

Mega Consumer Offer!!

This new year APL brings to you the biggest consumer scheme ever!

For your customers:

Buy 3 at the price of 2!

Buy 1 get the second at 50% off MRP (net)!

Applicable on all Wall Mixers and Concealed Diverter Bodies across Ess Ess, Bathsense and Royale (refer to SKU List in Point 18 T&C)

Duration: 15 JAN 2018 – 28 FEB 2018

Scheme Conditions:

1. The offer is only for the end customer and cannot be availed by the dealer, APL employees or any relatives thereof
2. A customer can avail the offer only once on a Mobile Number
3. The offer is valid only on a single purchase – i.e. for one invoice only 1 offer product can be availed irrespective of the purchase quantity
 - Example: Even if a customer is buying 6 wall mixers, he will get only one offer product out of those
4. Dealer Slip needs to be attached to every invoice to avail the offer
5. Dealer code is valid (SAP / Tally code) and mentioned to avail the offer
6. The offer product will be the one with the lower value. Examples:
 - 1 Echo WM, 2 Aloha WM: Customer will get Echo as offer product
 - 2 Echo WM, 1 Aloha: Customer will get 1 Echo WM as offer product
 - 3 Echo WM: Customer will get 1 Echo WM as offer product
7. All claims will be settled on a weekly basis by APL during the scheme duration

TERMS & CONDITIONS FOR THE APL Consumer SCHEME

YOU AGREE TO BE LEGALLY BOUND BY THESE TERMS AND CONDITIONS:

1. Asian Paints Limited, a company incorporated under the provisions of the Companies Act, 1913, having its Registered Office at 6A, Shantinagar, Santacruz (E), Mumbai 400055 (hereinafter referred to as the "APL") is carrying out the "Big Best Bath Fest" ("Scheme") (and/or any other title being the sole property of APL), which is applicable to customers across India for a period between 15-Jan-2018 to 28-Feb-2018. The offer/scheme is valid against valid purchase made from any of the authorized dealer / retailer of APL as defined below and shall not be applicable for institutional, organizational or corporate purchase.

2. Eligibility: Participation is open to citizens and residents of India who have attained the age greater than or equal to 18 years by 15 Jan 2018, who purchase Ess Ess Bath Fittings by Asian Paints, Royale Bathrooms by Asian Paints & Bathsense range of Faucets limited to Wall Mixers and Concealed Diverter bodies ("Products") of APL during Scheme period ("Participant") as per the offer product list mentioned in point 18. Participants can only avail this Scheme on his/her own behalf and Entry (ies) by proxy will not be accepted, even for their family members. As a proof of residence and identity, the Participant shall be required to submit any of the following documents: i) Birth Certificate or ii) Pan Card or iii) Voter Id or iv) Passport or v) Aadhar card along with Valid copy of Invoice and Dealer Code as referred to in point no 4. The Invoice should contain the details of Participant as purchaser of Products in order to avail the benefits associated with the Scheme.

3. Employees of APL, channel partners (Distributors, Dealers, Retailers, Third parties/vendors engaged for this scheme etc.) and their respective family members whether directly or indirectly; persons other than Indian nationals, or citizens of India not residing in India are ineligible to avail this offer/scheme. APL reserves a right to make reasonable enquiry regarding the Participant and his/her invoice. Failure to provide proof of eligibility, including the proof of name, address and correct date of birth, proof of purchase within a reasonable time upon request by APL may result in disqualification of participant.

4. Participant who has bought Product(s) amounting to minimum one (1) Wall Mixer/ Diverter or two (2) Wall Mixers/ Diverters in Single Invoice have to WhatsApp the image of the original invoice on **8879 559 951** along with the unique Dealer Code of the retailer/ dealer they are buying the Products from. A single mobile number can only have one invoice registered and one offer redeemed against it. The invoices need to be distinctly different and should have different invoice nos. Participants are required to WhatsApp the invoice and the Dealer code at the time of purchase. A dealer slip mentioning the purchased items needs to be attached by the dealer to the invoice copy.

For example, for valid invoice generated on 20th January 2018, the Participant sends the invoice image and dealer code via Whatsapp to **8879 559 951**. After due validation and scrutiny of the invoice, the Participant will receive a confirmation of the offer from APL. The Participant then shows the

confirmation message to the dealer/ retailer to claim the benefits associated with the Scheme. Any WhatsApp done / tried after the due date and time would not be considered for the scheme.

Dealer Code will be defined as a valid dealer code of APL and will be available to all authorized dealers of Asian Paints. The Dealer code is an alpha numeric code consisting of 6 characters.

