



Offer Terms and Conditions

1. This offer is brought to you by The Hongkong and Shanghai Banking Corporation Limited, India (HSBC) and any participation is voluntary.
2. The offer is applicable to new HSBC Smart Value Credit Cardholders (hereinafter referred to as the 'Cardholders'), excluding Corporate Cardholders, who apply for a Smart Value Credit Card between 1 August 2018 and 31 January 2019 (Offer Period) and the card is issued subsequently i.e. by 1 March 2019. This offer is valid for Resident Indian customers only.
3. The offer is also valid for existing HSBC Credit Cardholders (except existing Gold Credit Cardholders) who have applied for a HSBC Smart Value Credit Card.
4. Credit Cardholders who have not repaid their minimum payment due within 30 days of their payment due date as mentioned on the Credit Card statement, will not be eligible for the offer.
5. Credit Cardholders with updated KYC details with the Bank are eligible for this offer.
6. Under this offer, Cardholders will be entitled to ₹250 Amazon voucher on completing their first transaction within 30 days (Offer Period) of Credit Card issuance (Offer).
7. Add-on credit Cardholders will have separate Offer eligibility. So, there will be a separate voucher eligibility on completing the first transaction on the primary card and a separate voucher eligibility on completing the first transaction on the Add-on card, as per the Offer Period mentioned in Point 6.
8. Eligible customers will receive Amazon voucher within 60 days after completion of 30 days from Credit Card issuance.
9. Cardholders are required to complete first transaction within 30 calendar days of the date of issuance of the new Credit Card. The transaction refers to all types of sales transactions (including but without limitation, bill payments, online purchases, mail and telephone orders and insurance payments). Non-sales transactions, including but without limitation, finance charges, cash advance and cash advance charges, late payment charges, balance transfer or annual fees are not included.
10. Cancelled or refunded transactions will not be considered as first transaction.
11. Cardholders cannot combine any other welcome Offer/introductory Offer with this cashback Offer.
12. HSBC reserves the sole right to decide on whether a purchase transaction meets the eligibility criteria as listed above. All decisions in respect of the Offer shall be at the sole discretion of HSBC and the same shall be final, binding and non-contestable. Other than the specific entitlements available to the Cardholders under this Offer, any other claims with regard to this Offer against HSBC are waived.
13. This is a limited period Offer and HSBC in its sole discretion reserves the right to add, alter, modify, change or vary all or any of these terms and conditions or to replace, wholly or in part, this programme by another programme, whether similar to this programme or not, or to withdraw it altogether at any point in time by providing appropriate intimation to the Cardholder.
14. Issuance of the Credit Card is at the sole discretion of the Bank and is subject to the Bank's internal approval norms.
15. Interest needs to be shown and express consent must be provided in writing/calling on the toll free number or by providing an SMS to be called in relation to the Offer.
16. When the Cardholder shows any interest in the Offer by reaching out to the Bank by way of any of the above modes such as writing/calling on the toll free number or by providing an SMS, the said communication shall be treated as explicit and express consent to HSBC (including its representatives, group companies and service providers) to call the Cardholder on the contact number provided by the Cardholder in relation to the HSBC Credit Card irrespective of whether the Cardholder is a part of National Do Not Call registry/Do Not Call registry/National Customer Preference Register.
17. HSBC will not be liable for any direct or indirect loss or damage whatsoever that may be suffered, as a result of participating in the Offer. The existence of any dispute shall not, by itself, constitute any claim against HSBC.
18. Any disputes arising out of or in connection with this Offer shall be subject to the exclusive jurisdiction of courts in Mumbai only.
19. The usage of the Credit Card is governed by applicable terms and conditions. Please visit www.hsbc.co.in for detailed terms and conditions.

20. The Offer is subject to force majeure events.
21. Tax liability, if any will be borne by the Cardholder.
22. By availing of the Offer the Cardholders shall be deemed to have accepted all the aforementioned terms and conditions in totality.

Voucher Terms and Conditions

1. The e-gift card is valid for a period of 6 months from the date of issuance.
2. The e-gift card (e-Gift Card) can be used only for the purchases on www.amazon.in
3. E-Gift Card cannot be reloaded, resold, transferred for value or redeemed for cash.
4. E-Gift Card cannot be used to purchase other gift card.
5. E-Gift Card cannot be used on any of the partner sites including Junglee.com
6. E-Gift card cannot be used to purchase any other type of digital content such as apps.
7. E-Gift Card cannot be transferred from one account to another once the claim code has been added.
8. Amazon may change (add to, delete, or amend) these terms from time to time. Unless stated otherwise, the changes will apply to any new Amazon E-Gift Cards that are for personal, non-commercial use and enjoyment only. The same may be shared with family and friends, but may not be advertised, sold or used as promotional items by the purchaser or anyone else without Amazon's prior written consent.
9. Amazon e-Gift Card cannot be replaced, refunded or revalued. It cannot be exchanged for points or cash and cannot be re-validated.
10. Prior to using the website www.amazon.in, the Cardholder should refer, read, understand, accept and agree to the user agreement and terms and conditions of the said website, and proceed only if the Cardholder agrees to abide by the same. The Cardholder will be required to give personal information and other details online. The Cardholder should read and understand the privacy policy of the website, prior to providing any such information. Any disclosure of information made by the Cardholder towards using the e-Gift Card is at the sole discretion of the Cardholder and HSBC will not be responsible for the same. Amazon may use the personal information shared by the customer for any other purpose (like marketing, etc.) and HSBC shall not be held liable for such usage of personal information by Amazon Products offered under this Offer are subject to availability with Amazon and HSBC will not be liable for non-availability of any of the products.
11. HSBC does not make any warranties or representation about the quality, merchantability, suitability or availability of the products or services offered under this Offer. Any dispute regarding delivery, service, suitability, merchantability, availability or quality of the products/services availed under this Offer must be addressed in writing, by the customer directly to amazon.in
12. HSBC will not be liable for any direct or indirect loss or damage whatsoever that may be suffered, as a result of using the e-Gift Card.
13. Any dispute arising out of or in connection with the e-Gift Card shall be subject to the exclusive jurisdiction of the courts in Mumbai only.
14. Tax liability, if any will be borne by the Cardholder.
15. By using the e-Gift Card, the Cardholders shall be deemed to have accepted all the aforementioned terms and conditions in totality.

Redemption processs

Voucher needed to be redeemed in 30 days of receiving from the Bank, in the manner mentioned below:

- The e-code(s) received to be sent by SMS in the format HSBCADD <Space> e-code to 9902391200. For instance, if your e-code is 123456 then please SMS HSBCADD 123456 to 9902391200
- Please note that if you have received multiple e-codes for this Offer, you would need to send a separate SMS for each e-code
- On sending this SMS, you will receive the e-Gift Card on your registered mobile number within 24 hours
- Once received, please visit Amazon.in or the Amazon mobile app and use the voucher at checkout to redeem the voucher amount