



## American Express® EMI—Offer Terms & Conditions

This offer is open to select American Express Credit Cardmembers whose accounts are valid and in good standing. An American Express Credit Cardmember for the purpose of this offer means a person holding the below mentioned American Express Credit Card issued in India by American Express Banking Corp. The offer is applicable to the Cardmembers holding below Cards:

- The American Express SmartEarn Credit Card
  - The American Express Gold Credit Card
  - The American Express PAYBACK Credit Card
  - The American Express Platinum Reserve Credit Card
  - The American Express Platinum Travel Credit Card
  - The American Express Membership Rewards Credit Card
- The offer is not available for American Express Charge Cards, Corporate and Network Cards.
  - The offer would be valid on above mentioned Cards issued in India only.
  - This offer is being made purely on a “best effort” basis. Cardmembers are not bound in any manner to participate in this offer and any such participation is purely voluntary.
  - American Express is neither responsible for availability of services nor guarantees the quality of the goods/services and is not liable for any defect or deficiency of goods or services so obtained/availed of by the Cardmembers under this offer. Any disputes with regard to the quality of goods/services availed shall be taken up with the merchant/service establishment directly. American Express shall have no liability whatsoever with regard to the same.
  - American Express shall not be liable whatsoever for any loss/damage/claims that may arise out of use or non- use of any goods or services availed by Cardmember under this offer. American Express reserves its absolute right to withdraw and/or alter any of the terms and conditions of the offer at any time without prior notice.
  - Nothing expressed or implied in the program shall in any way waive or amend any of the terms and conditions of the existing Cardmember agreement with the Card issuer.
  - To receive this offer, purchase should be charged in EMI to the American Express Credit Card. No cash alternative is available.
  - Any disputes arising out of and in connection with this program shall be subject to the exclusive jurisdiction of the courts of Delhi only.
  - This offer is subject to partner terms and conditions.
  - The offer is applicable only in India where American Express EMI is enabled.
  - EMI conversion done post taking the transaction will not be eligible for this offer.
  - This EMI offer is also applicable on the Supplementary Card(s) issued on American Express Credit Cards.
  - For detailed offer on American Express EMI, please visit: [www.amex.co/emi](http://www.amex.co/emi)
  - To view the EMI Terms & Conditions click [here](#).
  - Cardmembers can, at any point in time, avail up to six transactions for conversion into EMI, subject to availability of credit limit.
  - In case of foreclosure of an EMI transaction, a one-time fee of 3% + taxes on the outstanding balance will be applied.
  - In case of any query, Cardmember can contact American Express. Queries related to the offer will be entertained only till 120 days from offer end date.

- American Express and merchants reserve the right to add, alter, modify, change, or vary all or any of these terms and conditions or replace, wholly or in part, this EMI Scheme by any other scheme, whether similar to this EMI Scheme or not or to withdraw it altogether, without prior notice.
- American Express reserves its absolute right and discretion to approve or decline any request for EMI. It is further clarified that transactions under certain merchant categories especially Gold and Jewellery related transactions or any other transactions prohibited under law cannot be converted into EMI.
- You will no longer earn Membership Reward<sup>o</sup> Points on EMI conversions at POS (Point of Sale). The Point-of-Sale transactions include both Offline transaction (Point of Sale transaction at a merchant's store (physical use of card at store). For example: EMI conversion at Croma, Reliance digital etc.) and Online transaction (Point of Sale transaction from a Merchant's website (use of card online). For example: EMI conversion options on Flipkart.com etc.). The Card Members will continue to earn Membership Rewards<sup>o</sup> points on all EMI transactions through American Express<sup>o</sup> SafeKey and on all EMI conversions done post purchase.
- Cardmember needs to pay a processing fee of Rs. 199 + taxes as applicable on all EMI transaction(s) converted at Point of Sale online or in-store.
- These offers can & will be replaced timely. It can be changed or removed without any prior notice from the partner. In such an event the partner or American Express will not be responsible for the same

