

Offer Terms and Conditions:

1. This Offer of 'Instant EMI' (Equated Monthly Instalment) facility is brought to you by The Hongkong and Shanghai Banking Corporation Limited, India (HSBC) and any participation in the Offer is voluntary.
2. This Offer is available only to HSBC Credit Cardholders (hereinafter referred to as the 'Cardholder'), excluding HSBC Corporate Cardholders.
3. This Offer is valid on purchases made as per the Terms and Conditions from 8 March 2021 to 31 May 2021.
4. Offer details:
 - On the purchase of select iPhones models (iPhone 12 Pro Max, iPhone 12 Pro, iPhone 12, iPhone 12 mini) at select Apple authorized reseller stores and against card transactions executed on PineLabs POS/EDC terminals only, Cardholders may choose to opt for a 24-month Instant EMI with Deferred Payment Facility ("Facility") option
 - Under this option, Cardholders will be charged interest only on 75% of the total purchase value, which would be converted into 24 EMIs
 - 25% of the balance purchase amount shall be paid by customer till end of the tenure of the Facility. No interest or charges would apply on the said 25% amount for the duration of the Facility i.e. 24 months from purchase transaction date. However, the Cardholder shall be responsible to pay the said amount of 25% of the purchase value at once and in whole as outstanding amount on the card in the billing cycle immediately succeeding the completion of the duration of the Facility
 - Under the "No-Cost-EMI Offer" Facility terms, the total interest charged on the instalment plan viz. 75% of purchase amount, would be credited as cashback to Cardholder's card account after completion of 90 days from the month of the purchase transaction
 - Do note, HSBC will continue to charge you interest as applicable on a monthly basis (EMI) till completion of the Facility duration/tenure. However, the interest charge will be provided to you as onetime cashback directly to your card account. The same shall be re-communicated to you at the time of the purchase, effectively giving you the benefit of a No Cost EMI Facility. Applicable tax charges in form of GST shall apply.
 - A minimum of 12 EMIs need to be paid before applying for foreclosure of the Facility before the completion of the total tenure/duration of the same. Please note that if you wish to foreclose the Facility after payment of 12 EMIs, a one-time payment in form of 3% prepayment charge, subject to a minimum of INR 250, would apply on the outstanding principal amount under the Instant EMI Facility.
 - No foreclosure charge is applicable in case of early repayment of deferred payment amount.

Illustration:

Transaction amount	Tenure	ROI on loan amount	Loan amount (75% of transaction amount)	^Deferred payment (25% of transaction amount)^	Total Interest amount	EMI amount	With No Cost Offer, effective monthly cost#	No EMI Net
INR79900	24 months	15% p.a.	INR59925	INR19975	INR9811	INR2906	INR2497	

#Effectively you pay a monthly cost of 2497 x 24 months at 0% interest.

^While the “Deferred amount” is not due for payment before completion of Facility duration/tenure, and no charges will be applied on the same during Facility duration, you may choose to repay the same as an excess payment in the card account anytime between purchase date till 24 months. Please refer to the ‘Payment Hierarchy’ section in the Credit Card Guide to study how ‘excess payment’ is applied on the card account. After completion of the Facility duration of 24th month from the purchase transaction date, the outstanding amount of 25% (if not already paid) shall be due for payment immediately and shall accrue applicable charges, in case of failure of timely payment within the applicable billing cycle.

5. This Offer is not valid on online purchases of iPhones under the Offer and is applicable for in-store physical purchases only.

