

## Terms & Conditions

### Hero GoodLife Songs of Freedom – Independence Day Gamification Campaign

T&Cs for Hero GoodLife ‘Songs of Freedom’ Engagement Campaign (herein referred to as “Campaign”) [GoodLife ‘Songs of Freedom’] Campaign Period: Live from 15<sup>th</sup> August 2025 till 22<sup>nd</sup> August 2025

- This Campaign is available on a pan-India level.
- This Campaign is available only for GoodLife members, i.e., individuals registered under Hero MotoCorp Limited’s (hereinafter referred to as “HMCL”) [GoodLife Program](#), and whose membership is active as on the date of participation.
- This Campaign is valid from **15<sup>th</sup> August 2025** till **22<sup>nd</sup> August 2025** (hereinafter referred to as “Campaign Period”).
  - Participation in this Campaign is purely voluntary. By participating, a GoodLife member unconditionally and irrevocably accepts and agrees to be bound by these terms and conditions.
  - HMCL shall not be responsible for any expense incurred by GoodLife members while participating in this Campaign, including but not limited to internet charges and network issues.
  - GoodLife members are eligible to participate in the Campaign as per the following process:
    - OTP-based login.
    - Participant to listen to a short (3–5 seconds) instrumental audio clip of a patriotic song and select the correct answer from the multiple-choice options.
    - Participants earn 100 GoodLife Reward Points per correct answer, with a maximum of 500 Points available to be won.
    - Each member can participate only once.
- GoodLife members (hereinafter referred to as “Participants”) may participate via:
  - The SMS link sent to their registered mobile number.
  - The campaign banner on HMCL’s Hero App.
  - The Hero GoodLife microsite (<https://www.heromotocorp.com/en-in/good-life.html>).

- Campaign benefits can be availed as explained in previous clauses and are non-transferable, non-substitutable, and non-encashable.
- In case of any issues with the crediting of Reward Points, Participants must report to **goodlife@heromotocorp.biz** by 30<sup>th</sup> September 2025, after which no complaints will be entertained.
- HMCL reserves the right to disqualify any Participant found engaging in fraudulent or unfair practices. Any attempt to manipulate or exploit the campaign mechanism will lead to immediate disqualification.
- The decision of HMCL with respect to campaign rules, benefits, participant selection, and all other aspects shall be final and binding.
- HMCL reserves the right to alter, amend, vary, extend, or terminate this Campaign at any point in time without assigning any reason.
- Hero MotoCorp Ltd. shall not be responsible for any expenses incurred by the participant while participating in this campaign, including internet charges and any technological issues, including network problems.
- This Campaign is subject to force majeure conditions. HMCL and/or its directors/officers shall not be responsible for circumstances beyond their control that hinder the completion of the Campaign.
- In case of any dispute, Participants agree to first attempt resolution via the Program Helpdesk at 1800-266-0018 or at the HMCL corporate office (The Grand Plaza, Plot No. 2, Nelson Mandela Road, Vasant Kunj - Phase - II, New Delhi - 110070, India). If a resolution cannot be reached, disputes may be referred to arbitration as per the Arbitration and Conciliation Act, 1996, with the seat of arbitration in New Delhi. All disputes are subject to the exclusive jurisdiction of the courts at Delhi.