

Samsung Rewards Program

TERMS AND CONDITIONS

(Updated as of 12 January 2026)

With the introduction of Samsung Rewards Program, Samsung's existing loyalty program namely Samsung Smart Club Loyalty Program stands migrated to the Samsung Rewards Program with effect from 16th December 2025.

Existing Samsung Smart Club Loyalty members must agree to the terms and conditions of the Samsung Rewards Program and complete the migration of their Smart Club Loyalty accounts to transfer their accumulated Samsung Smart Club Loyalty points and tier status to Samsung Rewards Program as per the terms detailed hereunder. Only upon successful migration to Samsung Rewards Program, the existing Smart Club Loyalty members will continue to enjoy the benefits (including the accumulated benefits under Samsung Smart Club Loyalty program) and privileges offered under the Samsung Rewards Program. With effect from 16th December 2025, unless the existing Samsung Smart Club Loyalty Member successfully migrates to the Samsung Rewards Program, the existing Samsung Smart Club Loyalty Member shall not be able to earn and (or) redeem the accumulated benefits under Samsung Rewards Program, until such time the Samsung Smart Club Loyalty Member migrates to Samsung Rewards Program as per the terms detailed hereunder.

For detailed guidelines and steps on how to migrate your Samsung Smart Club Loyalty account into Samsung Rewards Program, please [Click Here](#)

PLEASE READ CAREFULLY.

By using or enrolling in this Samsung Rewards Program (including migrating from Samsung Smart Club Loyalty Program to Samsung Rewards Program), you agree to the following terms and conditions (the "Terms") that govern this program:

A. Overview of Samsung Rewards Program

The Samsung Rewards Program (the "**Program**") is a loyalty program sponsored by Samsung India Electronics Private Limited ("**Samsung**") through which individuals ("**Participant(s)**") who have a valid Samsung Account ID, may earn points ("**Point(s)**") upon purchase of eligible Samsung products that will be credited to Participant's Samsung Rewards Account ("**Rewards Account**") as set forth herein. The existing accumulated points from Samsung Smart Club Loyalty shall also stand transferred to Samsung Rewards subject to successful migration of Samsung Smart Club Loyalty account into Samsung Rewards Program **on or before December 15, 2026**. Failure to successfully migrate the Samsung Smart Club Loyalty account into Samsung Rewards Program on or before December 15, 2026, shall result into the lapse of such accumulated points and Samsung shall not be liable for any claims thereof.

Program Benefits are valid exclusively on purchase by individuals of Samsung product(s) from eligible product categories (as mentioned in Annexure A) and from select Samsung Brand shops, Samsung Digital Plazas, Samsung Smart Cafés ("**Authorised Offline Stores**"), Samsung Shop App and Samsung.com/in ("**Authorised Online Store**") and Samsung owned and operated stores ("**Samsung's BKC store**") only. Program Benefits shall strictly not apply to purchase made by or in or for Bulk or Commercial purchases, purchases from Ecommerce websites/ online except from Samsung Shop or

samsung.com/in, purchases by Institutional Consumer, purchases by Samsung Dealers (including their family members, employees – direct or indirect) and Samsung Experience Consultants (SEC) engaged at the Outlets.