25% Assured Buy Back Plan Terms and Conditions fulfilled by Servify

Offer applicable on below devices only: (list of devices)

1. This promotional Offer is brought to you by Service Lee Technologies Private Limited (‘Servify’).
2. This Offer is only valid on purchases of specific iPhones made through HSBC Credit Cards upon availing of 24-month Instant EMI with Deferred Payment Facility.
3. The mobile device must be purchased from an Apple authorized reseller store on 24-month Instant EMI Deferred EMI Payment Facility available on eligible HSBC Credit Cards.
4. The Cardholders may avail the Assured Buy Back Plan, whereby they will be eligible for a 25% assured return price on the purchase value of the iPhone, at the time of submitting trading in the iPhone device to Servify outlets/kiosks and other points of contact between 21- 24 months from date of purchase.
5. The Cardholders will need to register with Servify in order to avail the Assured Buy Back Plan at the time of purchase, as instructed by the designated retailer/reseller.
6. Cardholders will not be eligible for the Assured Buy Back Plan, if they fail to register with Servify for any reason whatsoever. The reseller store/Servify may be contacted to ensure the registration is

successfully completed. Cardholders are encouraged to read and understand the Terms and Conditions of the said registration carefully.

7. The Assured Buy Back value offered to the Cardholder shall be subject to the condition of the phone and availability of the original accessories of the particular mobile phone being traded by the Cardholder. The amount offered under the Assured Buy Back shall be subject to tests conducted by Servify on the mobile phone device. For more details on how the Assured Buy Back/Trade-in value is calculated, please contact Servify customer service number: 1800 123 333 888 (toll free), on all days between 9am to 9pm or reach out to Servify customer service email ID: support@servify.tech.

8. The Facility offered is independent of the registration for Assured Buy Back Plan with Servify but shall be subject to conditions of the Offer in addition to other applicable conditions of Servify.

9. HSBC Bank assumes no responsibility and shall not bear any liability towards the Assured Buy Back facility provided by Servify.

Program Terms and Conditions and FAQs

1. The Assured Buy Back Plan is provided by Servify on select iPhone models at their sole discretion, and redemption will be subject to fulfilment of program Terms and Conditions as communicated by Servify at the time of purchase and registration.
2. The Assured Buyback Plan will be enabled by Apple authorised reseller stores at the time of purchase.
3. HSBC Bank has no role in Assured Buy Back and thus will not handle any query and complaints with respect to same. For any questions on Assured Buy Back , Cardholders will have to reach out to the reseller store, and for redemption to Servify.
4. HSBC Bank does not hold any warranty or make any representation with respect to the availability, delivery, quality, merchantability or suitability of the services to be rendered by merchants. HSBC Bank shall not be held liable for the same in any manner whatsoever. Any dispute or claim regarding the services or Offers must be resolved by the Cardholder/s with the partner directly, without any reference to HSBC Bank.
5. HSBC Bank and merchants reserve the right to add, alter, modify, change or vary all or any of these Terms and Conditions or replace, wholly or in part.
6. Customer needs to initiate the Assured Buy Back execution before end of 24 months (not after 30 days from Facility closure).
7. To avail Assured Buy Back Plan , the Cardholders needs to ensure registration of the newly purchased iPhone on Servify's mServ mobile application or any other means as specified, within 7 days of purchase. Please refer to details mentioned in the FAQ below.

Buy Back Plan FAQs

1. What are the program details?

The program allows you to pay for select iPhone models in 24-month interest free instalments and guarantees a fixed buy back price for your iPhone when you upgrade to your next iPhone or will provide you the Assured Buy Back amount in your bank account. The plan is available on iPhone 12 Pro Max, iPhone 12 Pro, iPhone 12, iPhone 12 mini at select Apple authorized reseller stores near you.

2. Who will provide Assured Buy Back?

The Assured Buy Back is provided by Servify exclusively on select iPhone models. Apple authorised reseller stores will enable the Assured Buy Back Plan along with 24-month EMI schemes. Assured Buy Back redemptions will be subject to overall program Terms and Conditions defined by Servify.

What are the key benefits?

