

TERMS AND CONDITIONS GOVERNING THE RETAILER PROGRAM

A. INTRODUCTION

THIS **Vi Game of Boundaries PROGRAM** (HEREINAFTER “**PROGRAM**”) IS OPTIONAL FOR THE RETAILERS OF **VODAFONE IDEA LIMITED** (HEREINAFTER REFERRED TO AS “**VODAFONE IDEA/VIL**”) WHO OPERATES THROUGH THEIR SMART CONNECT RETAILER APP. THE RETAILERS PARTICIPATING IN THE PROGRAM SHALL BE LEGALLY BOUND BY THESE TERMS AND CONDITIONS. IF YOU DO NOT AGREE TO THESE TERMS AND CONDITIONS, PLEASE DO NOT PARTICIPATE IN THE PROGRAM.

B. DEFINITIONS

“**Badges**” shall mean a digital badge that the Retailer will be entitled on crossing the KPIs mentioned in the table below.

“**Leader Board**” shall mean the ranking of retailers basis runs accumulated by them during the program period. Leader board will be categorized basis the ranking of each retailer at a Distributor, Circle and National level

“**Retailer/You**” shall mean shop / store which is authorized to do mobile activation of VIL. This will be identified basis the Retailer demo number issued by Vi

“**Retailer Rank**” shall mean the position of the retailer when compared with other retailers basis the runs accumulated during the program period

“**Reward Card**” shall mean a digital reward card in lieu of runs scored by the retailer during the program period.

“**Runs**” for this Program shall mean the points accumulated by the Retailer on successful activation, which can entitle the Retailer for a reward card of a particular denomination basis the runs accumulated

“**Smart Connect Retail App**” shall mean the app used by the Retailer for doing VIL recharges and activation.

C. PROGRAM DETAILS

i) **PROGRAM Period:** _ From Registration date VIL reserves the right to extend or shorten the period, as it deems fit. This program is valid for two months from the date of activation.

ii) **Program Description, Activation and Redemption of Runs:**

Activity: The Retailer can do activation through the Smart Connect Retail App only. For every successful activation, the Retailer will be get runs.

Method and Rules of activating to this Program and accumulating runs:

Retailers to participate in this Program must necessarily follow the below:

- Retailer has to enroll in the program through their Smart Connect Retail App during the Program Period. When Retailer clicks on Enroll & Play now, shown in the App, they will have to accept T&C by clicking in the box, only then retailer can participate.
- Retailer can enroll only form valid Retailer demo number and will not be eligible from any mapped sub-agent numbers.
- For every successful activation, completed by Retailer and their mapped subagent will be eligible for Runs
 - For new/normal activation- 4Runs & for MNP activation - 6Runs

Premium CYN Value:

Premium CYN Price Point	Runs
Less than Rs.500	0
From MRP 500 to Less than or equal to MRP749	2
Equal to greater than MRP 750	4

If activation count >0 on a particular day of a particular retailer, then retailer will get extra 2 runs

- Valid Activation / Successful Activation for a new SIM card is when the customer verifies positively with tele-verification helpline no - 59059 along with valid FRC denomination.
- Successful Port-in MNP activation is, when the customer verifies positively with tele-verification helpline no - 59059.
- All Runs will be credited to the Retailer on valid activation as defined above only.
- Runs can be redeemed on completion of the Program validity or after reaching the first milestone of 20 Runs.
- Retailer will be able to track their current runs and the next milestone that will make them eligible for a redemption within the app
- There will be a Leader board indicating Retailer rank within the distributor area, at the circle and national level.
- In addition to the Reward Cards, the Retailer can also collect Badges, which will get automatically unlocked (digitally released) on accumulating the target Runs as mentioned in the table below.

KPIs	Actual number of Runs	No. of Badges	Reward Card
KPI for Normal Activation	20	1	
	50	1	
	100	1	
KPI for MNP Activation	20	1	
	50	1	
	100	1	
Overall KPI (Normal Activation + MNP Activation)	20	1	
	50	1	
	100	1	
	500	1	1 Reward Card
	1000	1	1 Reward Card
	1500	1	1 Reward Card
TOTAL		12 Badges	3 Reward card

Redemption of Runs:

