

CEAT Miles Terms and Conditions (“T&C”)

The Terms and Conditions (“T&C”) for availing the benefit under this Offer by CEAT Limited, a company registered under the Companies Act, 1956, having its registered office at 463, Dr. Annie Besant Road, Worli, Mumbai 400 030 (“CEAT”). The Dealers (defined hereinbelow) agree that, by availing the Offer, they are bound by the following T&C.

About the Offer

- a) CEAT Shoppe, CEAT Tyre Stop and SIS Dealer (“Dealer(s)”/”You”/”Your”) located in the states of Maharashtra, Gujarat, Rajasthan, Chhattisgarh, Karnataka, Tamil Nadu, Kerala, Andra Pradesh, Telangana will be eligible for reward points (“Points”) on purchase of premium PCUV platform tyres (“Tyres”) listed in Annexure 1 herein.

Eligibility

- a) You are citizen of India;
- b) You are 18 years of age or older; and
- c) You have agreed to terms and conditions of this Offer.

How to avail the Offer

- a) As per the Offer, Dealer will be eligible for the Points on purchase of Tyres.
- b) The Points can be redeemed on CEAT Miles portal i.e. https://ceat-miles.prithvicomputers.com/index.php/dealer_login (“Portal”)
- c) You will have to log in by entering Your mobile number. An OTP will be generated on Your mobile phone which needs to be entered for using the Portal.
- d) Based on the quantity of Tyres purchased, Points will be credited to You which will be reflected on the Home Page.
- e) With enough points accumulated, You can redeem it for any of CEAT merchandize available on the Portal:
(hereinafter collectively “Merchandize”)
- f) You may select the Merchandize by simply adding them to your shopping cart and then select the “Checkout” button.
- g) Provide the details requested on the “Checkout” page and click on “Place Order”.
- h) Upon the order been successfully placed, You will receive a confirmation message.
- i) Upon redemption of the Points, the Points so redeemed shall automatically stand reduced or debited from the accumulated Points in the account of Dealer on the Portal.

Terms and conditions of Redemption of points on Portal

- a. CEAT reserves the right at any time, without prior notice, to add, alter, modify, change or vary all or any of these terms and conditions or to replace wholly or in part, the above reward structure or to withdraw it altogether.
- b. You are responsible for maintaining the confidentiality of the access credentials of Your account and are fully responsible for all activities that occur under Your account. You

- agree to immediately notify CEAT of any unauthorized use of Your passcode or account or any other breach of security.
- c. Participation in the Offer is voluntary and the Tyres are available without Offer as well
 - d. This Offer is valid only for Dealers who purchase of Tyres.
 - e. Points will be credited to Dealer's portal on a weekly frequency based on their primary sales.
 - f. The Points accrued do not have any cash or monetary value.
 - g. The Points do not constitute property of the Dealer and cannot be combined or used in conjunction with any other points and are not transferable by operation of law or otherwise to any other person or entity.
 - h. The redemption quantity of Merchandize shall always be at Company's sole discretion.
 - i. All Merchandize are limited in quantity, and subject to first-come-first-serve basis while stocks last.
 - j. Reward Points can be redeemed by purchasing Merchandise only available on portal.
 - k. Computation of Points as may be done by the Company shall be final, conclusive and binding on the Dealer(s) and shall not be liable to any dispute.
 - l. Redeemed points are not exchangeable for other rewards nor are refundable.
 - m. Reward Points earned but not redeemed at the time of death of the Dealer or termination of association with the Dealer shall be forfeited.
 - n. Reward points are valid only for 2 years from the date of accumulation. E.g. if you have received reward points in the month of April 2023, then same will expire in April 2025.
 - o. The Dealer shall provide his/her name, mobile number, residence address, other contact details (if applicable), email address and any other information (if so requested) that may be required by the Company (collectively "Personal Information") in order to participate in the Offer and shall be bound by the "**Privacy Policy**" available on CEAT's website www.ceat.com.
 - p. By sharing Personal Information, the Dealer hereby expressly:
 - o confirms that the information shared by she/he is complete, correct and accurate;
 - o confirms that she/he is authorized to disclose such Personal Information and that such disclosure complies with the privacy legislation within the geographical scope of this Offer, and the use of such Personal Information by CEAT as contemplated herein (including, without limitation, the disclosure of such Personal Information to external agencies or third parties) is permitted; and
 - o consents / permits CEAT to use and share (including third parties) the Personal Information for all purposes connected to the Offer and as per applicable laws. In view of such consent the Dealer shall not be entitled to file any claims against CEAT for using or sharing the said Personal Information for purposes connected to the Offer; and
 - o agrees to waive the 'Do not Disturb' subscribed by them and confirms that CEAT or its representatives or agents shall be entitled to contact the Dealer for any particulars pertaining to the Offer and related activities.
 - q. There are no refunds, exchanges, replacements or conversions for currency, credit, other points or rewards for no-shows or unused portions of Rewards.

