

TERMS & CONDITIONS

1. "Asli Hero" Program ("Program") is a value added scheme offered and promoted by M/s Hero MotoCorp Ltd. ("HMCL"). The Program entitles its registered members the right to earn loyalty points on all their purchases, which can be redeemed by way of encashment as per the redemption policy notified by HMCL from time to time for the Program. The redemption policy and other conditions notified in due course (of the Program) will always be read along with the Terms and Conditions of the Program.
2. This Program is open only to technicians that are resident Indian nationals and complete registration process as prescribed by HMCL in the Registration Form.
3. HMCL reserves the right to reject any application for enrolment at its sole discretion, without assigning any reason or warning. Even after registration, HMCL is well within its right to discontinue/ cancel the registration of a registered member i.e. a technician /mechanics without assigning any reasons or cause as well as any concern such as incomplete information, incorrect information, absence of ID related papers, etc.
4. Accumulation of points will be subject to the method stipulated by HMCL in its sole discretion from time to time.
5. HMCL will not be responsible for any damaged / mutilated / lost-in-transit / incorrectly-filled forms.
6. The explanation and clarification given in the FAQs form part of the Program terms and conditions.
7. HMCL reserves the right to withdraw any or all promotion benefits, at any point of time without prior intimation.
8. HMCL cannot be held responsible in any manner if the services provided by the technician does not provide appropriate or satisfactory services and HMCL holds out no warranty and makes no representation in respect of the technicians enrolled in the Program. Any products purchased by any technician would be subject to standard warranty terms (if any), and HMCL will not be responsible if the said goods / services are found defective / deficient / unsatisfactory otherwise.
9. HMCL shall not be responsible for any liability incurred by the technician, with respect to any aspect of the Program such as payment of taxes, etc.
10. HMCL shall neither be responsible for any fake or fictitious entry/ registration submitted by the technician under this Program nor shall HMCL be liable to check the authenticity or credentials of the technicians. Any issue relating to impersonation or inappropriate usage will not be investigated by HMCL, however HMCL would have the right to suspend or terminate any registration in case of receipt of any complaint in this regard.
11. HMCL shall not, in any way, be liable or under any obligation to the technicians if the Program is withdrawn or modified due to statutory enactments, judicial / quasi-judicial orders or any other reasons beyond its control.
12. HMCL reserves the right to add, modify, withdraw or delete any of the terms & conditions or the duration of the Program, with or without prior notice.
13. The points accrued in the technicians account are non-transferable.
14. Any fraud or abuse of the card and / or rewards / benefits arising out of the Program is subject to appropriate administrative and / or legal action by HMCL, including forfeiture of accumulated points and related rewards / benefits, and may result into the suspension or cancellation of the membership.
15. The technicians will be registered under the Program only after all the required documents are received by HMCL for completion of registration including submission/KYC verification of valid ID proof, registered mobile number and designated bank details.
16. If some Loyalty points and / or rewards / benefits are wrongly credited into any technicians account, the same can be debited or reversed by HMCL by itself and the concerned technician shall be informed accordingly.
17. In case of any dispute on the points and / or rewards / benefits, the same shall be looked into / resolved only on production of the supporting transaction bill / MRP tag to HMCL's Call Centre.
18. If a technician believes he has not received Loyalty points for any transaction, he can take up the request with HMCL, for such credit(s) at their helpline nos.
19. HMCL will not accept responsibility for circumstances that are beyond its reach or control, and that may cause a delay or inability to fulfill requests of the registered technician
20. The bank account updated during registration process will be used for payout. Payment reference details will be available in the Asli Hero app.
21. Point conversion percentage can change anytime without prior intimation.
22. Any dispute, claim or legal action against HMCL, its agencies and their respective employees related as a result of this activity/Program will be subject to Delhi jurisdiction exclusively.



Hero Motocorp Ltd.

34, Community Centre, Basant Lok, Vasant Vihar, New Delhi - 110057, India



PROGRAM
INFORMATION
BOOKLET

1 ABOUT HERO MOTOCORP

Hero MotoCorp Ltd. is the world's largest manufacturer of two-wheeler, based in India. In 2001, the company achieved the coveted position of being the largest two-wheeler manufacturing company in India and also, the 'World No.1' two-wheeler company in terms of unit volume sales in a calendar year. Hero MotoCorp Ltd. continues to maintain this position till date.

