

## **About Club M Rewards Program:**

The Club M Rewards is an exclusive loyalty program for Club Mahindra members. As soon as a member's referral subscribes to Club Mahindra membership, referring member gets referral points (1 point = 1 INR). Members can accumulate and spend these points on curated rewards such as international and domestic holidays, redeeming against ASF, getting resort credit vouchers, Amazon/Tanishq, and many such e-vouchers, Club M Select, the latest Apple gadgets and many other rewards.

## **How Loyalty Program Works?**

- All the members will begin their journey into the loyalty program with a base tier called Bronze.
- The program has 4 tiers, Bronze, Silver, Gold & Platinum.
- Members will earn referral points on every successful referral. Earning per referral increases with every tier upgrade.
- Members will be upgraded to Silver, Gold, or Platinum Tier based on points earned in the referral year. The referral year is fixed and is same as the financial year, i.e., from 1<sup>st</sup> April to 31<sup>st</sup> March.
- Each year, on the 1<sup>st</sup> of April, the member tier will be revised depending on the points earned in the previous referral year. The evaluation period will be the financial year i.e., 1<sup>st</sup> April to 31<sup>st</sup> March.
- The validity of tier will be for one financial year.
- In case of a tier upgrade, the tier status will be valid for the current and following evaluation year.
- Based on tier status, members will also get additional tier exclusive privileges on every 1<sup>st</sup> of April.
- The referral points earned will be valid for 3 years from the date of allotment. Post 3 years, the referral points will expire.

E.g., referral points earned on 1<sup>st</sup> July'22 will be valid till 30<sup>th</sup> June'25.

## **Details of Loyalty Program**

The loyalty program has three elements:

1. Tier status is based on referral points earned in a year.
2. Product-wise referral points earned.
3. Tier exclusive privileges at Resort.

## **Points Earned Per Referral Depend Upon 2 Factors:**

- Current tier of the member.
- Type of product purchased by the referee.

### 1. Tier Logic:

Tier Name	Referral Points Earned in A Year (1 <sup>st</sup> April – 31 <sup>st</sup> March)
Bronze	Upto 9,999 Points
Silver	>=10,000 – 34,999 Points
Gold	>=35,000 – 69,999 Points
Platinum	>=70,000 Points

2. **Product Wise Referral Points Earned:** Referral points are earned by members on every successful referral based on membership type purchased by referee.

Membership Type (purchased by referred member)	Bronze	Silver	Gold	Platinum
CMH25	16,000	25,000	30,000	35,000
CMH10 / Bliss / CMH15	11,000	16,000	20,000	25,000
Go Zest	4,000	5,000	6,000	8,000

**Example 1:** If referring member is in the Gold Tier and his friend buys CMH25, he will get 30,000 referral points.

**Example2:** If referring member is in the Silver Tier and his friend buys Bliss, he will get 16,000 referral points.

**Example 3:** If referring member is in the Bronze Tier and his friend buys CMH25, he will get 16,000 referral points.

3. **Tier Exclusive Privileges:** Each year on the 1<sup>st</sup> of April the privileges will be unlocked, and members will be entitled to any one of the below privileges, based on the tier status as of 31<sup>st</sup> March of the previous year. Privileges will be offered in the form of e-vouchers redeemable at any Club Mahindra resort, subject to service availability. The validity of these vouchers will be of 1 year from the date of issue.

Tier Name	Tier Privileges Value	Tier Exclusive Privileges
Bronze	NA	NA
Silver	Rs. 4,000	Happy Holiday Hub voucher of 4,000
Gold	Rs. 16,000	Happy Holiday Hub voucher of Rs. 4,000 + 1 couple Spa worth Rs. 6,000 + 1 year membership of Club M Select worth Rs. 3,540 + Food voucher of Rs. 2500
Platinum	Rs. 25,000	Happy Holiday Hub voucher of Rs. 4,000 + 1 couple Spa worth Rs. 6,000 + 1 year membership of Club M Select worth Rs. 3,540 + Food voucher of Rs. 5500 + 1 Unique Dining experience for couple worth Rs. 6,000

**Note:** The Exclusive Privileges cannot be exchanged or transferred

**Example 1:** If the tier status of a member as of 31<sup>st</sup> March 2023 is Gold, then on 1<sup>st</sup> April'23, all the privileges mentioned against Gold Tier will be credited to the member's account. The validity of these privileges will be of 1 year. i.e., valid till 31<sup>st</sup> March 2024.