1. 24-month No Cost Credit Card EMI plan for Cardholders (not applicable to HSBC Corporate Cardholders)
2. **75% of the transaction value will be converted into 24 EMIs @ interest rate 15% p.a.** using the Instant EMI[^] feature, with zero documentation and zero processing fee.
3. The **balance 25%** payable over the term of the loan viz. 24 months or competition thereof i.e. **Interest free period** of 2 years.
4. An Assured Buy Back Plan that protects the value of your iPhone against market fluctuations and insures an Assured Buy Back value for your iPhone. This guaranteed buy back value shall be paid by Servify to the Cardholder through bank transfer/NEFT as per the redemption process. The buy back value guaranteed for each duration is as per table 3 below.

Table 1: Financing plans details

Financing plans#	HSBC Bank Credit Card Instant EMI with Deferred Payment Facility
Down payment amount	Nil
Tenure	24 months only
Interest cost	15% p.a
Processing fee	Nil
*No Cost EMI on loan amount	Loan on 75% of transaction value @15%p.a
^Deferred payment amount	25% of transaction value @0% charges up till 24 months

#The loan approval from HSBC is at its sole discretion.

*Do note HSBC will continue to charge you interest as applicable on a monthly basis (EMI) till completion of the loan tenure, however, this interest charge will be provided to you as onetime cashback directly to your card account post 90 days from the end of the month of transaction, as communicated to you at the time of your purchase, effectively giving you the benefit of a No Cost EMI. Appropriate GST will apply.

Table 2: Illustrative example

Cost of iPhone	Tenure	ROI on loan amount	Loan amount (75% of transaction amount)	^Deferred payment (25% of transaction amount)	Total interest amount	EMI amount	With No Cost EMI Offer, net effective monthly cost#
INR100,000	24 months	15% p.a.	INR75,000	INR25,000	INR12,278	INR3637	INR3125

Note: GST charges will apply.

#Effectively you pay a monthly cost of 3125x24 months at 0% interest.

Table 3: Assured Buy Back/Trade-in values

The buy back value of your iPhone at any given point of time within the Facility term is determined by the age of the iPhone from the invoice date of your iPhone. The eligible buy back value is a certain percentage of the invoice value (ASP) of the iPhone as described in the table below.

iPhone 12 Pro Max, iPhone 12 Pro, iPhone 12 and iPhone 12 mini:

Redemption period (from date of purchase)	% of the invoice value
21-24 months	25%

Please refer to the detailed Servify's Terms and Conditions on the Assured Buy Back/Trade-in redemption process.

2. How do I enroll for the program?

The device must be purchased from an Apple authorized reseller store on HSBC Credit Card 'Instant EMI with Deferred Payment Facility of 24 months' for availing the benefits under this plan. Upon purchase of the iPhone under the financing scheme, please request the reseller to register the iPhone on Servify's mServ app or Servify portal within 7 days of purchase. Upon successful registration, the Assured Buy Back/Trade-in facility will be activated within 5 business days, subject to eligibility checks as deemed fit by Servify. You will subsequently receive the confirmation email and/or SMS from Servify.

The Assured Buy Back/Trade-in value is available only within the specified facility duration i.e. plan activation date to plan expiry date. The plan activation and expiry date will be communicated to you at the time of loan disbursal.

Please note that you will not be eligible for the Assured Buy Back/Trade-in value in the event of you not registering as per the above process. Please reach out to the reseller store to ensure registration is successfully completed.

The 24-month EMI with Deferred Payment Facility on your HSBC Credit Card is independent of the registration for Assured Buy Back/Trade-in facility on the Servify app/portal, and subject to Terms and Conditions of HSBC Bank.

