

## **Standard Terms & Conditions:**

Offer T&Cs –

- Get 5% instant discount using selected BOBCARD credit card up to a maximum discount of INR 10,000 per card on purchasing selected products online worth Rs. 50,000 and above from <https://aashiyana.tatasteel.com> ('Platform').
- Offer is valid only for online payments made using selected BOBCARD credit card enlisted hereinbelow on credit card EMI basis and is not applicable on payments made using any other mode/modes including but not limited to internet banking, UPI payment, card-on-delivery cash-on-delivery.
- Use coupon code "BOBEMI5268" to avail the Offer.
- The offer is valid from 1<sup>st</sup> May 2026 till 31<sup>st</sup> May 2026 ('Offer Period').
- Cardholder during the Offer Period can get up to a maximum discount of Rs. 10,000 per credit card provided transaction amounts to Rs 50,000 or above.
- Offer is valid on selected BOBCARD credit card – to know more about selected cards refer to the BIN numbers available under Additional Terms and Conditions hereinafter.
- Offer is applicable on purchase of Tata Tiscon and Tata Structura products on the Platform during the Offer Period.
- The instant discount shall be calculated on the price of the product prevalent at the time of placing the order.
- No two or more offers/schemes on <https://aashiyana.tatasteel.com> can be clubbed together.
- Tata Steel reserves the right to modify/change/discontinue all or any of the terms of this Offer without giving prior notice.
- The offer shall also be subject to other terms and conditions of <https://aashiyana.tatasteel.com>.

## **Additional Terms and Condition –**

The following words and phrases shall have the meanings set out hereinbelow in this document unless repugnant to the context:

- "Cardholder" – A person who is holding a valid BOBCARD credit card with BIN numbers mentioned in the table:

Bin Number	Payment Card Type
527753	MasterCard
532000	MasterCard
534444	MasterCard
356132	Rupay JCB
356162	Rupay JCB
356151	Rupay JCB

356150	Rupay JCB
453157	Visa
462490	Visa
468943	Visa
35618905	Rupay

- “Campaign Period/ Offer Period/ Validity” - The period during which the offer is valid as mentioned in the Offer T&Cs herein above.
- “Offer T&Cs” – As mentioned herein above.
- The Additional Terms and Conditions governing the offer shall be in addition to and not in substitution to the Offer T&Cs.
- The cumulative maximum amount of discount availed by a customer using all coupon codes on <https://aashiyana.tatasteel.com> during a calendar month shall not exceed Rs. 25,000 only.
- SMS/Email/Mobile App Push Notification sent by BOBCARD to the Cardholder’s registered mobile number/email ID mentioning the offer is referred to as “communication”.
- The Campaign Period, referred to as “Offer Period” or “Validity”, interchangeably, will be the one mentioned in the Offer T&Cs mentioned hereinabove.
- The offer is neither transferable nor negotiable and cannot be encashed.
- Incomplete / rejected / invalid / returned /disputed or unauthorized/fraudulent transactions on the Platform will not be considered for the offer.
- BOBCARD Limited and Tata Steel Limited will not be responsible or liable in case the offer is not configured or could not be availed or could not be initiated, due to malfunction, delay, traffic, congestion on any telephone network or line or internet connection, computer on-line system, servers or providers, computer equipment, software, or website.
- Tata Steel Limited and the BOBCARD Limited reserve the right to add/alter/change/ or vary at any time, without notice, any or all of Offer T&Cs or to replace, entirely or in part, this offer by another offer, whether similar to this offer or not, or to withdraw it altogether. BOBCARD Limited and Tata Steel Limited also reserves the right to discontinue the offer without assigning any reason and / or without any prior intimation whatsoever.
- The participation in the offer is entirely voluntary and it is understood that the participation by the Cardholders shall be deemed to have been made on a voluntary basis.
- In case of all matters relating to the offer, including any dispute or discrepancy relating to the offer or eligibility of any Cardholder, BOBCARD Limited & Tata Steel’s Limited decision shall be final and binding on Cardholders in all respects.
- The offer shall be applicable only on any purchase of selected goods specified in the Offer T&Cs from <https://aashiyana.tatasteel.com> during the Offer Period using the selected BOBCARD Credit card enlisted hereinabove. Please be clear that BOBCARD Limited and Tata Steel Limited holds out no warranty or makes no representation about the quality, delivery or otherwise of the goods offered/sold on <https://aashiyana.tatasteel.com> .
- Images provided in promotions are for pictorial representation only and BOBCARD Limited and Tata Steel Limited does not undertake any liability or responsibility for the same.
- Nothing contained herein shall constitute or be deemed to constitute an advice, invitation, or solicitation to purchase any product and is not intended to create any rights and obligations.
- This offer by BOBCARD Limited and Tata Steel Limited is subject to applicable laws and regulatory guidelines/ regulations in force in India.