#### **Tier Upgrade & Downgrade:**

Tier upgrade can happen basis the number of points earned in the referral year and immediately once the member achieves the points threshold.

On 1<sup>st</sup> April every year, the member will be maintained or downgraded to the respective tier depending upon the points earned by the member during the evaluation period (1<sup>st</sup> April-31<sup>st</sup> March)

Example: If a member's previous status is Gold in FY23. The tier of the member for FY'24 will be Gold. On 1<sup>st</sup> April '23, the Gold Tier privileges will get unlocked. In FY'24, the member will continue as Gold Tier or can be upgraded to Platinum Tier if his points cross 70K. Depending upon the points earned by the member in FY'24, the revised tier for FY'25 will be decided.

- **Scenario 1:** If a member does not earn any points in FY'24, he will be downgraded to Bronze Tier as of 1<sup>st</sup> April'24. His revised tier for FY'25 will be Bronze. The tier upgrade will happen depending upon the points earned by the member in FY'25.
- **Scenario 2:** If a member earns 30K points in FY'24, he will be downgraded to Silver Tier as of 1<sup>st</sup> April'24 and his Silver Tier privileges will be unlocked on the same date. His revised tier for FY'25 will be Silver. The tier upgrade will happen depending upon the points earned by the member in FY'25.

### **Few More Examples for Tier Upgrade and Downgrade:**

#### **Tier Upgrade:**

**Member name:** Mr. Sharma

**Membership type:** CMH25

**Current year:** 1<sup>st</sup> April 2022 to 31<sup>st</sup> March 2023

**Tier status:** Bronze

**Tier status eligible till:** 31<sup>st</sup> March 2023 (the member will be in bronze status till he crosses the threshold of 10,000 points. On crossing 10K points member will be upgraded to silver tier)

**Total referrals given in referral year:** One, CMH25, on 5<sup>th</sup> June'22

**Total points earned in referral year:** 16,000

**Tier upgraded to:** Silver (immediately on successful referral conversion)

**Upgraded tier validity:** 6<sup>th</sup> June'22 till 31<sup>st</sup> March'24

#### **Tier Downgrade:**

**Member name:** Mr. Sharma

**Membership type:** CMH25

**Current year:** 1<sup>st</sup> April 2022 to 31<sup>st</sup> March 2023

**Tier status:** Silver

**Tier status eligible till:** 31<sup>st</sup> March 2024 (If in a year the member does not earn any referral points, he will be downgraded to bronze tier)

**Total referrals given in referral year:** 0

**Tier downgraded to:** Bronze (on 1<sup>st</sup> April 2024)

### **Redemption Offers**

Referral points can be redeemed from a wide range of rewards. Members can redeem the referral points online by selecting the reward.

#### **1. Gadgets & Appliances:**

iPhone 13 (128GB): <b>80,000 points</b>	11-inch iPad Pro Wi-Fi 128GB: <b>72,000 points</b>	MacBook Air: <b>93,000 points</b>
iPhone 13 Pro (256GB): <b>1,30,000 points</b>	11-inch iPad Pro Wi-Fi 256GB: <b>81,000 points</b>	Apple Watch Series 7: <b>44,000 points</b>
iPhone 12 Pro (128GB): <b>1,10,000 points</b>	12.9-inch iPad Pro Wi-Fi 128GB: <b>1,00,000 points</b>	AirPods Max: <b>67,000 points</b>
iPhone 12 Pro (256GB): <b>1,20,000 points</b>	12.9-inch iPad Pro Wi-Fi 256GB: <b>1,10,000 points</b>	AirPods Pro: <b>27,000 points</b>
Dell Inspiron-5593: <b>60,000 points</b>	Samsung Galaxy Tab S7 FE: <b>50,000 points</b>	IFB Neptune FX Dishwasher (12 Place Settings): <b>38,000 points</b>
Galaxy Z Flip3 5G: <b>85,000 points</b>	Canon EOS 3000D DSLR Camera 18 - 55 mm Lens: <b>60,000 points</b>	GoPro HERO9 Black: <b>50,000 points</b>
Galaxy Watch 4: <b>19,000 points</b>	Dyson cord free vacuum cleaner: <b>33,000 points</b>	Dyson TP03 Air Purifier: <b>57000 points</b>
Alexa inbuilt all new Echo Show 8: <b>14,000 points</b>		

## 2. E -vouchers:



## 3. Curated Holiday Packages

1. Holiday in Dubai! - 90,000 points
2. Holiday in Maldives! - 1,00,000 points.
3. Holiday in Mauritius! - 95,000 points.
4. Holiday at Club Mahindra Resorts! – 45,000 points.

