

## **Terms & Conditions – Blockbuster EMI Days x Bajaj Social Campaign**

### **1. Introduction**

These Terms and Conditions (“T&Cs”) govern the Blockbuster EMI Days, #EMIHaiNa x Bajaj Campaign (“Campaign”) organized by Bajaj Finance Limited (BFL). By participating, you agree to be bound by these T&Cs.

### **2. Definitions**

**Campaign:** A promotional activity where participants engage in specified activities to win an opportunity to e-meet “Sreeleela”

**Participant:** Any eligible individual who completes the qualifying activities during the campaign period in accordance with the Terms and Conditions.

Panel: Three representatives nominated by BFL to evaluate contest entries.

### **3. Eligibility:** Campaign is open to individuals who:

- Are Indian residents aged 18 years and above.
- have visited Bajaj Mall to check his eligibility by entering their phone number and purchased a product on loan through Bajaj Finserv EMI Network card at a nearest partner store from the mentioned product categories only: (Smartphone, AC, Washing Machine, Tyres, Fridge, Electronics & Appliances, Furniture, Kitchen Appliances, LED, Cycles, Laptop, Camera)
- Must have a public Instagram / Facebook account and engage with the Campaign.
- Employees of Bajaj Finance Limited and their immediate families are not eligible.

### **4. Campaign Period**

The campaign runs from 20<sup>th</sup> Sep, 2025 to 31<sup>st</sup> Oct, 2025. BFL reserves the right to modify or cancel the campaign at any time.

### **5. How to Participate**

Participants are required to complete the following activities during the Campaign Period:

- i. See the contest alert/posts on BFL's official Instagram handle (@bajajfinserv) or Facebook Page.
- ii. Watch the contest video posted on these handles. Video will be pinned on Facebook and Instagram.
- iii. Comment their funniest festival shopping story on the pinned contest video using #EMIHaiNa.
- iv. Click the link in bio and land on Bajaj Mall.
- v. Check their eligibility on Bajaj Mall by entering their phone number.
- vi. Explore products on Bajaj Mall from the following categories: Smartphones, ACs, Washing Machines, Tyres, Refrigerators, Electronics & Appliances, Furniture, Kitchen Appliances, LEDs, Cycles, Laptops, Cameras.
- vii. Visit the nearest partner store and purchase a product using the Bajaj Finserv EMI Network Card.

viii. DM BFL on Instagram or Facebook with the following details:

- Their Instagram/Facebook username
- Phone number
- The hashtag #EMIHaiNa

## **6. Winner Selection**

Participants who have (a) commented on the pinned contest video using #EMIHaiNa, (b) visited Bajaj Mall and checked their eligibility, and (c) purchased a product on loan from the nearest partner store using the Bajaj Finserv EMI Network Card shall be considered eligible.

Participants who have completed all the above steps shall be shortlisted, and from these, 15 (fifteen) winners will be selected.

From the pool of eligible Participants, winners shall be selected through an evaluation process conducted by a panel of three (3) representatives nominated by BFL ('Panel'). Each Panel member shall award marks to the entries based on creativity, originality, and relevance to the contest theme. The Participants with the highest aggregate marks across the Panel shall be declared winners. In the event of a tie in marks, the Participant with the higher loan amount shall be considered the winner. The decision of BFL and the Panel shall be final, binding, and not open to challenge.

## **7. Rewards**

Each winner shall be rewarded with an exclusive opportunity to e- meet Sreeleela.

## **8. Disqualification**

Participants may be disqualified for submitting fake or misleading information, using bots or paid engagement tools, posting offensive or inappropriate content.

## **9. Data Usage**

Participant data will be used solely for campaign purposes and in accordance with BFL's Privacy Policy. Data may be shared with third-party vendors engaged by BFL solely for administering the Campaign.

## **10. Cost of Travel shall not be provided by BFL**

The celebrity meet will happen in the format of an E-meet with Sreeleela only. There will be no travel associated with the reward.

## **11. Mode of Announcement of the Winners**

The results of the Contest and list of Winners will be announced by BFL over its official Instagram handle @bajajfinserv on @bajajfinserv\_emiaina, Winners will also be notified personally via WhatsApp, SMS & Email, Telephone call. BFL's decision on the results shall be final and binding, and no correspondence regarding the results will be entertained.

## **12. Other Terms**

- a) The e-meeting with Sreeleela will be scheduled basis her availability. Participants are required to adhere to the guidelines for the meeting.

- b) By participating in the Contest, Participant consent to the collection and use of their personal data (e.g., name, contact details) for the purpose of administering the Contest and delivering Rewards.
- c) By participating, participants grant BFL the right to use their submissions, participant images/videos for promotional purposes.
- d) Participants agree to allow BFL to feature their images/videos on social media and marketing materials.
- e) BFL, at its sole discretion, may disqualify Participant and refuse to provide the Reward if the Participant indulges in any unfair conduct, which BFL deems to be improper, inappropriate, unfair or otherwise adverse to the operation of the purported Contest and/or is in any way detrimental to other Participants which includes, but is not limited to:
  - i. Falsifying his/her personal information;
  - ii. Any violation of the T&Cs;
  - iii. Any false, misleading, or inappropriate submissions will result in disqualification.
  - iv. Multiple entries from the same participant will not be considered.
  - v. Collaborative posts and reposting only through Stories only will not be considered valid.
  - vi. Posts from fake accounts or those using fraudulent methods will be disqualified.

BFL reserves the right to disqualify any participant at its discretion.

- f) BFL shall not at any time be responsible: **(i)** or liable for any delay, suspension, cancellation, revocation of the Offer; and **(ii)** for any direct or indirect loss, injury, damage or harm suffered by or in connection with the Contest.
- g) This Offer is available only to citizens of India. Customers must not participate in the Offer if they are prohibited by the respective State, municipal or other local area body laws from participating in such promotions or if such offers are not permitted to be offered within such jurisdictions. **FOR AVOIDANCE OF DOUBT PLEASE NOTE THAT THIS CONTEST IS NOT APPLICABLE TO THE STATE OF TAMIL NADU.**
- h) None of the Reward / Offer involve any betting and / or wagering of money.
- i) BFL reserves the right to extend, suspend or cancel, withdraw or terminate the Contest. BFL reserves the right, to add / alter / modify /change or vary any or all of these T&Cs or to replace wholly, or in part at any time. BFL shall not be liable for any technical errors, server downtime, or social media platform restrictions affecting participation.
- j) These T&Cs shall be governed by the laws of India. All disputes if any arising out of or in connection with this offer shall be subject to the exclusive jurisdiction of the competent courts in Pune, Maharashtra only.
- k) No disputes can be raised against the evaluation made.
- l) Rewards are non-transferable, non-assignable, and non-encashable.
- m) Any additional expenses beyond the covered items will be borne by the recipient.

## Disclaimer

- The contest video featuring all three celebrities has been filmed as a live production.
- The celebrity videos are hyper-personalized using AI tools to include dealer-specific details (e.g., name, location, product, and promotional messages). These videos are AI-generated and use only the celebrity's voice to convey the message. The celebrities have not personally recorded these personalized versions.

- The AI-generated videos are for promotional purposes only and shall not be treated as personal endorsements.
- Neither the celebrities nor Bajaj Finance Limited shall be responsible for any inaccuracies, errors, or deviations in the AI-generated output.