B. Eligibility and Participation in the Program

1. This Program is open only for Individual(s)/ customer(s)/ (“Participant(s)”) residing in India who has completed the age of 18 years, on purchase of eligible Samsung product(s) and meeting the criteria(s) as specified by Samsung from time to time. **Participants must have a valid Samsung Account ID.** If you do not have a Samsung Account ID, visit <https://account.samsung.com> and follow the links and instructions to create an account. No fee is payable by the Customer to enrol as a Member in this Program. Existing Samsung Smart Club Loyalty Members shall be eligible for migration to Samsung Rewards subject to the terms hereunder.
2. The Samsung Account Terms and Conditions, which you agree to when creating a Samsung Account, form an integral part of these Terms. The latest version of these Samsung Account Terms and Conditions can be found here <https://account.samsung.com/membership/policy/terms>. In case of any inconsistency or conflict between these Terms and the Samsung Account terms and conditions, these Terms shall prevail, to the extent the inconsistency is in relation to the Samsung Rewards Program. The Program is offered to Participants only. Corporations, associations, including school organizations, or other groups are not eligible to participate in the Program.
3. The Program and these Terms apply to the earning and redemption of Samsung Reward points in India. Other Samsung group companies may have their own, separate, Samsung Reward Programs as applicable in their jurisdiction. Points earned from one Samsung Rewards Program must be redeemed within the same Program. You may register a Rewards Account with additional Samsung companies so that you can earn and spend points in multiple countries. Your Points balances will be shown separately for each Rewards Account.
4. **Registration & Migration**
 - a) Participants who register their Samsung Account on or after 16th December 2025, and are agreeing to the Samsung Account Terms therein and Samsung Rewards Terms hereunder, will be enrolled into the Samsung Rewards Program.
 - b) Participants who registered their Samsung Account before 16th December 2025, are not enrolled into Samsung Rewards Program yet. They need to either migrate their Samsung Smart Club Loyalty Account (if not migrated yet), in order to transfer their existing accrued points and tier status into Samsung Rewards, by following the Account Migration steps and continue enjoying the benefits of Samsung Rewards Program or provide consent to enrol into Samsung Rewards (if already migrated) post logging in their existing Samsung Account. [Click Here](#) for Account Migration Details.
 - c) You can check your membership status at www.samsung.com/in/mypage/rewards.

- d) Continued participation in the Program constitutes each Participant's continued full and unconditional agreement to these Terms as they may be updated from time to time, and representation that Participant meets the eligibility requirements set out in these Terms.
 - e) There is a limit of one (1) Rewards Account per jurisdiction per Participant/E-mail address/Mobile no, regardless of whether more than one (1) Participant uses the same E-mail address/Mobile no. The person who is the authorized E-mail account/Mobile no holder of the E-mail address/Mobile no indicated in the Samsung Account (and who otherwise meets the eligibility criteria) will be deemed as the Participant.
 - f) Users may opt out of Samsung Rewards by completing the process at this <https://v3.account.samsung.com/dashboard/intro>. Users hereby agree and acknowledge that opting out of Samsung Account shall immediately result in opting out of Samsung Rewards.
5. Participant's Personal Information: To learn how Samsung will use the personal information collected in connection with the Rewards Account and/or this Program, read the Samsung Account Privacy Notice here: <https://www.samsung.com/in/info/privacy/>.
 6. Receive Communications from Samsung: By accepting these Terms and Conditions and signing up for the Rewards Program, the Participants (who have given marketing consent under Samsung Account) hereby agree to receive communications, including but not limited to Emails, WhatsApp, SMS/RCS and/or push notifications to their devices from Samsung for promotional, information and/or other purposes associated with Samsung Rewards on the contact details (Email Address/ Mobile no) mentioned in the enrolment form. All communication directed to this address or any other address intimated in writing to the Samsung Rewards Program, will be deemed to have been received by the Member.
- C. Duration, Modification and Termination of the Program**
1. The Program will continue until Samsung announces its termination. Samsung also reserves the right to suspend the Program or modify the Terms at its discretion. Termination, modification or suspension may affect a Participant's ability to redeem accumulated Points.
 2. Samsung may at its sole discretion modify, withdraw, amend or add to any Samsung Rewards and Tier benefits or features. Samsung will give reasonable advance notice of such action to Participants.
 3. Examples of the action which Samsung may take under this clause include modifying the right to earn or redeem Samsung Rewards Points including the rates of redemptions or tier thresholds, amendment or withdrawal of tier status, and the amendment or withdrawal of tier benefits.
 4. A Participant's continued participation in the Program constitutes his or her acceptance of any changes to the Program Terms and Conditions.
- D. Membership Tier(s)/ Benefits and Enrolments**