- BOBCARD Limited may use the services of agents for marketing and promotion of the offer and all intellectual property rights in the promotion material such as copy rights shall belong to BOBCARD Limited. All rights reserved.
- BOBCARD Limited and Tata Steel Limited shall not be liable in any manner whatsoever for any loss/ damage/ claim that may arise out of use or otherwise of any goods purchased / by the Card Holder/s under the offer.
- BOBCARD Limited and Tata Steel Limited shall not be held liable for any delay or loss that may be caused in delivery of the goods under the Offer.
- Tata Steel Limited & BOBCARD Limited retain the right to change or discontinue the Offer at any time during the Offer Period. The decision of Tata Steel Limited & BOBCARD Limited with respect to the offer shall be final and binding on the Cardholders and any correspondence in this regard will not be entertained.
- Tata Steel Limited & the BOBCARD Limited reserve the right to disqualify any Cardholder from the benefits of the offer if any fraudulent activity is identified as being carried out for the purpose of availing the benefits under the offer.
- All taxes, duties, levies or other statutory dues and charges payable in connection with the benefits accruing under the offer shall be borne solely by the Cardholder BOBCARD Limited and Tata Steel Limited will not be liable in any manner whatsoever for any such taxes, duties, levies or other statutory dues.
- Cardholders may make payments through credit card EMI method, subject to the acceptance of the terms and conditions under BOBCARD's website ([www.bobcard.co.in](http://www.bobcard.co.in)). The eligibility of the Cardholder to avail credit card EMI facility shall be subject to the sole discretion of BOBCARD Limited and eligible Cardholders shall have to make additional payment of Rs. 199 (exclusive of taxes) towards EMI charges. The EMI charges shall be subject to revision as per BOBCARD Limited's policy.
- Tata Steel Limited shall not be responsible or liable for non-liability or availability or in case of any EMI transaction or any charges accounting to it.
- In the event of any queries or cancellation of any EMI transaction, the Cardholders may directly reach out to BOBCARD.
- BOBCARD Limited and Tata Steel Limited shall not be obliged to make any public announcements to intimate the successful Cardholders about the discount under the offer.
- This offer is not available beyond the Offer T&Cs as also wherever (1) offers of this kind are prohibited, and (2) BOBCARD Limited and Tata Steel Limited has decided against availability of the offer for any reason whatsoever.
- Both Tata Steel Limited and BOBCARD Limited shall not be in any way liable/responsible for the products purchased.
- The Cardholder shall indemnify and hold Tata Steel Limited, its directors, officer, employees, managers and the BOBCARD Limited harmless against all damages, liabilities, costs, expenses, claims, suits and proceedings (including reasonable attorneys fee) that may be suffered by Tata Steel Limited and the BOBCARD limited as a consequence of (i) violation of these terms and conditions, of the terms of user agreement, privacy policy (subject to change) published on the Platform, by Cardholder; (ii) violation of applicable laws by Cardholder; and (iii) any action or inaction resulting in willful misconduct or negligence on the part of the Cardholder.
- These Additional Terms and Conditions shall be in addition to and not in substitution / derogation to the Primary Terms and Conditions governing the credit card, as the case may be, issued by BOBCARD Limited. In the event of any contradiction or disparity between the Offer T&Cs and the Standard Terms and Conditions, Offer T&Cs shall prevail.
- Any person availing the offers shall be deemed to have read, understood and accepted these terms and conditions as well as the respective Offer T&Cs.
- Any dispute in relation to the offer, and/or the terms and conditions shall be subject to the jurisdiction of the courts in Mumbai only.
- Tata Steel Terms & Conditions, if any, will be additionally applicable to the offers and will be notified separately.

- The Cardholder shall also remain subject to the terms and conditions of <https://aashiyana.tatasteel.com> and [www.bobcard.co.in](http://www.bobcard.co.in).