## 4. Additional Offers for Members Are:

1. Splurge on resort activities! - RCPs can be converted using as low as 2000 referral points in your account.
2. Redeem your referral points to pay your **annual subscription fee!**
3. Redeem for elite **Club M Select** membership for just **3,540** referral points.

**Program enrolment:**

- Enrol into the new loyalty program. **and get 2500 bonus points on enrolling**

**Terms and conditions:**

- The validity of the bonus 2500 points will be for 6 months from the date of enrolment.
- To claim 2500 bonus points, member must give minimum 1 successful referral (i.e referred friend needs to purchase the Club Mahindra membership) within 6 months from the date of enrolment.
- All the standard eligibility criteria with respect to redemption of referral points are applicable for this bonus points.

**Terms and Conditions for using referral points**

- All referral points earned till 31<sup>st</sup> March 2022 will have validity of 1 year only
- All referral points earned from 1<sup>st</sup> April'22 is valid for 3 years since award/credit of points into member's account. Points are credited within 30 days of referred person successfully joining as Club Mahindra member. Referral points will be credited to referring member only once VC is cleared, contract is not into fatal status and minimum DP payment is realised as decided by the company
- When an incoming member pays at least 30% or more than 30% of the down payment at the time of purchase of membership, the referring member will be able to redeem the earned referral points immediately. These points are called as Active points. 3 years validity of these points will also start immediately.
- When an incoming member pays less than 30% of the down payment at the time of purchase of membership, the referring member will be able to redeem the points only after 3 EMI realizations done by incoming member in a stipulated time as per the terms of the membership agreement. 3 years validity of these points will also start post 3 EMI realisations.
- The member should not have any EMI / ASF OD in his account to redeem his referral points.
- In case only ASF OD is there, member can redeem the referral points only to redeem against ASF and not on any ongoing redemption offers.
- If the offer holiday confirmed booking is not availed by member due to any personal/ unforeseen reason, the offer will be considered utilized.
- All taxes & government levied tourism/ access fees/ gratuity is not part of the offer & need to be paid by member only

- All payments for additional services & Extra pax, as applicable need to be completed in advance before the travel else the booking will stand cancelled. Mahindra Holidays will not be responsible for any delay by external vendor or GOI in booking confirmation/ Visa/ Passport & other travel services
- All brand vouchers like Amazon, Tanishq will be dispatched/credited in 7-10 days of redemption request and same will be 45 days for white goods
- Minimum 2000 points is required to be redeemed to avail any brand & Resort Credit Points vouchers.
- Club Mahindra reserves the right to modify, add or delete any of the terms and conditions at any point of time at its sole discretion, without serving any prior intimation to the members.

# **Club Mahindra Scratch & Win contest!**

## **1. About the Contest**

1.1 Scratch & Win Contest ("Contest") is organised by Mahindra Holidays & Resorts India Limited (hereinafter referred to as 'Club Mahindra'), where the participants stand a 100% chance to win assured prize when the friend referred by him meets our Relationship Manager for Sales presentation.

- The contest will be from 1st Jul – 31st Jul 2022.
- The contest is exclusive to Club Mahindra member base.
- member will get an assured Prize once the Reference/ Prospect given by a member meets our Relationship Manager.
- All the Reference mets must happen from 1st Jul22 to 31st Jul22
- Member can win multiple rewards basis the number of successful Reference Mets. 1 successful met = 1 Reward.
- Met means, Refereed friend has given a correct feedback code about the meeting to Club Mahindra relationship manager and the same has been duly updated in Club Mahindra internal system
- Contest is valid only for all the members residing in India (All states except Tamilnadu)

1.2 Club Mahindra shall be entitled to reject any participant without assigning any reason.

1.3 Please ensure that all the information submitted by you (Participant) of references is authentic and accurate. In case we identify an entry to be inaccurate or fake, the participant will be disqualified, and their entry will not be accepted.

