



## HDFC BANK – TIMES PRIME OFFER

Eligibility Criteria :

**(Salary A/c)**

Customer to open Salary A/c through Adobe Insta Journey /Website/Insta App/Smart App will only be eligible for the offer.  
Customer will be eligible for the offer only once first salary is credited within 90 day of a/c opening.

**NTB offer ( Savings A/c)**

Customer who opens Digital Insta Savings account via unassisted mode  
Customer completes full KYC by M2 (eg: if account is opened in Feb'23, then customer should complete full KYC by 31st Mar'23)  
Account should maintain minimum balance in M2 i.e. Mar'23 (eg: if customer opens SavingsMax account in Feb'23, then customer should maintain minimum balance of SavingsMax in Mar'23)

Redemption Process : Redemption intimation will be share to qualified customers via SMS and Whatsapp post 120 days of A/c opening , only if customer is eligible Offer: Get a complimentary Times Prime annual membership with a host of offers and benefits worth INR 60,000 per year.

Availing maximum value benefit from all the offer categories brings the total value to the customer from this bundle approximately to INR 60,000.

Redemption Process:

1. Times Prime membership code ('E-code') with steps to redeem will be sent to the customer's registered email ID or registered mobile number as per program criteria.
2. E- code shared with the customer will remain active for maximum 3 months from the date of receipt of Ecode.
3. The 12-month membership starts from the day the customer activates his/her Times Prime membership.
4. The E-code is applicable once per user and is not valid for existing Times Prime members.
5. In case of any issues related to the redemption of the E-code, please contact support@timesprime.com.
6. Times Prime reserves the right to terminate, modify, extend the timelines and features at any time at its absolute discretion.
7. The offers/memberships subscriptions must be unlocked within the Times Prime Membership period.
8. All Times Prime terms and conditions (as mentioned in the T&Cs on <https://www.timesprime.com/termsand-conditions>) are applicable to the membership availed under this offer.

How can customers activate their membership? • • Download the app from Play Store/App Store or visit [www.timesprime.com](http://www.timesprime.com) • • Enter the e-code while signing up • • Voila! Your membership is activated. Now activate the offers and enjoy your membership. How to activate the offers? • • Login to your account on the app. • • Click on the preferred brand benefit, explore and activate the offer as per the steps. • • Enjoy the benefits of a partner app.