With transition to the Samsung Rewards Program, all Participants must have a Samsung Account. For those creating Samsung Account after 16th December 2025, a Samsung Rewards account will be created automatically subject to the Participants agreeing to the Samsung Account Terms therein and Samsung Rewards Terms hereunder,

1. Membership Tier and its Benefits

Tiers Status and its Benefits will be awarded only when the Member qualifies for the minimum eligibility criteria of the same as per the construct mentioned below:

Tier Status	Criteria		Benefits
	Purchase Value in INR (in the last 2 years)	Tier Renewal (in the last 2 years)	Reward Points** (per INR 100 spent post discount/ offers)
Platinum	>= INR 200000	>= INR 200000	2 points
Gold	INR 75000 - INR 199999	>= INR 75000	1.5 points
Blue	>=INR 15000* - INR 74999	NA	1.25 points
Base	Up to INR 14999	NA	NA

Note:

- a) Spend minimum of ₹15000 + on eligible products (single invoice) to start your rewards journey.
- b) *For participants to be eligible for the Blue Tier and above, they need to have a purchase value of INR 15,000 in a single invoice (multiple eligible products can be combined in that single invoice). Participants can achieve a higher tier status at any point during the year by meeting the required purchase value as outlined in the table above.
- c) The cumulative purchase value over the last 2 years is considered at the time of Tier Upgrades and Tier Renewals (except for Blue Tier initiation which requires a single invoice value of INR 15000).
- d) Subject to the terms and conditions of the Samsung Rewards Program (as amended from time to time), Participants once enrolled as a Member under the Program, the membership would continue and be renewed automatically every 2 years except that the renewal at the same Tier shall be subject to meeting the criteria stated above on the renewal due date, failing which the Member would be downgraded to the previous tier.
- e) There is no downgrade applicable for a member of the Blue Tier under the Program.
- f) **Reward Points: Up to 2%/ 1.5%/ 1.25% points on invoice value (post taxes) will be credited for Platinum/Gold/ Blue tier respectively. No Points will be credited for Base Tier members on any transaction.
- g) Existing SmartClub Loyalty tiers will be remapped to Samsung Rewards tiers as below:

SmartClub Loyalty Tiers	Samsung Rewards Tiers
Plus	Blue

Pro	Gold
Elite	Platinum

2. Enrolments

A. Enrolments as Samsung Rewards Member (Offline)

1. In the case of a New Enrolment: At the time of an offline purchase of Samsung Products from relevant offline stores (including Samsung BKC Store), customers will receive a Samsung Account sign-up/Sign-in link via SMS/WhatsApp on their registered mobile number. To become eligible for earning and redeeming points under the Samsung Rewards Program, customers must sign in or sign up for a Samsung Account and Samsung Rewards before completing the billing process. Failure to do so will render the customer ineligible for any accruals or redemptions under this Program
2. In case of an Existing Samsung Smart Club Loyalty Program member, making offline purchases, they must ensure their existing Samsung Smart Club Loyalty Account have been successfully migrated to Samsung Rewards Account, in order to successfully transfer their existing tier status and all the available points balance including earn new points for the current purchase, for further utilisation and participation in the Samsung Rewards Program.

Existing Members of Samsung Smart Club Loyalty Program will receive communications based on their Migration Status as below:

- Already Migrated Account: Samsung Smart Club Loyalty Program Members will receive a Samsung Account sign-in link via SMS/WhatsApp on their registered mobile number to continue earning and redeeming points.
 - Non-Migrated Account: Samsung Smart Club Loyalty Program Members will receive a Migration Link via SMS/WhatsApp on their registered mobile number. To proceed, they must create a Samsung Account and agree to Samsung Account Terms and Samsung Reward Terms to enrol as a member. Failure to comply with these requirements, will result in non-accrual of new points or redemptions of accrued points.
3. Further, enrolment as a Samsung Rewards Member and availing of Program Benefits can only be done in the name of the person mentioned on the invoice issued by the Outlet at the time of said purchase. Allocation of reward points is dependent on the purchase value of invoice as stated above. For future purchases at Authorized Offline Stores and Samsung BKC store, Members must validate their membership using their registered Mobile Number at the billing counter prior to their invoicing in order to earn and burn points.

