.

15. Cardholders are not bound in any way to participate in the Offer. Any such participation is voluntary and the same is being made purely on a “best effort basis”.

16. The usage of the Sony LIV subscription code shall be governed by the Terms & Conditions as laid down by Sony LIV - <https://www.sonyliv.com/terms-of-use>

17. SBICPSL may engage, hire, use the services of agent(s) and/or any third party(ies) for the purpose of providing marketing or sales related services or any other related services in relation to its products on its behalf and the customer may be required to deal with such agents/third parties/service providers with respect to such product/services.

18. SBICPSL reserves the right to modify or change any of the terms and conditions applicable to the Offer at any time without prior notice.

#### How to Redeem Guide

#### **HOW TO REDEEM**

1. Android Users : Download Sony LIV App or visit [sonyliv.com](https://www.sonyliv.com)  
iOS Users : Visit [sonyliv.com](https://www.sonyliv.com)
2. Signup / Login to Sony LIV account
3. Click on “More” & select “Activate Offer”
4. Enter the e-Code to activate the subscription