

## TERMS & CONDITIONS

### Spot the Difference – Hero GoodLife Campaign

Campaign is applicable from 25<sup>th</sup> Feb to 31<sup>st</sup> March

#### 1. Campaign Period

The “Spot the Difference” Campaign (“Campaign”) shall be valid from **25<sup>th</sup> February 2026 to 31<sup>st</sup> March 2026**, both days inclusive (“Campaign Period”).

Hero MotoCorp Ltd. (“HMCL”) reserves the right to extend, modify, suspend, or terminate the Campaign at its sole discretion without prior notice.

#### 2. Eligibility

1. The Campaign is open exclusively to **Hero GoodLife Members whose membership status is lapsed** at the time of receiving campaign communication.
2. Members who have renewed their GoodLife membership **prior to the Campaign Period (i.e., before [Start Date]) shall not be eligible for Double Bonus Reward Points.**
3. Membership renewal must occur **within the Campaign Period**, either:
  - Through the online renewal link; or
  - At an authorized Hero dealership.
4. Participation is voluntary and subject to compliance with these Terms & Conditions.

#### 3. Communication

1. Eligible members shall receive Campaign communication via **SMS/Whatsapp containing a unique campaign link.**
2. No other communication medium shall be considered valid for participation unless officially notified by HMCL.

#### 4. Participation Mechanism

To participate, the member must:

1. Click on the campaign link received via SMS.
2. Log in using the registered mobile number and validate via OTP authentication.
3. View the split-screen interface displaying:
  - “When You Were a GoodLife Member” benefits; and
  - “Now Expired” status (cross-marked benefits).

4. Identify and click on **any three (3) missing/crossed-out benefits** displayed on the campaign page.
5. Upon completion, the member will be directed to a renewal screen.
6. Renewal must be completed within the Campaign Period to qualify for bonus rewards.
7. Glimpse of benefit/s also included. \*More benefits to be included soon!

Incomplete participation or failure to complete renewal shall not qualify for Campaign benefits.

## 5. Campaign Benefit – Double Reward Points

1. Upon successful renewal during the Campaign Period, eligible members shall receive:
  - Standard Renewal Points: 299 Reward Points ○ Bonus Points under Campaign: Additional 299 Reward Points ○ **Total: 598 Reward Points**
2. Bonus points shall:
  - Be system credited.
  - Be non-transferable, non-exchangeable, and non-redeemable for cash; ○  
**Be credited within 30 days from successful renewal.**
3. Any dispute regarding credit of reward points must be reported to **goodlife@heromotocorp.biz** on or before **31st March 2026**, failing which no claims shall be entertained.

## 6. Data Usage & Consent

1. By participating, members consent to:
  - Collection and storage of interaction data (including clicked benefits);
  - Use of participation data for internal analytics, service personalization, and promotional communication.
2. By renewing under this Campaign, members grant HMCL the right to:
  - Use testimonials, campaign-related responses, or voluntary feedback for promotional purposes across digital, print, broadcast, or other media formats without additional compensation.

## 7. Disqualification

HMCL reserves the right to disqualify any participant who:

- Provides incorrect or fraudulent information;
- Attempts to manipulate, hack, or misuse the campaign system;

- Violates any applicable law or these Terms & Conditions.

## **8. Technical Disclaimer**

HMCL shall not be responsible for:

- Network failure, OTP delays, or system downtime;
- Technical glitches preventing participation or renewal;
- Any indirect or incidental loss incurred by participants.

Participation is subject to internet connectivity and system functionality.

## **9. Force Majeure**

HMCL shall not be liable for delay, modification, suspension, or cancellation of the Campaign due to circumstances beyond its reasonable control, including but not limited to natural disasters, governmental actions, system failures, or other force majeure events.

## **10. General Conditions**

Participation constitutes acceptance of these Terms & Conditions.

Campaign benefits are over and above standard renewal benefits unless otherwise specified.

HMCL's decision in all matters relating to the Campaign shall be final and binding.

## **11. Governing Law & Jurisdiction**

This Campaign shall be governed by the laws of India.

All disputes shall be subject to the exclusive jurisdiction of the courts at **New Delhi**.