B. Enrolments as Samsung Rewards Member (Online)

1. In case of New Enrolment: Upon successful creation of Samsung Account with registered Mobile Number/Email ID/Google Account, the Participant, will be auto enrolled in the Samsung Rewards Program w.e.f. 16th December 2025 onwards. The Member's Samsung Account ID will serve as the primary identifier for all transactions and benefits under the Program.

2. Existing Smart Club Loyalty Program Members must ensure they successfully sign up or sign in to Samsung ShopApp or Samsung.com using his/her Samsung Account before completing any online purchase in order to earn new reward points and/or burn their accrued reward points.
3. Points shall be awarded subject to the purchase not falling under “Bulk Purchase” (as mentioned under Annexure A) and subject to restriction on earning points to the limited numbers of products from each category during a specified period of time as set forth in Annexure A.

E. Earning Samsung Reward Points

1. Earning Points through use of Samsung Shop App:

Samsung may offer Samsung Reward Points to use, engage or interact with Samsung Shop App (solely determined by Samsung and subject to change from time to time) available on some or all eligible devices. Each such offer will provide details and terms regarding how to earn Points and when they will be credited to Participant’s Rewards Account.

2. Earning Points through Purchase of Select Samsung Products:

- (a) Samsung will offer Points on purchase of eligible Samsung products through authorized channels/ offline stores/authorised online stores/company owned and company operated stores. Members must ensure they are logged into their Samsung Account before making the purchase to earn points . The standard rate used to determine the Points received for purchasing an eligible Samsung Product is 1 Point for each INR 1 spent.
- (b) Payments made on additional services such as Samsung Care+/Care pack do not earn points but accrued points can be redeemed against purchases of Samsung Care +/Care pack for online transactions (i.e. on Shop app or Samsung.com).
- (c) Payments made for Samsung M series and F series mobile phones, any third-party products available at offline stores, or payments (including any part payments) made using Samsung’s referral scheme or Samsung’s save-the-sale vouchers shall not earn points on the entire purchase/product value. However, points already accumulated from eligible purchases may be redeemed for purchases of Samsung M series and F series mobile phones, applicable to both online and offline transactions and such accumulated points can also be clubbed with referral scheme/save the sale vouchers while redeeming for eligible purchases.
- (d) Reward Points Accrual and Recovery for Online Purchase transactions:
 - i. Members must be logged into their Samsung Account during purchase of an eligible Product(s).
 - ii. Participants will receive Points based upon the final cost paid at check out (whether paid-in-full or approved for Samsung or other financing) of eligible Product(s). The final cost will be calculated after all discounts, including use of Points to purchase, coupons, promo codes and gift certificates have been redeemed and will not include shipping or taxes or other fees, if any.
 - iii. Reward points will be credited on product delivery/last product delivery (in case of multiple products in a single order) for purchases done through Shop App or Samsung.com
 - iv. In case the Member returns the Samsung Product as per the applicable terms of purchase, points accrued by the Member on that product, will be recovered

from the Member's point balance by way of debiting such points from the Rewards. If the point balance is less than the recovery amount, the remaining amount (post deducting the point balance) will be deducted from the refund/invoice amount.

- v. If a Participant is not logged into their Samsung Account during the purchase process for a Product, then the Participant will no longer be able to avail/request Points at a later time for such purchase and accordingly forfeits such Points.

- 3. Earning Points through other Special Offers: Samsung may also offer Points through promotional offers and campaigns to some or all Participants for limited time periods. These offers may be communicated through multiple communication channels from time to time. Each offer will provide details and terms including how to participate and other limitations or restrictions, which will be communicated to the members accordingly.