2 ABOUT HERO GENUINE PARTS & OIL

A delightful journey of our customers is at the heart of Hero MotoCorp's business strategy and to ensure 100% customer satisfaction, Hero MotoCorp Ltd. has a dedicated business unit for serving our customer's need for genuine parts sold as- HERO GENUINE PARTS popularly known as HGP & genuine oil sold as- HERO GENUINE OIL popularly known as HGO.

Genuine Parts & Oil are the only certified parts & oil for your Hero two-wheelers. They are engineered with precision as a perfect fit for your bike to provide you with enhanced and unmatched performance. Every part/Oil goes through a strenuous test of critical quality check points before becoming a Hero Genuine Part (HGP)/Hero Genuine Oil.

3 ABOUT 'ASLI HERO' PROGRAM

The "Asli Hero" program is an attempt by Hero MotoCorp to reach out to independent technicians across the country. In the parts value chain, the technician holds a key position in terms of being able to influence customer decisions, advising and guiding them on benefits of using Hero Genuine Parts. Through this program, HGP seeks to build a relationship with technicians that they are encouraged to use HGP and the customers as well as the technicians/mechanics stand to benefit from the same.

Now you can download the Asli Hero App and know more about this exciting program. To download please visit this link on Google Play Store:

<https://play.google.com/store/apps/details?id=com.tfl.heroupi&hl=en>.

STAGES IN PROGRAM

Stage 1: Registration

- Technicians dealing in Hero Genuine Parts/Oil can register in "Asli Hero" Program.
- The registration process is completed after registration form filling through Parts distributor along with submission of Photograph and Identity Proof digital KYC.
- Registration Bonus :
 - Reward Kit - Cap & T-shirt

*Now you can Self Register in Asli Hero by submitting your basic details on Asli Hero App and the nearest parts distributor will contact you for completing your registration in the program.

Stage 2: Report/Earn Points

HGP/HGO

- Every Hero Genuine Part & Oil has a Unique Part Identification number (UPI) printed on its MRP label (HGP) or inside the cap (HGO).
- Post purchase of part from distributor/retailer, UPI to be reported via
 - Asli Hero App
 - SMS medium (sent from the registered mobile phone) to **9266171171**
 - Toll free medium – By calling our program toll free number **1800 3010 1676**
 - SMS amount will be redeemed with monthly payout (Rs. 0.50 for each SMS having at least one valid UPI).

- Points are accumulated every time registered technician reports UPI via Toll Free/SMS/ Mobile App through their registered mobile number.

Vehicle Referral

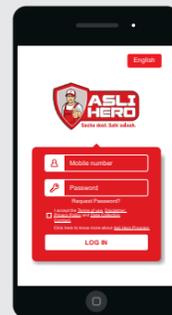
Through Asli Hero App, customers can be referred to dealership for Hero Two-wheeler purchase.

Stage 3: Redemption

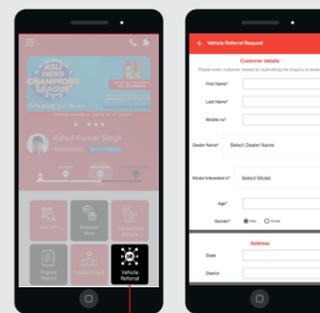
- Points accumulated by technician will be converted to cash and credited to respective Bank account.

Payout Conversion

- HGP – 10% of accumulated points will converted into payout in Rs.
- HGO – Flat Rs 15 on each bottle UPI scanned
- Vehicle Referral payout as per model conversion (Rs 250 to Rs 1000)



