

## Terms & Conditions

### Hero GoodLife 'This or That' – Hero Day Campaign

T&Cs for Hero GoodLife 'This or That' Engagement Campaign (herein referred to as "Campaign") [GoodLife 'This or That'] Campaign Period: Live from 9<sup>th</sup> August 2025 till 17<sup>th</sup> August 2025

- This Campaign is available on pan India level.
- This Campaign is available only for GoodLife members i.e., whoever has registered under Hero MotoCorp Limited's (hereinafter referred to as "HMCL") [GoodLife Program](#), and their membership is live as on date of participation.
- This Campaign is valid from **9<sup>th</sup> August 2025** till **17<sup>th</sup> August 2025** (hereinafter referred to as the "Campaign Period").
  - Participation in this Campaign is purely voluntary. By participating in this Campaign, a GoodLife member unconditionally and irrevocably accepts and agrees to be bound by the terms and conditions of the Campaign.
  - HMCL shall not be responsible for any expense incurred by GoodLife member while participating in this Campaign including internet charges and any technological issues, such as network problems.
  - GoodLife members are eligible to participate in the Campaign as per the following regulations:
    - OTP-based login.
    - Participants must play the **"This or That"** game by selecting their preference between two exciting riding choices across quick rounds.
    - At the end of the game, participants will receive their **Hero Rider Personality Badge**.
    - Participants must complete the lead form by providing either a self-referral or referring a friend/family member. The following details must be shared: Name, Mobile Number, State, City, and the model of interest for purchasing a Hero two-wheeler.
    - Each member can participate only once and may submit upto three leads in total, which may include both self and other referrals.

- Members can earn upto **10,000 GoodLife Reward Points** as follows:
  - **500 points** for participating in the game.
  - **500 points** for lead submission.
  - **Upto 9,000 points** for successful referrals or upgrades.
- GoodLife members participate in the Campaign (hereinafter referred to as “Participant/s”) via clicking on the link provided through SMS on GoodLife member’s registered mobile number, sent by HMCL; or the banner available on HMCL’s Hero App or HMCL’s GoodLife microsite (<https://www.heromotocorp.com/en-in/good-life.html>).
- Campaign benefits can be availed as being explained in previous clauses and are non-transferable, non-substitutable, and non-encashable.
- In case of any issues with crediting Reward Points, Participants must report them to **goodlife@heromotocorp.biz** by **15<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 regulations (detailed above), Campaign benefits, Participants/data selection and on all aspects of Campaign shall be final and binding.
- HMCL reserves the right to alter/amend/vary/extend/terminate this campaign at any point of time without assigning any reason.
- This Campaign is subject to force majeure conditions. Therefore, HMCL and/or their directors/officers will not be responsible for circumstances beyond their control, which hinder the completion of the Campaign.
- In the lead form (as discussed above), Participants, by giving consent to HMCL to use their personal data –
  - waive all copyrights, rights of publicity and any related rights;
  - consent to HMCL's right to tag, notify, picture, tape or portray him/her, and to exhibit this material in any and all media, advertisements now existing or hereinafter created, including without limitation internet, television, film,

radio and print media, without any compensation whatsoever for an indefinite period for advertising and publicity purposes, except where prohibited by law;

- consent to HMCL to use his/her name, or picture.
- Participants acknowledge that information on social media is freely accessible around the world and that further use of any personal information or photos of Participants by third parties cannot be ruled out as a result thereto. Accordingly, Participants abrogate HMCL from all responsibility and will not hold them liable for use of said pictures and other details by any third party.
- Any personal information relating to Participant(s) will be used in accordance with applicable data protection legislation. Also, HMCL's Privacy Policy can be accessed [here](#).
- In case of any dispute regarding the Campaign, participants agree to first attempt to resolve the issue amicably by contacting the Program Helpdesk at **1800-266-0018** or reach out to HMCL at 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.