F. Point Value, Forfeiture of Points, & Viewing Points

- 1. No Cash Value or Transferability. Points do not constitute property, do not entitle a member to a vested right or interest and have no cash value. As such, Points are not redeemable for cash, transferable or assignable for any reason. Accordingly, Points are not transferable upon death, as part of a domestic relations matter or otherwise by operation of law. Gifting, sale, transfer and/or merging of Points with any other account is strictly prohibited. Points may not be sold on any secondary market, and any transfer of Points to a secondary market shall be deemed void. You will not be compensated if your Samsung Rewards Account is terminated, your points are no longer redeemable or forfeited or expire, or you become ineligible to hold Samsung Rewards account. There shall be no carry over or transfer of Points to other Samsung programs, unless otherwise stated in these Terms or determined by Samsung in its sole and absolute discretion. Samsung reserves the right to adjust the points value accrued by a Participant; and/or terminate a Participant's Rewards account in the event that Samsung has reasonable grounds to suspect fraud.
- 2. Each Reward Point earned will have value of INR 1. However, point value at the time of redemption may change without prior notice. Points earned in this Program shall be valid and can be redeemed within limited period as per below Table from the date of accrual of those Points after which the points shall lapse / stand forfeited and, in such regard, Samsung shall have no claims or liability whatsoever.

Consolidated details of the Reward points earned /remaining or expiring can be viewed under My rewards section, post logging on to Samsung Rewards Account. Samsung shall not be liable and responsible in case the Member fails to redeem the Reward Points within its validity period.

Table: Samsung Reward Points Validity Period

Category	Validity from the date of Accrual (i.e. date of points earned/credited to member's Rewards Account for their purchases)
Points earned through purchase	3 Years

Points earned through any other campaign or program	As per applicable validity terms of the campaign
---	--

- The points expiry will happen monthly (at the end of every month). In other words, if the validity period is expiring on say 17th December, the Points shall stand expired on December 31.
 - Validity of all points earned under SmartClub Loyalty Program shall stand transferred to Samsung Rewards only if the Participant has successfully migrated to Samsung Rewards Program on or before December 15, 2026. The validity of such migrated points shall remain same as the expiry date of such Samsung Smart Club Loyalty Point. However, in case if the member fails to migrate to the Samsung Rewards Program prior to December 15, 2026, the accumulated benefits under Samsung Smart Club Loyalty Program shall stand expired on December 15, 2026 notwithstanding the later expiry date of the Samsung Smart Club Loyalty Points.
3. Accrued Points viewable in Participant's Rewards Account. The number of points collected by each Participant will be tracked in the Participant's Samsung Rewards Account. Points will be credited to Participant's Rewards Account subject to (i) completion of order made; (ii) delivery of purchased product is completed. However, each Participant will have the responsibility of ensuring that his/her Reward Points are properly credited. Any claim for Points not credited accurately, for instance due to a hardware or internet connectivity issue or Rewards Account malfunction must be received by Samsung within seven (7) days of the date of claimed accrual of such Points.
 4. Samsung's internal record of the Points summaries and Participant Reward Account is determinative in the event of any inconsistency caused by a mechanical error on the Participant's Rewards Account page. Samsung reserves the right to require proof of accrual of Points and Samsung reserves the right to delay the processing or redemption of any such Point without prior notice to Participants in order to assure compliance with these Terms. Participants are responsible for maintaining the confidentiality of their Participant Rewards Accounts and activity on their Participant Rewards Account, and Participants agree to accept responsibility for all activities that occur under their Rewards Account.
 5. Participation in the Program is subject to these Terms. Any misrepresentation or fraudulent activities in connection with the Program or any material violation of the Terms may result in the forfeiture of the affected Points, the termination of your Rewards Account, including the forfeiture of all Points accrued to date, and the termination of your Samsung Account in the event of serious breach, as well as the use of any other legal remedies available to Samsung.
 6. Samsung shall provide you with a notification of any action taken under these Terms, including termination or forfeiture by emailing you at your registered email address. The notification will include the reasons for the action taken by Samsung.