## **2. Rules of participation**

2.1 The Contest is only for existing members of Mahindra Holidays & Resorts India Limited.

2.2 Participation in the Contest does not guarantee a prize.

2.3 The Contest is managed by Countrywide Network Pvt. Ltd ("CNPL"). CNPL and Club Mahindra has complete authority on all the proceedings of the same. The decision of Club Mahindra and CNPL as regards any aspect of this Contest shall be final & binding

2.4 The Contest period is as mentioned in the promotions. The right to change it is at the sole discretion of Club Mahindra.

## **3. Results**

3.1 The results of the Contest will be declared by 15th of July or such other/ later date as may be decided by Club Mahindra at its own sole discretion. In this regard, it is clarified that the decision of Mahindra Holidays & Resorts India Limited/ Club Mahindra shall be final, and no contestant shall have the authority to contest the same. Such instance of contestation shall warrant disqualification.

3.2 Prize shall be given only for valid participants. Basis for selection of Winner shall remain confidential & at the sole discretion of Club Mahindra and Club Mahindra



shall be under no obligation of any kind to share the modalities with any participant and no such demand shall lie against the Company.

3.4 Club Mahindra shall have the right to refuse Prize to any of the participant/ Winner in case his/her previous Club Mahindra Membership was found to be rescinded for breach of any of its terms & conditions or he/ she has any overdue (EMI/ ASF) which has not been paid by the Winner despite request. Decision of Club Mahindra in this regard shall be final.

3.5 The Prize for the Winner cannot be exchanged for cash or transferred. Club Mahindra shall not be liable to give any alternate gift / prize or offer in lieu of the Contest Prize.

3.6 The Winner may be required to submit relevant documents as may be requested/ stipulated by Club Mahindra, including his/ her identity & address proof, for claiming their Prize.

3.7 The Winner shall only be entitled to receive his/ her Prize only post verification of the credentials (as mentioned above).

#### **4. General**

4.1 All the information submitted by the Participant for the Contest shall be the property of Club Mahindra and Club Mahindra shall be entitled to use the same for any purpose whatsoever at its sole discretion. The Participant shall not be entitled to claim copyright or any other rights/ entitlements over the same.

4.2 Any lapse in communicating with the Winner due to false emails/ addresses provided by the Winner via Contest entry or the Membership process will not be the responsibility of Club Mahindra, and the Winner will be treated as void in such cases.

4.4 Process of distribution of the Prize may take 4 to 6 weeks post receipt of all the relevant documents and information or winner announcement and no claim shall lie for any delay in distributing the Prize for any reasons whatsoever.

4.5 Club Mahindra shall not be liable for any delay/ failure to comply with its obligation caused by weather conditions, fire, flood, strike, war, political unrest, riots, accidents, epidemic, pandemic, act of God or any other unavoidable reasons beyond its control.

4.6 In the event, it is discovered the Participant is either breaching the terms and conditions of this Contest or his/ her Membership or is ineligible to participate, the Prize won by the Participant shall stand withdrawn and the participation shall stand invalidated.

4.7 Club Mahindra reserves the right to modify, add or delete any of the terms and conditions or participation mechanics of the Contest at any point of time at its sole discretion, without serving any prior intimation to the participants. Intimation of any change, modification, addition, deletion in the terms and condition of the Contest will be served to the participants by posting the revised terms and condition of the Contest on the Company's web portal/ social media campaign page/s.

4.8 Club Mahindra does not take any responsibility for any information or content submitted by the contestants/ participants and reserves its rights to direct the possible claimants to the contestants/ participants in the respect of the information or content submitted by the participants.

4.9 Club Mahindra may collect personally identifiable information that you provide to us, such as name, member ID, phone number, email address etc. which may be used by Mahindra Holidays & Resorts India Limited for its internal and

promotional purposes. Mahindra Holidays & Resorts India Limited may also access profile and other information from Social media platforms.