### LG Offer details as below:

- Up to 26% instant discount/cashback on EMI transactions done on PineLabs terminals.
- Maximum instant discount/cashback amount is Rs. 26,000 per Card.
- Offer valid from 14 March 2024 to 31<sup>st</sup> March 2024 (both days included).
- Cashback or instant discount is basis the agreement between the payment terminal and the merchant outlet. Cardmember has to check at the store if the outlet is providing instant discount or cashback.
- Offer is applicable on select products. Click [here](#) for product list.
- Offer is applicable on EMI tenures of 3,6,9 and 12, months only. Offer is not applicable on 18 and 24 months EMI tenure
- Offer is applicable on LG outlets & multi brand outlets where PineLabs terminal is installed, and eligible product(s) is/are available. To know the participating outlets, click [here](#).
- Offer is also applicable on No Cost EMI on select product on 3,6,9 and 12 months EMI tenure. Cardmember can check the eligible product(s) and eligible EMI tenure for No Cost EMI at the outlet.
- For No Cost EMI offer, American Express will charge full interest along with GST/taxes as applicable from the Cardmember. However, Merchant/Seller will give either an instant discount equivalent to the interest chargeable at the time of purchase or within 90 days of transaction the amount will be credited to Cardmember account in form of Cashback. Hence, effectively for Cardmember it would be a No Cost EMI.
- Cashback/instant discount will be eligible only if the transaction is done using EMI as a payment option on PineLabs terminal through eligible American Express® Credit Cards
- A Credit Card can be used only once during the offer period to avail LG offer.
- Cashback will be credited within 90 days from the date of transaction and instant discount will be provided immediately at the time of payment.
- EMI needs to be active till the fulfilment date for Cardmembers to be eligible for offer benefits. Foreclosed EMIs will not be eligible for the offer benefits.
- Cardmembers would need to contact the outlet to see the eligible products and/or cashback/instant discount amount.
- Offer is applicable on Brand EMI transactions only.
- Offer is applicable only when the offer is printed on the charge slip of the transaction.
- There is no black out date under this offer.
- Offer cannot be clubbed with any other ongoing offer.
- Offer Details are contained in the table below.

Normal cash back	Multi brand outlets		Brand stores		Special Cash back	Multi brand outlets		Brand stores						
	Discount/ Cashback	Maximum amount (₹)	Discount/ Cashback	Maximum amount (₹)		Discount	Max amount	Discount	Max amount					
Select AC	5.00%	1,500	5.00%	1,500	Select refrigerator Direct Cool	10.00%	2,500	10.00%	2,500					
Select Refrigerator		2,000	7.50%	2,500	Select microwave		-	12.50%	3,000					
Air purifier		2,500		3,000	Select 32"/ 43" TV		1,500		2,000					
Audio video		2,500			Select Dishwasher		3,000		4,000	4,000				
Washing machine					Select Microwave		4,000							
Water purifier					Select Water purifier		3,500							
Refrigerator					Select UHD/Nanocell 43" / 50"		5,000				6,000			
Microwave					1,000		Select TV OLED/UHD				6000	7,500	7,000	
							Select Washing machine FL/TL				1,500			Select OLED / Nanocell
					Select OLED 48"		10.00%					10,000	10,000	12,500
					Select OLED 42"	5,000					15,000			
					Select OLED/ UHD / Nanocell	10,000								
					Select OLED 55"	5,000		6,000						
					Select refrigerator FF				12.50%	7,000				
					Select refrigerator FF	15.00%		5,000						
					Select washing machine FL				15.00%	6,000				
					Select microwave	15.00%		3,000						
					Select water purifier				17.50%	9,000				
					Select microwave	20.00%		12,000						
					Select washing machine FL		20.00%		10,000	13,500				
					Select washing machine FL	22.50%		6,000			11,500			
					Select refrigerator SBS		26.00%		26,000	7,500				
					Select MWO	26.00%		2,000 / 3,000			26,000			
					Select OLED/ UHD / Nanocell		26.00%		2,000 / 3,000	2,000 / 3,000				
					Select AV Fixed cash back	26.00%		2,000 / 3,000			2,000 / 3,000			