G. Redeeming Points Earned

Prior to the expiration of the validity points, Member(s) can redeem their accumulated points for corresponding denomination only at Authorised Offline/Online Stores/Company Owned Company Operated Stores on all eligible Samsung products,

unless limited by the event of the points (to be redeemed) or a part thereof having been earned through special campaigns limiting the usage of said points to specific products only.

1. Using Points to Purchase items on eligible platform and stores
 - (a) Points can be used to purchase an eligible Product(s) from eligible channels by logging into their Samsung Account.
 - (b) Member can redeem a minimum of 1 point and maximum of 50000 points at the time of a single purchase at authorized offline stores whereas at authorized online stores or company owned company operated stores (i.e. samsung.com or Samsung ShopApp and BKC outlet), the maximum number of points redeemable is 5000 or 80% of the transaction value of the relevant purchase, whichever is lower. The remaining transaction value must be paid via the payment methods (as available) to the Participant at checkout.
 - (c) The number of Points available to redeem for the purchase of products and its corresponding value which can be applied as discount to purchase value may be displayed during check out.
 - (d) Upon completion of purchasing the product, the points will be redeemed from Participant's Rewards Account. The redemption of those Points are final, except as described below in sub-sections, points will not be credited back.
 - i. Where return or cancellation of a Product(s) purchase is permitted. In case a Member, due to any reason whatsoever, returns any Samsung product, towards purchase of which the reward points have already been credited to his/her membership account, such reward points shall also be reversed from the membership account.
 - ii. Where both cash and Points are used for a purchase or where multiple eligible Products are purchased but not all eligible Products are satisfactorily returned, the Points returned to Participant will be provided on a pro-rata basis. In case the balance reward points in the membership account are less than the points required to be reversed or have been used by the Member in any manner whether fully or partially, amount equivalent to the used reward points shall be debited from the refund cash amount by the dealer of the said Authorised Offline/ Online Store.
 - iii. Membership Points, benefits and privileges are non-transferable/ non-assignable

H. Member Obligation and Responsibilities

- i. By participating in the Program, each Samsung Rewards Member represents and warrants that he/she is legally competent to enter into binding contracts under applicable laws. By taking part and/or entering into the Program, the Member warrants that all information provided by the Member regarding his/ her name, age, state, city, address, phone number, etc., is true, correct, accurate and complete and that the Member is authorized to provide such information and consents to the use of such information by Samsung.
- ii. By getting enrolled in Program, the Member voluntarily agrees to receive Program specific or promotional communication regarding Samsung Products, subject to explicit marketing consent given by the Member under Samsung Account. Member hereby understand that all information provided by Member will be protected subject to Samsung's Privacy Policy at <https://www.samsung.com/in/info/privacy/>.