- The Leaderboard for this Program will only be visible from the Retailer demo number.
- There are three types of Reward Card (20 | 50 | 100) with underlying ETopup value as per VIL discretion. The Retailer can choose to redeem the Runs against any of the above Reward Cards. However, the Retailer cannot choose the Reward Card of each of 20/50/100 more than 2 times.
- Minimum of 20 Runs is required for redemption button to be enabled to collect Reward Cards.
- Rewards card will be issued only in digital format.
- Runs will be reduced when any Reward Card is redeemed equal to the value of Reward Card.
- Maximum of 2 Reward Cards will be issued under each category of 20Runs | 50Runs | 100Runs.
- The Rewards will be given only for the maximum Runs of 340. If the Retailer has accumulated more than 340 Runs, he will only be eligible for Badges.
- Top scoring retailer who unlocks Badges of 500 | 1000 | 1500 Runs will also be eligible for 1 Reward card for each Badges apart from 340 runs reward card.
- Retailer will not have the option to choose value of Reward Cards to be redeemed, system will automatically choose and issue the Reward Card with the highest possible run with a capping of 2 Reward Cards in each runs slab (20 | 50 | 100).
- After redemption of Reward Card Retailer should scratch reward card. Upon scratching of the Reward card, Etopup (at no cost) will be credited into retailer demo. No cash will be given to any VIL Retailer. The Retailer will come to know the value after scratching the Reward Card.
- Every reward card comes with defined validity.
- Reward card not redeemed within validity period will be expired.
- Expired Reward Card will not be eligible for any Etopup.
- Every reward card will entitle Etopup, which will be as per VIL discretion.
- Each denomination of reward card can be with different/same value on different dates.
- Assured Etopup of certain value as determined by VIL will be credited to the Retailer.

- All the Runs collected that day, will be calculated and credited at 00:00 Hrs of next day and will reflect in retailer app
 - Badges cannot be converted or has no monetary value attached to it.
 - If Retailer does not redeem the runs, VIL will redeem and issue equivalent reward cards after crossing 340 Runs and upon unlocking 500 | 1000 | 1500 Run Badges
 - Retailer having multiple demo numbers cannot be clubbed with one demo number for this gamification, each demo number will be considered as unique number under this program, each runs scored on demo will be eligible as per program
 - For further clarity about this Program, kindly refer to the “FAQs” at the bottom of this T&C.
 - Once the gamification program ends, you will not be able to convert runs to cards. However, you can scratch existing reward cards to earn money. So request you to convert runs to cards timely to avoid any opportunity loss
- The runs calculation will start from the day you enrol or start the program whichever is later. We sincerely request you to enrol on time, so that you not lose time in accumulating runs

D. OTHER CONDITIONS:

- a. The Retailer agrees to participate in all promotional activity relating to the Program and further consents to VIL in using his/her name, likeness, photo, image, and/or voice to picture, tape or portray him/her as a winner in any or all media.
- b. All incidental costs/taxes/levies related to the gratification(s)/Reward, if any, shall be exclusively borne by the Retailer.
- c. The gratification/Reward cannot be assigned or transferred.
- d. This Program and gratification therein is subject to force majeure circumstances i.e. act of God or any circumstance beyond the reasonable control of VIL or due to any legal or regulatory requirement, instructions from any judicial or a quasi-judicial body.
- e. The Program gratification/Reward cannot be used in conjunction with any alternative Program or promotion.
- f. VIL shall not be responsible for any claims arising out of technical failures before, during or after the completion of the Program including but not limited to any technical failures in the mobile connectivity, internet connectivity. Further, VIL shall not be responsible for any claims arising out of any failure(s) which is beyond the reasonable control of VIL.
- g. The Retailer hereby agrees and undertakes not to hold VIL and/or any of their group entities or affiliates, their respective directors, officers, employees, agents, vendors, responsible for or liable for, any actions, claims, demands, losses, damages, costs, charges and expenses, either direct or remote that you may/might have suffered, sustained or incurred, or claim to suffer, sustain or incur, by way of and /or on account of this Program.
- h. VIL reserve the right to extend, cancel, discontinue, prematurely withdraw, change, alter or modify this Program or any part thereof including the eligibility criteria, other terms & conditions and gratification(s)/Reward at their sole discretion at any time during its validity. You are therefore advised to check T&C regularly for any update(s) or amendment(s) made to these terms and conditions.
- i. These Terms and Conditions are subject to laws of VIL. Any disputes or any matter arising here from will be referred to a Sole Arbitrator to be appointed by VIL whose decision shall be final and binding on the parties in accordance with arbitration proceeding under the Arbitration and Conciliation Act, 1996. The place of Arbitration shall be at Mumbai. The language of Arbitration Proceeding shall be English.