- r. CEAT shall not be responsible if the delivery of the Merchandize fails due to an incorrect address, incorrect details, incorrect phone number provided by the Dealer, etc.
- s. UNDER NO CIRCUMSTANCES WILL THE COMPANY BE LIABLE TO YOU FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES ARISING OUT OF OR IN CONNECTION WITH USE OF THE SITE, WHETHER OR NOT THE COMPANY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. UNDER NO CIRCUMSTANCES SHALL THE COMPANY BE LIABLE TO YOU FOR ANY AMOUNT.
- t. Income tax, gift tax or any other statutory taxes, duties or levies as may be applicable from time-to-time, arising out of the Merchandize shall be borne and paid by the Dealer. The Dealer shall indemnify and keep Company Indemnified against any losses, claims, expenses, costs and actions initiated against the Company due to any non-compliance by the Dealer.
- u. You shall not indulge in decompiling, reverse engineering, disassembling content, removing any intellectual property right associated with the Portal, including our copyright, trademarks, trade secrets, designs, and patents, or other proprietary notices.
- v. CEAT is not responsible for any incorrect or inaccurate information supplied by Dealers while participating in the Offer.
- w. The Merchandize are non-returnable and non-exchangeable.
- x. CEAT standard warranty condition in respect of Tyres will apply.
- y. CEAT is not responsible for any errors or omissions in the terms and conditions contained herein.
- z. CEAT does not assume any liability whatsoever in respect of the Merchandize provided under this Offer against redemption of Points. Particularly, CEAT will not be liable for, any product or quality related issues, or similar claims in respect of the Merchandize and any such claims and queries shall be directed by the Dealers to the manufacturer of the Merchandize.
- aa. Product defects are covered by the manufacturer's warranty, if any; see manufacturer's website for details. CEAT shall bear no liability for any manufacturing defect or any responsibility for correcting, curing, or otherwise remedying any such manufacturing defect.
- bb. The Company is not responsible for Non-Delivery or Mis delivery of Merchandize nor it is responsible if the Merchandize is lost or stolen.
- cc. The Company does not guarantee the quality of the Merchandize and the Company shall not bear any related legal liabilities for the consequences or losses caused by the use of the Merchandize. The Company does not accept any liability relating to them and is not responsible for lost, damaged or stolen Merchandize under this Offer.
- dd. Merchandize listed on the Portal are non-transferable and non-encashable.
- ee. All visuals of the Merchandize on the Portal are indicative and for reference only.
- ff. CEAT reserves the right to disqualify any transaction or extend, cancel, discontinue, premature withdrawal, change, alteration or modification of this Offer or any part thereof including the eligibility criteria and other pertinent T&C at its sole discretion at any time as may be required including in view of business exigencies and/or changes by a regulatory authority and/or statutory changes and/or any reasons beyond their control and the same shall be binding on the Dealer without prior notice.

gg. The Dealer agrees that these T&C shall be governed by and construed in accordance with the laws of India and courts at Mumbai, Maharashtra shall have exclusive jurisdiction to decide over any controversy arising out of the Offer.