4. When can I exercise my buy back option i.e. sell my original device for assured value?

- a. Within the plan term, if you wish to upgrade to the new iPhone by redeeming the buy back value as per the benefits offered by the plan, you must visit the nearest Apple authorized reseller store. Also, you can initiate redemption directly with Servify and a logistics agent will visit you to pick your registered device.
- b. The reseller shall initiate buy back process by downloading the Servify app on the iPhone and follow the instructions provided in the Servify app to complete the quality check ("QC") procedure and provide all the details asked in the process.
- c. Subject to you providing required details and subject to the iPhone passing the quality check ("QC") specifications as listed below under "QC specifications", the buy back request shall be approved. Please note, an online quality/diagnostic check will be conducted while raising a buy back request. No test shall be skipped by you, if skipped Servify may deny the benefits. If the iPhone does not pass the QC test, you shall not be eligible to avail the buy back plan.
- d. After the device diagnostics and QC is completed the final buy back value is shown. If the buy back value is acceptable, you will hand over the iPhone and other accessories to the reseller who will provide you the buy back value benefit in your next iPhone purchase or in your bank account.
- e. Servify assumes no responsibility towards HSBC for underlying device purchase finance Facility taken by the Cardholder.
- f. You need to initiate the buy back execution before end of 24 months while the doorstep pick/in-store buy back can be done up to 30 days from end of 24 months. Once a pick up is scheduled, you need to ensure device is handed over to logistics partner. Any delay/cancellations of pick up can lead to rejection of buy back plan redemption.

Any dispute regarding these must be addressed in writing, by the customer, directly with Servify and will need to contact Servify customer service number: 1800 123 333 888 (toll free), on all days between 9am to 9pm or reach out to Servify customer service email ID: support@servify.tech.

Redemption Terms and Conditions – Assured Buyback Plan from Servify

- a. The product shall be used by the customer on an 'as is' basis and shall not be tampered with, including but not limited to, by way of rooting attempts, reverse engineering, unlocking or jailbreaking of the product or original firmware(s) or software(s) of the product.
- b. Any warranty on the product is offered by Apple and any claims, issues, damages, or losses with respect to the product shall be the sole responsibility and liability of the Apple
- c. Servify shall not be responsible for any loss, injury, or any other liability of the products.

- d. The product must be switching on and remains in the on-condition for a minimum of 10 minutes without being connected to a charger.
- e. The product must be in working condition, passing all functional tests and in near flawless condition.
- f. The product screen and the body of the product must not be damaged or in broken condition.
- g. The product must not have any unauthorized modifications as per AppleCare norms.
- h. The product must be in working condition, passing all functional tests.
- i. The screen and the body of the product must not be damaged or in broken condition.
- j. Screen lock is not active (all forms of screen locks like pattern, pin, password, fingerprint, face recognition, smart lock, etc. need to be deactivated).
- k. Find My iPhone must be deactivated before handover.
- l. The original charger and charging cable of the product needs to be returned in working condition along with the original iPhone while availing the Assured Buy Back Plan. In case the customer fails to provide the product original box, charger and other accessories under the conditions specified above, Assured Buy Back Value shall be reduced by 5% of the original invoice value.
- m. In case any of the above conditions are not met, Servify or its affiliates reserve the right to reject the buy back plan redemption as per its sole discretion.
- n. Servify assumes no responsibility towards the HSBC for underlying device purchase finance Facility taken by the Cardholder.
- o. Customer needs to initiate the buy back execution before end of 24 months while the doorstep pick/in-store buy back can be done up to 30 days from end of 24 months. Once a pick up is scheduled, you need to ensure device is handed over to logistics partner. Any delay/cancellations of pick up can lead to rejection of buy back plan redemption.
- p. HSBC Bank assumes no responsibility towards the Assured Buy Back Plan extended by Servify.