- iii. Samsung reserves the absolute right to amend the terms and conditions of the Program or cancel or discontinue the Program or any part thereof without giving any reasons or prior notice. Samsung reserves the right to substitute the Rewards under this Program with any other offer or points etc at its sole discretion. Program shall be void, if prohibited by law. In such case, Samsung shall not be liable to provide any gift(s)/ Rewards or compensation to the Member on any account.
- iv. By participating in the Program, the Member agrees that the Samsung shall not be liable for any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Program or with the acceptance, possession, or use of Rewards (except any liability which may not be excluded under applicable law). Further, Member hereby agrees to indemnify and keep the Samsung, their directors, officers, representatives, employees and agents against any and all claims, issues and liabilities arising out of this Program.
- v. Members must not act in way that breaches these Terms & Conditions or abuse or misuse the Program, any rewards, benefits, facilities, services or arrangements accorded to the Member as a result of Membership.
- vi. A Member cannot encash/ gift / merge / sell / purchase / transfer / assign the reward points. The points can only be used/redeemed for purchases at Authorised Offline/ Online Stores/Company owned company operated stores as per the terms contained hereunder.
- vii. Member can only earn reward points as per the terms and conditions of the Program or as per the scheme offered under the Program. In case of death of a Member, all reward points accumulated will cease and no transfer/ encashment of the reward points will be made.
- viii. Member(s) is responsible for regularly checking their Membership Account and must notify Samsung of any omissions, incorrect entries or other discrepancies.
- ix. Member(s) will be solely responsible to maintain the confidentiality of his/her own membership account. Member(s) agree to accept responsibility for all activities that occur under their account.
- x. Members shall themselves be responsible for the awareness of the Program rules and their entitlements and redemption of the reward points. Samsung shall not be responsible or liable for the failure of any communication to reach the Member on account of wrong address, lost or delayed mail or for any other reason.
- xi. All applicable taxes including but not limited to income (withholding) tax and any other statutory levy as may be applicable from time to time in relation to the reward points shall be borne by the Member. The Member is solely responsible for any other expense related to the acceptance of Reward and Samsung shall not in any manner be liable or responsible for the same.

I. Samsung Rights Disclaimers

Right to verify the credentials / other details of the Customer applying for membership or even enrolled Member at any stage and allow or disallow or terminate membership to Program without giving any reasons whatsoever, is reserved. In case of any discrepancy or mismatch in the name / age of the Customer/ Member at any stage of the Program period, membership and/or benefits can be put on hold or be made unavailable and may even extend to withdrawal of the benefits wrongly availed by the Member. Decision of Samsung in this regard shall be final and no challenge shall be entertained. To resolve

such disconnects, Customer needs to reach the dedicated helpline or respond to calls from Samsung including submission of requested documents for verification/ re-verification.

Samsung shall not be responsible for non-availability of this Program at any Outlet(s). Customers are advised to check the availability of this Program before making any purchase from any of the Outlet(s).

Samsung at its sole discretion reserves the right to add, modify, delete or otherwise change any of these terms and conditions, benefits, rewards or reward levels pertaining to the Program from time to time.

Samsung reserves the right to discontinue the Program or terminate membership of an individual without assigning any reason whatsoever. In case of termination of the Program by Samsung, the member will be given an option to redeem the accumulated points by the date specified by Samsung failing which all points shall stand forfeited. Accrual of Points under this Program will cease immediately on termination of the Program

Samsung reserves the right to withhold/deactivate i.e. reject or block the membership respectively, at any point of time in case the Customer/Member is found breaching the terms and conditions of this Program or using Fraudulent Means of registering as Member. "Fraudulent Means" includes but not limited to not disclosing as Bulk Purchaser (refer Annexure A below), registering for someone else's product, etc. In case any fraud is suspected the Membership shall be deactivated by Samsung and in such case all reward points accrued shall become null and void and no claims shall be entertained against Samsung in this regard. Also, while the Membership is on hold neither any fresh points shall be credited to the account on fresh purchase nor a Member can redeem any reward points in his/her account. Further, Samsung reserves the right to withdraw or cancel the value of any reward points from the Member's balance in such scenarios. Samsung reserves the right to adjust a Member's total reward points if reward points have been incorrectly credited for any reason. Samsung shall not be liable for any loss or damage suffered resulting from withholding/cancellation/ withdrawals made in accordance with these terms and conditions. Disputes, controversies and conflicts (collectively "Disputes"), if any in respect of the Program shall subject to exclusive jurisdiction of courts located at New Delhi.

Samsung reserves the right to change the list of selected product categories and limits (as mentioned in Annexure A below) on which the Reward Points are issued from time to time. Membership can be put on hold for review and cancelled (in case Member fails review/ validation process) in the following circumstances – (a) if a Member is found ineligible based on the program eligibility clauses including but not limited to age, relationship with Samsung and purchase purpose, or (b) if a Member is found to have acted in contravention to terms of the Program or (c) in case of any discrepancy in invoice/ actual payment/ description and/or amount of product mentioned on the invoice etc. or (d) in case of any suspicious behaviour or (e) for security of Membership account. When Membership has been put on 'hold', Samsung may request supporting document including but not limited to Invoice, Personal Identification, undertaking(s) for review/ validation of Membership purposes.