5. Offer 1: On purchase of any three (3) Wall Mixers or Concealed Diverter Bodies during the Scheme period from the authorized dealer / retailer of APL, the Participant is entitled pay only for the cost of two (2) Wall Mixers or Concealed Diverter Bodies only. The value of the offer Product will be of the lower value of the Product(s) purchased

Or

Offer 2: On purchase of any one (1) Wall Mixer or Concealed Diverter Body during the Scheme period from the authorized dealer / retailer of APL, the Participant is entitled for a 50% discount on one (1) additional Wall Mixers or Concealed Diverter Bodies only. The value of the offer product will be of the lower value of the Product(s) purchased.

6. Offer Product(s) are non-transferrable and cannot be redeemed for cash.

7. APL reserves the right to change, suspend or cancel the Scheme or modify the terms and conditions without specifying reasons and without incurring liability.

8. APL shall not be liable for delay in delivery of Offer Product(s) due to non-availability of stocks or any reasons beyond its control.

9. APL does not accept any responsibility for any incorrect and/or incomplete communication detail provided and/or delay in receipt of communication and/or non-receipt of communication by Participant.

10. APL reserves the right to revoke the winning in the event of non-production of any of the specified documents and/or submission of false, incorrect, misleading or fraudulent document(s)/ information furnished by Participant.

11. The terms and conditions of this Scheme is also available at <http://www.essessindia.com/> Participation in the Scheme shall be deemed as an acceptance of said terms and conditions of this Scheme.

12. Participants cannot hold APL liable for any claims or losses, whether monetary or otherwise, during the course of the scheme or arising out of this offer

13. Participants understand that APL reserves the right to use all data, material etc. received as part of this Scheme as they may deem fit for their future promotions.

14. APL shall not be responsible for any charges, levies, costs incurred by the participants to participate in this scheme.

15. Any dispute arising out of or in relation to this Scheme shall be subject to the exclusive jurisdiction of the Courts in Mumbai.

16. Indemnity: The Participant agrees to indemnify and hold harmless APL, its affiliates and APL's contractors and each of their respective employees, officers and agents from and against any claim, loss, liability, damages, cost (including legal costs) of any person, firm or corporation, including, without limitation, legal fees, arising out of any breach of any of the terms and conditions of this Scheme by Participant.

17. To the fullest extent permitted by law, in no event will APL, its contractors or their officers, directors, employees, representatives and/or agents (including without limitation, any third party service providers that APL may engage for purposes of this Scheme), be liable for any loss or damage (including without limitation loss of income, profits or goodwill, indirect, incidental, consequential, exemplary, punitive or special damages of any party including third party) however arising out of the Scheme whether in contract, Tort, negligence or otherwise, in connection with the Scheme and/or the Offer Product(s).

18. List of offer products (as per APL Catalogue Codes):

| | | | | | | |
|----------|----------|---------|---------|---------|---------|-------|
| AHWM203 | BAWM203 | DIWM203 | E224A | ND16 | TM136 | V327 |
| AHWM101 | BAWM101 | DIDV202 | E224B | ND26 | TM112 | CZ09 |
| AHWM102 | BAWM102 | DS10 | E224C | ND27 | TM113 | CZ10 |
| AHWM104 | BAWM104 | DS23 | E223 | ND28 | TM115 | CZ24 |
| AHWM106 | BAWM106 | DS21 | E226 | NEC10 | TM126 | DS14 |
| AHWM101N | BAWM101N | DS22 | E224N | NEC09 | THWM201 | DS15 |
| AHWM102N | BAWM102N | DS20 | E224M | NEC08 | THWM101 | DS16 |
| AHWM104N | BAWM104N | DS14A | GRWM203 | NEC11 | THWM102 | HS04 |
| AHWM106N | BAWM106N | DS15A | GRDV202 | PGWM203 | THWM103 | HS05 |
| ALWM201 | C214 | DS16A | HAWM203 | PGDV202 | THWM104 | HS21 |
| ALWM101 | C215 | DS 26 | HAWM204 | B2DV202 | T120 | QS09 |
| ALWM102 | C216 | DS27 | INWM201 | B2DV302 | T121 | QS28 |
| ALWM103 | C218 | DS31 | INWM101 | SSWM203 | T122 | QS24 |
| ALWM104 | DE08 | EC08 | INWM102 | SYWM101 | T123 | NX112 |
| AM-122 | DE09 | EC10 | INWM103 | SYWM102 | V312 | NX113 |
| AM-121 | DE10 | EC11 | INWM104 | SYWM103 | V313 | NX115 |
| AM-120 | DE11 | EC09 | MAWM203 | SYWM104 | V315 | NX124 |
| AM-123 | DE28 | E224 | MAWM204 | SYWM201 | V326 | |