Instant EMI with deferred payment Terms and Conditions

1. Instant EMI is a facility by which the Cardholder can make purchases on the HSBC Credit Card (hereinafter referred to as 'Credit Card') and then repay the purchase amount in instalments by converting the purchase amount in instant EMI facility. The Cardholder can make the purchase at select merchant establishment and get the transaction converted into an instant EMI. [Click here to read the full terms and conditions](#)
2. By way of the 'Deferred payment' Facility the Cardholder can make purchases on the HSBC Credit Card (hereinafter referred to as 'Credit Card') and then repay a part of the purchase amount as prescribed by HSBC, known as the 'Deferred payment' as a one-time payment at the end of the tenure availed.
3. The Cardholder can purchase select iPhone models at Apple authorized reseller stores (on Pine Labs powered POS/EDC terminals) and get the transaction converted into a 24-month Instant EMI with deferred payment option.

4. This Facility can be availed on a 24-month tenure only.
5. No finance charges will be applied on the 'Deferred payment' amount till the amount is made due for payment in your Credit Card statement.
6. In case of excess payment, amount will first be settled in the order minimum payment due, first by the following 'plans' i.e. EMI, cash advances, purchase outstanding and balance transfer in descending order of interest rates and within a given 'plan', the payment will be allocated in a predefined order of (1) Service charges, (2) Interest/finance charges, (3) Late payment charges (4) Annual fee (5) Over limit fee (6) Instalment handling fee (7) Instalment processing fee (8) Return cheque charges (9) Insurance premium (10) Purchase principal. Please refer to the 'Payment Hierarchy' section in the Credit Card Guide to study how 'excess payment' is applied on the card account
7. No foreclosure charge is applicable in case of early repayment of deferred payment amount.
8. Deferred payment transaction will utilize the available limit, blocking the purchase limit till the corresponding deferred payment outstanding is paid off.
9. The deferred payment outstanding will feature under narration "Balance Transfer Outstanding" on your Credit Card statement.
10. The deferred payment amount under 'Balance Transfers Outstanding' narration will not be included for computing the minimum payment due, as mentioned on the Credit Card statement from HSBC, until the amount is due viz. at the end of the 24-month tenure or earlier depending on the factors as defined on the card such as delinquency, card closure etc.
11. Post the 24th month of the purchase transaction, the outstanding amount on the deferred payment availed will be made due for payment on the Credit Card account, and applicable charges will be levied against failure to make timely payments.
12. The entire balance outstanding on the Credit Card (including any balances transfers/deferred payments) will become payable immediately upon the closure of the HSBC Credit Card whether such closure is initiated by the bank or by the Cardholder. 3% prepayment charges will apply.
13. HSBC reserves the right to foreclose the loan and debit the entire outstanding amount, if the earlier payments are overdue at any point in time during or after the Facility duration.
14. HSBC reserves the right at any time without previous notice to add, alter, modify, change or vary all or any of these Terms and Conditions or to replace, wholly or in part, this scheme by another scheme, whether similar to this scheme or not, or to withdraw it altogether. HSBC may at its discretion discontinue the deferred payment/balance transfer Facility at any time during the pendency of the facility, foreclose the loan and debit the entire outstanding amount to the Credit Card.
15. HSBC reserves the right to foreclose the facility and debit the entire outstanding amount if the earlier payments are overdue.
16. By participating in this Offer, the customers shall be deemed to have accepted all the aforementioned Terms and Conditions in totality.

Instant EMI Terms and Conditions

1. Instant EMI is a facility by which the Cardholder can make purchases on the HSBC Credit Card (hereinafter referred to as 'Credit Card') and then repay the purchase amount in instalments by converting the purchase amount in instant EMI facility. The Cardholder can make the purchase at select merchant establishment and get the transaction converted into an instant EMI.
2. The instant EMI facility is subject to final approval from HSBC and the customer should note that only in certain exceptional circumstances, such as Cardholder delinquency, Credit Card being blocked, etc. between time of purchase and settlement by the bank, the EMI facility may be cancelled post the transaction approval. All such transactions will reflect in your Credit Card statement as purchase

transactions and are subject to card usage Terms and Conditions and charges as applicable from time to time.