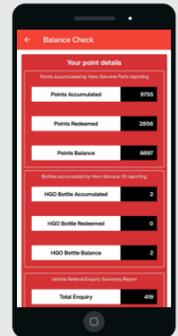
UPI CODE : MBKFR2C4ZUGP



Vehicle Referral Request

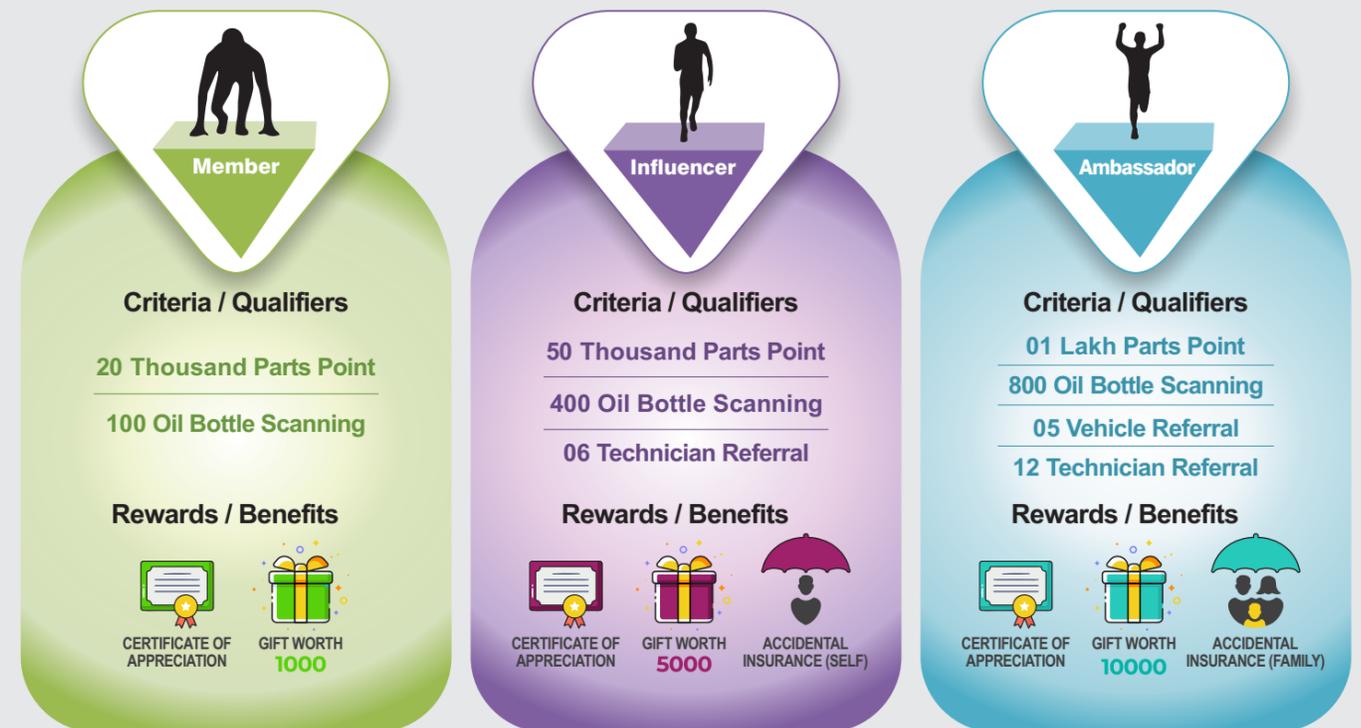
4 HOW TO CHECK POINTS BALANCE?

To check your point balance, Login to your Asli Hero App and click on Side Menu and select 'Balance Check' option.



5 YEARLY PROGRAM MILESTONES

The below mentioned Milestones are proposed for the Program. The said milestones are indicative in nature and subject to changes along with other applicable terms issued from time to time by the company.



6 FREQUENTLY ASKED QUESTIONS (FAQS)

Q. Who is eligible to participate in this program?

A. "Asli Hero" program is open for enrollment for technicians who purchase Hero Genuine Parts/Oil from retailers/authorized distributor.

Q. Who all are classified under technician category?

A. The technician in the "Asli Hero Program" refers to technician who uses/buys Hero Genuine Parts/Oil that shall help them to provide their customers with right advice and turn their customers as their best friend.

Q. How to register for the first-time?

A. You'll be registered through your distributor sales staff post completion of registration formalities including KYC documentation. You can also download our Asli Hero App and

complete a self-registration process to show you interest in becoming Asli Hero.

Q. From when I will start getting points?

A. Points will be allocated on purchases made by you from the moment your accounts get activated post documents verification. You get a welcome SMS after successful registration. The points will start accruing when you follow the point accumulation process through App/SMS/Toll free number.

Q. What if the rewards points in my account are less than the reported purchases made by me?

A. The reason of the point mismatch could be because:

- Way of reporting UPI is incorrect
- Wrong UPI punched

c) Duplicate UPI punched

In all of the above cases, we request you to please get in touch with us to get more clarity on the reason. To reach us via phone please call us at the toll free number 180030101676.

Q. Can I share/Club my Points with any other technician?

A. No, you cannot share/club your Points with anyone. The points thus accrued are non-transferable.

Q. Till when can a technician join the Asli Hero Program?

A. The "Asli Hero" Program is an Open-Ended Program. A technician can make enrollment anytime during the course of the Program by Registering with the program center.