4.10 No other offers/ contests can be clubbed with this Contest.

4.11 Any disputes with regards to the Contest shall be referred to an arbitration by a Sole Arbitrator appointed by Club Mahindra in terms of the Arbitration and Conciliation Act 1996, at Mumbai, as such this Contest will be subject only to the jurisdiction of the courts in Mumbai.

4.12 By participating in the Contest, the participants agree to abide by the Terms and Conditions of participation.

4.13 All submissions and entries for the Contest shall be accepted at the sole discretion of Club Mahindra.

### **Scratch & Win Offer**

#### **TERMS & CONDITIONS – e-Scratch Card**

1. This Offer is valid for residents of India aged 18 & above.
2. Company has the sole right to withdraw or extend the Offer period at any time, without prior notice.
3. Countrywide Network Pvt. Ltd. ("CNPL") reserves the right to replace the gift won by the customer with any other brand/model of similar/or may be higher MRP, in case any product is discontinued by the manufacturer or unavailable in the market.
4. Customers will be eligible to redeem the Gift only after completing the redemption process and receiving the gift requests by Countrywide Network Pvt. Ltd. as per the Terms & conditions.
5. Proof of submitting the gift request is not a proof of receipt. Customer will get the SMS within three working days for the confirmation of receipt of gift request, otherwise call at our Helpline No. 8010099999 from 10:30 am to 05:30 pm during working days (Monday to Friday except National/Bank Holidays) to check the Gift status.
6. All gifts will be subject to Indian laws, including tax regulation as and when applicable. TDS, if applicable on any gift item, will have to be borne by the winners and payable on request before dispatching the gift.
7. Last date to submit your request to redeem the Gift is 31st Oct 2022.
8. The Assured Gift cannot be substituted/ exchanged or encashed with any Product/Services other than entitled for. All sizes of the gifts are standard and request for specific sizes/colour/design/style shall not be entertained. Electronic products will not be replaced, in case of any defect informed after one month from the date of Gift received by the customer/ recipient.
9. In the case of Gift Card/ Shopping Voucher, we will send you a gift e-code (wherever applicable) on your registered email address for online shopping. All terms to redeem the gift e-code will be applicable.
10. Only one eScratch Card Link per customer/mobile no. can be redeemed against one referral meeting. Please allow us 4-6 weeks' time to dispatch the Gift from the date of gift request submission. Force Majeure applicable

11. Any suggestions/complaints related to this Offer, discussed on telephone will not be considered. All suggestions/complaints must be given in writing to support@RedeemYourGift.com
12. Company reserves the right to contact you via any mechanisms, not limited to call/ SMS/ email/ automated call, related to this Offer including receiving of the gift requests, dispatching of the Gift etc.
13. Any person taking advantage of this Offer does so on complete acceptance of the terms & conditions. Claims that do not comply with the terms & conditions will be disqualified. Illegible/incomplete/invalid/wrongly filled/manipulated request forms will be rejected.
14. Disputes, if any, will be settled under the jurisdiction of Delhi Court to the exclusion of all other courts in India.

**Gifts covered under this Offer are:** Paulo England Sunglasses, Provogue Duffel Bag, Zoopster Backpack, Teknobyte Turo 5W Bluetooth Speaker, Branded 65 cm Luggage worth Rs.3000/-, Fuel Voucher worth Rs.6000, Shopping Voucher worth Rs.6000/- and Samsung A03 Smartphone – 32GB

#### **HOW TO KNOW YOUR GIFT?**

1. Please click on SMS/Email Link sent to you on your registered Mobile No./Email ID
2. Verify your Mobile Number by OTP
3. Scratch the hidden portion completely by finger on touch screen mobile phone.
4. Gift will be displayed on your mobile.
5. Activation of the offer may take upto 24 hours, thereafter you can claim the gift anytime.
6. Redeem Your Gift as per the terms on or before 31st Oct. '2022.

#### **HOW TO REDEEM YOUR GIFT?**

- Please visit at <https://RedeemYourGift.com/ClubMahindra> on or before 31st Oct 2022 for Gift Redemption, as mentioned in the terms & conditions.
- Kindly register yourself with the Registered mobile no and complete contact details.
- Please click on "Redeem Your Gift"
- After completing the redemption process, you will get an acknowledgment number. Please note down that acknowledgment number or take a screenshot for future reference/correspondence with us.
- Please read all the terms & conditions mentioned herein.