3. On successful conversion of the transaction to the instant EMI facility, the bank will communicate to the customer of the instant EMI facility availed by him/her. The communication will be containing information such as tenure, rate of interest etc. along with the applicable Terms and Conditions.
4. The rate of interest and processing fees will be applicable as mentioned on the charge slip for conversion of the transaction into an instant EMI (IEMI) or on authorisation at the payment gateway (for online transactions). Kindly note the Equated Monthly Instalment (EMI) that will be applicable on the IEMI conversion may differ up to a value of 99 paise owing to rounding-off. Cardholders may refer to the rates of interest for the corresponding tenures for the instant EMI facility, by visiting our website or by contacting HSBC Phone Banking.
5. Any discount offered by a merchant and/or manufacturer for converting a transaction into an EMI will be credited to the Cardholder as 'Cashback' post 90 days from the end date of the processing month of such an EMI. In case the purchase transaction is cancelled/reversed by the merchant or the instant EMI is not approved by HSBC, such a cashback will stand reversed without prior notice. All such transactions will reflect in your Credit Card statement.
6. The tenure chosen by the Cardholder will be mentioned on the charge slip duly accepted by the Cardholder or acceptance on the payment gateway (for online transactions), and cannot be changed at a later stage.
7. The EMI amount will be billed to the Credit Card every month on the same date as the first instalment date.
8. Minimum amount due: The instalment due for the month is included as part of the minimum amount due appearing in the Cardholder's monthly statement. The minimum amount due appearing on the Cardholder's monthly statement is calculated as a percentage of the total outstanding balance plus monthly instalment of instant EMI facility. Non-payment of the entire total payment due on the Credit Card by the payment due date will result in the levy of standard Credit Card interest rates on the balance outstanding. If minimum amount due (as defined above) is paid only, the standard Credit Card interest rates will be levied on the balance outstanding. However, if such partial payments do not cover the amount of EMI for the month, the balance EMI would also be subject to standard finance charge (including the late payment fee).

As an illustration:

12-month Instant EMI facility availed = INR10,750

Other outstanding balances = INR2,000

Instant EMI instalment for the month = INR1,000

Total payment due for the month = INR3,000

Minimum payment due = (5% multiplied by INR2,000) plus INR1,000 = INR1,100

Scenario I:

Amount paid = INR1,200

Amount outstanding = total payment due – amount paid = INR 3000 – INR 1200 = INR1,800

Finance charges at the applicable rate will apply on INR1,800 in the next billing.

Scenario II:

Amount paid = INR3,000

Amount outstanding - 0

No finance charges will apply.

