

## Leica, which is best known for its high-end cameras and binoculars, has finally made its India debut. Headquartered in Wetzlar, Germany, Leica has setup its first partner store in Delhi's Connaught Place

At HSBC, we are thrilled to announce an exciting collaboration with Leica, one of the world's most aspirational camera brands and offer an exclusive cashback up to INR 50,000 to HSBC Credit & Debit Cardholders, only on select Leica Cameras ("Products").

### Offer Terms and conditions:

During the period from 5 October 2024 to 31 October 2024 (inclusive of both dates) ('Offer Period'), Cardholders using their valid HSBC Credit or Debit Card ('Card') to purchase select Leica Cameras on Leica website: <https://leica-store.in/> will be entitled to below mentioned offer construct ('Offer'):

### Offer Construct:

*Products on which HSBC Offer will apply:	MRP (₹)	Exclusive cashback only on payments made using HSBC Cards (₹)
Leica D-LUX 8	1,65,000	5,000
Leica Q3 43	6,55,000	25,000
Leica SL2 Bundle	5,65,000	50,000

- Offer is associated with cashback which will be credited to the Card by 31 December 2024.
- Offer is valid on HSBC Credit & Debit Card payments.
- Offer is valid on above mentioned premium cameras only.
- Offer is valid on payments process on Razorpay Payment services.
- Cardholders need to take guidance from store manager to ensure payment is processed correctly and transaction is eligible for the Offer.

### Generic Terms and conditions

1. This Offer is brought to you by The Hongkong and Shanghai Banking Corporation Limited, India ('HSBC') in association with FCE LIFESTYLES PVT LTD and Leica Camera Asia Pacific Pte Ltd ('Leica') and our alliance partner: Adneto Technology Pvt Ltd. ('Adneto') and any participation in the offer is voluntary.
2. This Offer is available to existing and new resident HSBC Credit Cardholders, excluding corporate cardholders (hereinafter referred to as 'cardholders'). Credit cardholders who have not made their minimum payment due within 30 days of the payment due date mentioned on the credit card statement will not be eligible for the Offer.
3. The Leica website: [www.leica-store.in](http://www.leica-store.in) is independently operated by FCE LIFESTYLES PVT LTD, an India based company as per an agreement with Leica Camera Asia Pacific Pte Ltd., the owners of the "LEICA" trade mark and intellectual property relating to the 'LEICA' brand.
4. Cardholders are required pay using their valid HSBC credit or debit card ('card') issued by HSBC India in order to eligible for the Offer.
5. In the event of any misuse or abuse of the Offer by the customer or Cardholder, HSBC reserves the right to deny the Offer or cancel such booking/s. Customers who are resellers by occupation, are barred from making bookings for their customer's and Leica reserves the right to deny the Offer against such bookings or to cancel such bookings. For such cases, Leica shall not refund the transaction amount.
6. Offer not valid on payments using Internet banking, corporate or commercial cards issued by HSBC.
7. Maximum retail price ('MRP') communicated above is as per Leica and could change over the course of the Offer Period.
8. Offer cannot be clubbed with any other Offer being promoted by Leica during the Offer Period.
9. This offer will be valid for purchases made only within the specified Offer Period.
10. Cashback which will be credited to the eligible Card after the Offer Period by 31 December 2024.
11. Transactions where payments are made with HSBC Cards using any e-wallet will not be eligible for the Offer. Cardholders / Customers understand and agree that transactions / payments made through Mobile Card or Tokenized Card facility offered by HSBC will not be valid for availing the Offer.
12. HSBC does not endorse any of the products or brands being offered by Leica in stores or on the Leica website and does not provide any warranties or representations of the quality, saleability, suitability or availability of products. Any dispute regarding such products must be addressed in writing by the cardholder directly to Leica.
13. HSBC and Leica reserve the right to add, alter, modify, change or vary all or any of these terms and conditions or to replace, wholly or in part, this Offer with another, whether similar to this offer or not, or to withdraw it completely at any point in time without any prior notice. The offer may/may not be extended as mutually agreed by HSBC and Leica.
14. Prior to using the Leica website and/or its mobile app, the cardholder should refer to, read, understand, accept and agree to the user agreement and terms and conditions of the said website and mobile app, and proceed only if the cardholder agrees to abide by them. The cardholder will be required to provide personal information and other details online or instore as required by Leica to complete the transaction. The Cardholder should read and understand the privacy policy of Leica, its website and the mobile site, prior to providing such information. Any disclosure of information made by the cardholder toward the availability or fulfilment of the offer is at the sole discretion of the cardholder and HSBC shall not be responsible such disclosures. Leica may use the personal information shared by the cardholder for any other purpose (like marketing etc.) and HSBC will not be held liable for the usage of personal information.
15. This offer is subject to the terms and conditions of Leica, and cardholders are required to refer to, read, understand, accept and agree to be bound by them before redeeming the Offer.
16. Usage of the Card is governed by applicable terms and conditions. Please visit [www.hsbc.co.in](http://www.hsbc.co.in) for detailed terms and conditions.
17. All decisions relating to the Offer shall be made at the sole discretion of HSBC & Leica and shall be final, binding and non-contestable. Other than the specific entitlements available to the Cardholders under this offer, any other claims with regard to this offer, against HSBC, are waived.
18. HSBC reserves the sole right to decide on whether a purchase meets the eligibility criteria listed above to be eligible for the Offer.
19. HSBC will not be liable for any direct or indirect loss or damage that may be incurred as a result of participation in the Offer.
20. Any disputes arising out of or in connection with this offer shall be subject to the exclusive jurisdiction of courts in Mumbai only. The existence of any dispute shall not, by itself, constitute any claim against HSBC.
21. This offer is subject to force majeure clauses.
22. Tax liability, if any, will be borne by the Cardholder.
23. Please note that basis Goods and Services Tax (GST) regulations and notified GST rates, Central GST and State/Union Territory GST or Inter-State GST, will be levied on the price, as applicable.
24. By taking on the offer, cardholders are assumed to have accepted all the aforementioned terms and conditions in their totality.

Issued by The Hongkong and Shanghai Banking Corporation Limited, India. Incorporated in Hong Kong SAR with limited liability.

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