J. Definitions

"Bulk Purchase" means any purchase of the Samsung Products under this Program beyond the permissible limit within the period as detailed under Annexure A and "Bulk Purchaser" refers to the person in whose name such purchase is concluded and who is ineligible to avail any benefits under this Program.

"Commercial" means and refers to purchase of the Samsung Products for or with the intent to resell/ trade the product(s) to any third party and includes grant of use to any Institutional Consumer.

"Customer" means and refers to individual who has purchased Samsung Product(s) from relevant authorised stores. Program Benefits shall strictly not apply to purchase made by or in or for - Bulk or Commercial purchases, purchases from Ecommerce websites/ online except for Samsung Shop or samsung.com/in, purchases by Institutional Consumer, purchases by Samsung Dealers (including their family members, employees – direct or indirect) and purchases by Samsung Experience Consultants (SEC) engaged at the Outlets.

"Institutional Consumer" means and refers to person other than an individual. Eg. Company, Hospital etc.,

"Member" means an individual who is an Indian resident of 18 years or above and who has enrolled himself / herself to Samsung Rewards Program by fulfilling the membership criteria defined.

"Points" or **"Reward Points"** means the points awarded to a Member upon meeting /achieving the criteria assigned by the Samsung Rewards and credited into the Member's account.

"Program Benefits" means and refers to the Reward Points and Benefits under the Program

"Program Website" means and refers to www.samsung.com/in/rewards/

"Reward(s)" means entitlement(s) available to the Member upon redemption of his/her Points, wholly or in part(s), from his/her membership account, subject to the terms & conditions contained herein.

Annexure A

Fair Use Condition Grid/ Bulk Purchase

Customer/ Member shall receive Points in accordance with Membership Tier. In case the purchase made by Customer/ Member exceeds the category or number limit and within the stipulated time period as stated below, that Customer/ Member will not be eligible to receive any reward points on the excess purchase; however, Customer/ Member shall be eligible for a membership upgrade, subject to validation and review as per the criteria set by Samsung from time to time.

Categories	Products of Quantity	Period
AC	3*	12 Months
TV	2	12 Months
Mobile**	4	12 Months
Note PC	2	12 Months
WM/ Ref./Microwave/ Tablet	1	12 Months
Accessories	5	12 Months
Others (except listed above like Air-purifiers, Dish Washers etc.,)	3	12 Months

Note 1:*Reward Points applicable on purchase of a complete AC unit comprising both Indoor and Outdoor unit in a single invoice. No points shall be rewarded on purchase of only indoor or only outdoor unit. See below Illustration

Invoice 1	1N Indoor Unit 1N Outdoor Unit	Eligible for Points
Invoice 2	2N Indoor Unit 2N Outdoor Unit	Eligible for Points
Invoice 3	3N Indoor Unit	Not Eligible for Points
Invoice 4	2N Outdoor Unit	Not Eligible for Points
Invoice 5	2N Outdoor Unit	Not Eligible for Points
Invoice 6	2N Indoor Unit	Not Eligible for Points

Note 2 : **Please note that amongst mobile phones, purchases of Samsung M and F series mobile phones are not eligible to earn points (mentioned above in Section E (Earning Samsung Reward Points) but will be included in tier calculations based on cumulative purchases over the past two years.

In case of any issue or concern related to this Program, please raise it to Samsung Rewards helpdesk @1800-3001-3232 or ssc.support@samsung.com from 09:00 AM to 08:00 PM, Monday to Saturday (Excluding National Holidays), within 90 days of the issue or concern occurrence, beyond which no issue or concern shall be entertained by Samsung.