9. Payments made towards the Credit Card outstanding will first be settled in the order minimum payment due, first by the following 'plans' i.e. EMI, cash advances, purchase outstanding and balance transfer in descending order of interest rates and within a given 'plan', the payment will be allocated in a predefined order of (1) Service charges, (2) Interest/finance charges, (3) Late payment charges (4) Annual fee (5) Over limit fee (6) Instalment handling fee (7) Instalment processing fee (8) Return cheque charges (9) Insurance premium (10) Purchase principal.
10. Prepayment charges on foreclosure of the instant EMI facility by the Cardholder will apply at the rate of 3% on the outstanding principal amount under the Instant EMI facility, subject to a minimum of INR250.
11. In the event of the Cardholder cancelling a transaction (purchase) post its conversion to instant EMI facility, he/she is required to contact the bank for discontinuation of the instant EMI facility on his/her Credit Card. Such intimation should be made by the Cardholder within 30 days from the date of availing the instant EMI facility. Processing of the purchase refund if any will be fulfilled by the merchant and all such transactions will duly reflect in your Credit Card statement.
12. Partial prepayment of the instant EMI facility will not be permitted.
13. Payments made in excess of the card outstanding will not automatically be adjusted against unbilled EMIs and will hence not result in prepayment of the Instant EMI facility. To pre-close the instant EMI facility, the Cardholders should contact HSBC Phone Banking.
14. If the Cardholder defaults on payment of any of the EMIs or if any EMI or any earlier payment or amount is overdue, the same will constitute an event of default and accordingly, HSBC reserves the right to foreclose the instant EMI outstanding and debit the entire outstanding amount forthwith without any notice.
15. If the Cardholder closes his Credit Card before all instalments have been repaid, the outstanding loan amount will be debited to the Credit Card account as one consolidated amount.
16. Any instant EMI requests by add-on Cardholders will be billed to the primary card. And such requests shall be binding upon the primary Cardholder and the primary and add-on Cardholder shall be jointly and severally liable for the transaction and for availing this Facility.
17. No request for change in card franchisee (Visa/MasterCard®) will be entertained during the entire loan period.
18. No request for changes in the billing cycle will be entertained during the entire tenure of the Instant EMI facility. The tenure of the Instant EMI facility is defined as the loan tenure selected by the Cardholder at the time of request.
19. Nothing contained under the instant EMI facility will be construed as an obligation on HSBC to continue the instant EMI facility after the date of termination of the instant EMI facility.
20. HSBC may by add, alter, modify, change or vary all or any of these Terms and Conditions or replace, wholly or in part, this instant EMI facility by another facility, whether similar to this facility or not, or withdraw it altogether without any prior notice. HSBC may at its discretion discontinue the instant EMI facility at any time during the pendency of the facility, foreclose the instant EMI facility and debit the entire outstanding amount to the Credit Card by providing a 30 days notice. The notice will not be applicable in case of a default.
21. The Cardholder will not hold HSBC responsible for or liable for, any actions, claims, demands, losses, damages, costs, charges, and expenses that a Cardholder may suffer, sustain or incur by way of this scheme or by way of the merchant's products/services.

22. All and any disputes arising from the instant EMI facility will be subject to the exclusive jurisdiction of the courts of Mumbai.
23. The terms of this Offer shall be in addition to and not in substitution of the Terms and Conditions contained in the Credit Card Services guide. This Offer is by way of a special facility for select Cardholders and nothing contained herein shall prejudice or affect the Terms and Conditions of the Credit Card Services guide. The words and expressions used herein shall have the same meaning as in the Credit Card Services guide.
24. Please note that basis Goods Service Tax (GST) regulations and notified GST rates, Central GST and State/Union Territory GST or Inter-state GST, as applicable, would apply on our fees and charges with effect from 01 July 2017.

No Cost EMI offered on select tenures/products:

➤ What is No Cost EMI?

No Cost EMI is offered by merchants and can be availed on select products/tenures only.

In No Cost EMI, monthly instalment = Total product price/EMI tenure in months.

The interest charged by the bank will be offered in the form of cashback by merchants, effectively making it no effective interest.

For e.g.:

1. You pay INR30,000 for your purchase using No Cost EMI for a 3-month tenure, your card will be blocked for INR30,000.
2. HSBC will convert this to EMI within 4-7 days.
3. Cashback equal to the total interest amount for a 3-month tenure (For e.g. INR663) will be credited to the card as per merchant Terms and Conditions. This reduces a loan of INR30,663 (principal + interest) to a loan of INR30,000.
4. You pay 3 equal instalments of INR10,221 every month.
5. Cashback is credited post 90 days from the end of month of the transactions as per industry practice.
6. Some merchants may offer upfront discount while purchasing instead of cashback.
7. Cardholders are advised to refer to the details on the purchase charge slip and read the merchant's Terms and Conditions carefully before making payment and opting for No Cost EMI payment option.
8. Credit Cardholder will need to pay applicable EMI and interest on total value of the order at the time of payment to the HSBC Card along with applicable taxes on the interest amount, in accordance with the terms applicable to the Credit Card.

Note: Do note while HSBC will continue to charge you interest as applicable, however, this interest charge has been provided to you as an upfront discount/cashback by the merchant to card/wallet as communicated to you at the time of your purchase, effectively giving you the benefit of a No Cost EMI. Please do read the merchant Offer Terms and Conditions carefully.

