

**Visa – Mumbai Duty Free Promotion: Jan 22 – Feb 28, 2018**

**Offer Construct-**

Shop for USD 80 or more at Mumbai Duty Free (both Departure as well as Arrival) to get an assured gift.

All Visa Cardholder who make a single transaction of USD 80 or above will receive a scratch card and stand a chance to get either

- (i) a USD 10 gift voucher from Mumbai Duty Free OR
- (ii) Daily Mega Prize worth INR 5,000 payable as Amazon Pay balance

The Scratch Card itself serves as the USD 10 gift voucher which may be utilized towards Promotion Cardholder's next purchase at Mumbai Duty Free and is valid for use by 30 May 2018.

Offer applicable on all Visa cards (Debit, Credit & Prepaid) issued in India.

**Offer Period** : Jan 22, 2018 – Feb 28, 2018

**COMMUNICATION FRAMEWORK FOR ISSUERS** - Visa is providing issuers with toolkit elements. All communication elements need to adhere to the guidelines prescribed below and need to be approved by Visa Marketing team, in writing, atleast three working days before deployment.

Scenario 1 - If the client wants to use the creative assets provided by Visa

Make the most of your trip with Visa.

Spend \$80 or more at Mumbai Duty Free and get:

Gift Voucher \$10 from Mumbai Duty Free or Daily Mega Prize ₹5000 as Amazon Pay balance

MUMBAI DUTY FREE

VISA

For more information visit [visa.co.in](http://visa.co.in)

Bank Logo

\*\*The image used is for illustrative purposes and the person in the image is a model. All brand names and logos are the property of their respective owners.

The offer unit with Amazon Pay logo needs to be used as is and cannot be modified.

The Visa – Mumbai Duty Free unit is composite mark is mandatory for all communication .

Clients can customize the logo and the CTA., the card face & CTA, the card face and the logo.

Scenario 2 – If the client wants to promote the Mumbai Duty Free – Visa promotion in their own template or across touchpoints (e.g. statement insert, website banners), they can use the Visa-Mumbai Duty Free promotion composite unit as shown below.

Spend \$80 or more at Mumbai Duty Free  
and get assured gifts\*.



The offer unit with Amazon Pay logo needs to be used as is and cannot be modified.

The Visa – Mumbai Duty Free unit is composite mark is mandatory for all communication .

\*Offer valid till 28th Feb, 2018. | For more details visit [visa.co.in](http://visa.co.in) | All brand names and logos are the property of their respective owners.

The open files of the communication template have been uploaded on -  
<https://drive.google.com/open?id=1EdGJNiXJZ8rJcF1PDshJ28a40zX5tYAc>

#### Sample SMS for Issuers:

*Shop for \$80 or more at Mumbai Duty Free with your Visa card and get an assured gift. Offer valid till 28 Feb 2018. T&C apply.*

#### Sample email subject line/ headline for issuers:

*Get an assured gift. Just shop at Mumbai Duty Free with Visa.*

#### DO's & DON'Ts:

- The offer construct verbiage cannot be amended in any form.
- The Visa – Mumbai Duty Free composite logo, as indicated in the creative is mandatory for all communication promoting the offer. Either or both logos cannot be amended or removed from the communication.
- **Any entity outside of Visa does not have the rights to use the Mumbai Duty Free logo for the purposes of this promotion except in the manner specified by Visa.**
- Distortion of the **Visa-Mumbai Duty Free composite promotion unit** is **NOT** allowed for the purposes of communicating this offer to card holders.
- The offer **cannot be communicated as a “Bank – Mumbai Duty Free” promotion** offer as the promotion rights are between Visa and Mumbai Duty Free only.

- All communication promoting the offer should be approved by Visa Marketing team in writing, atleast three working days, before being deployed.

#### **Merchant Terms and Conditions**

- Offer valid on all Visa Cards- Debit, Credit & Prepaid- issued in India
- The Mumbai Duty Free voucher of USD 10 can be redeemed at Mumbai Duty Free on your next transaction till May 30, 2018
- The \$10 Gift Voucher is not redeemable on Tobacco
- Only 1 voucher can be redeemed per invoice. Clubbing of vouchers is not allowed.
- Daily Mega Prize of INR 5000 as Amazon Pay balance can be redeemed only on amazon.in
- Offer valid till 28 Feb, 2018 or till stocks last.
- Mumbai Duty Free and Visa reserve the right to cancel, discontinue or amend the promotion at any time.

#### **Visa Terms and Conditions**

1. Offer details as shown are based on information provided by the Merchant. No warranties are made by Visa that the information is correct. Please check directly with Merchant to confirm availability and validity of the Offer.
2. The Merchant is the sole provider of all goods and/or services under this offer. Accordingly, the Visa Cardholder understands, acknowledges and agrees that the procurement by him/her of any goods and/or services under this Offer shall constitute a contract solely between the merchant and him/her, and Visa is not, nor will become, a party thereto.
3. By utilizing or attempting to utilize any of the goods and services under this Offer, the Visa Cardholder understands, acknowledges and agrees that:
  - a. Any claim, complaint or dispute of any nature arising out of or in relation to the procurement, or attempted procurement by the cardholder of any goods and/or services under this offer (each a "Claim") shall be settled by the Visa Cardholder directly with the Merchant, and Visa Cardholder shall not make any Claim against Visa.
  - b. Without prejudice to the foregoing, and to the fullest extent permitted by law, Visa shall not be liable to any person for any loss, damage, expenses or claim (whether direct or indirect) in relation to any personal injury, death, false representation, damage or omission arising from or in connection with the usage or attempted usage of the Offer or goods and/or services provided under the Offer.