General Terms and Conditions:

1. Terms and Conditions of Servify and Apple authorized reseller would apply with respect to cancellation of product specifications, warranties, guarantees, orders, refunds and replacements. Cardholders are required to refer to, read, understand, accept and agree to be bound by the same. For more details, visit: Servify website: <https://hsbc-apple.servify.tech/employee/terms-of-service>, 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 might be required to give personal information and other details online. The Cardholder should read and understand the Privacy Policy of the website and/or mobile application, prior to providing any such information. Any disclosure of information made by the Cardholder towards availing of or fulfilment of the Offer is at the sole discretion of the Cardholder and HSBC will not be responsible for the same. Servify and participating Merchants may use the personal information shared by the customer for any other purpose (like marketing, etc.) and HSBC shall not be held liable for the same.
2. HSBC and/or Servify reserve the right to cancel an order in case of any fraudulent activity including creating duplicate accounts, aliasing, placing multiple orders or violating the Terms and Conditions. Upon cancellation, the order will not be reinstated. HSBC shall not be liable for any refunds or compensation in case of said cancellations by Servify.
3. Cardholders are advised to check the details about information pertaining to insurance facilities on device/s, return policy and after sales service policy with Servify or participating merchant establishments before making payment. Cardholder may purchase an insurance facility from Servify, while making the purchase, or from any other insurer subsequently.
4. The Offer benefit will be limited on the select available devices.
5. Any defects, deficiency, claims, issues, damages or losses arising with respect to the product/services shall be the sole responsibility and liability of the manufacturer/seller or the service provider and HSBC will not be responsible for the same.
6. Any query regarding the Offer will be entertained during the Offer Period only.
7. In case of cancellation of the order by the Cardholder, the transaction will not qualify for the Offer. Refund, excluding the discount amount, will be initiated only to the Card used for making such payment.
8. The Offer is valid in India for adults of a sound mind only.
9. This Offer shall be subject to all applicable central/or state laws, rules and regulations.
10. This document is an electronic record in terms of Information Technology Act, 2000, and the rules there under as applicable and the amended provisions pertaining to electronic records in various statutes as amended by the Information Technology Act, 2000. This electronic record is generated by a computer system and does not require any physical or digital signatures.
11. HSBC and Servify reserve 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 Offer with another, whether similar to this Offer or not, or to withdraw it completely at any point in time at its sole discretion. The Offer may/may not be extended as mutually agreed by HSBC and Servify.

12. Usage of the Card is governed by applicable Terms and Conditions. Please visit www.hsbc.co.in for detailed Terms and Conditions.

13. For any queries, complaints, after sale service queries regarding the products Cardholders need to reach out to the Apple Authorized Reseller store for further assistance.

14. 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.

15. The Offer is subject to force majeure events.

16. Tax liability, if any, will have to be borne by the Cardholder.

17. Please note that basis Goods and Services Tax (GST) regulations and notified GST rates, Central GST and State/Union Territory GST or Inter-State GST, will be levied on the discounted price, as applicable.

18. HSBC reserves the sole right to decide on whether a purchase meets the eligibility criteria listed above.

19. All decisions with respect to 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 Cardholder under the Offer, any other claims with regards to the Offer against HSBC are deemed waived.

20. HSBC does not make any warranties or representation about the quality, merchantability, suitability or availability of the services offered under this Offer. Any dispute regarding these must be addressed in writing, by the customer, directly with Servify or the Apple authorized reseller store.

21. Any disputes arising out of or in connection with the Card shall be subject to the exclusive jurisdiction of courts at Mumbai only. The existence of any dispute shall not, by itself, constitute any claim against HSBC.

22. By participating in the Offer, Cardholders are assumed to have accepted all the aforementioned Terms and Conditions in their totality.

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