



### AFTER ASSOCIATING WITH



# REWARDS PROGRAM

NOW DISCOVER THE ADDITIONAL TOP UP

WELCOME TO

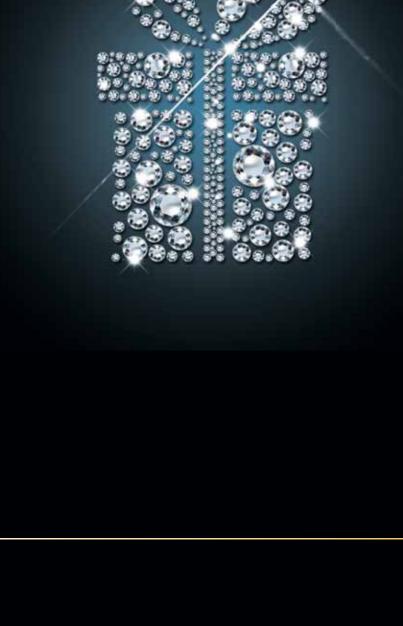
PENINSULA

PRIVILEGED REFERRAL PROGRAM A house is made with bricks and beams, a home is built with love and camaraderie. At Peninsula Land, we believe that all our customers deserve

their idyllic home. To be surrounded by family and friends, with shared

affinities and interests. So what better way to build this perfect home than to

have your family and friends as neighbours. Welcome to Peninsula Prioris, an exclusive opportunity to choose your neighbours and be rewarded for it.



sit back and enjoy the rewards rolling in! If any of your referrals book our premium residences, you earn a specific number of points. There is no limit to the number of referrals you make — so get started and you can redeem these points against some incredibly fantastic luxury products – from an iPhone to an LVMH bag to a Mercedes X Class.

The Peninsula Prioris Program is

exclusively for our customers who have

booked apartments in any of our existing

luxury residences. Refer any of your

family, friends or colleagues to us and

## Your referred buyer books an apartment worth INR 3, 50, 00,000 Your Credit Points $\frac{3,50,00,000}{2000} = 17,500 \text{ Points}$

HIGHER THE VALUE,

GREATER THE CREDITS

The total agreement value of your referee's home divided by 2000

will determine the points that you will gain.

For instance,

credit points.

Higher the value of your referee's apartment, greater will be your

THE LANDMARKS WHICH WILL

EARN YOU THE PERKS ARE

**Project Code Name** 

TRAVEL VOUCHER

WORTH 35,000

2000

TRAVEL

VOUCHER WORTH 95,000

5000

CRUISE

TO AUS/NZ

FOR 2 PEOPLE

50,000

POINTS

HYUNDAI CRETA

Referral Reward Program ("Prioris Programme").

Project Codename NGE, Byculla

entity and / or the Karta of such an HUF.

Peninsula Heights Celestia Spaces Ashok Nirvaan

Ashok Meadows Ashok Beleza Bishop's Gate Ashok Astoria

Carmichael Residences

OMEGA WATCH

HIM & HER

IPHONE 5S

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BAJAJ PULSAR

### CELESTIA **SPACES** CARMICHAEL RESIDENCES BY BHATTAD GROUP AND PENINSULA LAND LTD

J.P. NAGAR BENGALURU

EASHOK MEADOWS HINJAWADI PHASE - 1, PUNE	EASHOK BELEZA ALTO BETIM. GOA	BISHOPS GATE
THE RANGE OF THOUGHTFUL PRIORIS REWARDS-INDULGE!		
TAJ VOUCHER WORTH 35,000		

TAJ STAY FOR 2 NIGHTS & 3 DAYS

3000

**POINTS** 

DUBAI

HOLIDAY FOR

2 PEOPLE

10,000

HOLIDAY

FOR 4 PEOPLE

1,00,000

POINTS

VOLKSWAGEN

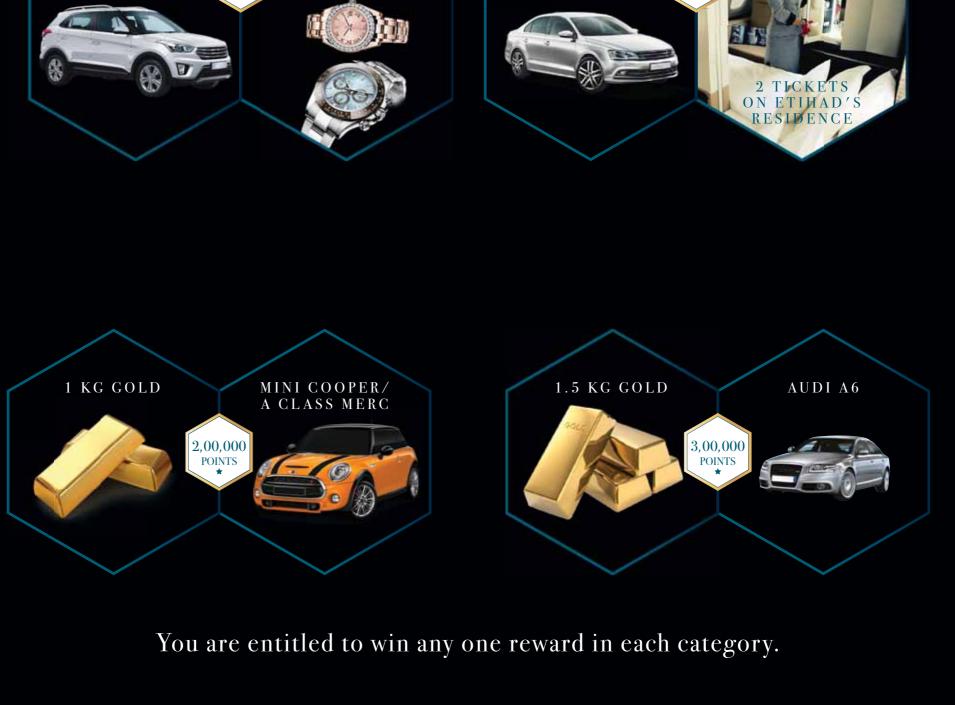
JETTA

I P A D

1 X 0 m

I WATCH





TERMS AND CONDITIONS

Customers who have purchased one or more flats in their own/spouse's/children's/parent's namein any of the completed or on going residential projects of Peninsula Land Limited or any of its group company (hereinafter collectively referred to as "the Company") and have referred one or more customers to purchase a residential apartment in any of the Projects of the Company (defined below) (Referred Customer/s) are eligible to participate in the Peninsula Prioris - Customer

For the purpose of the terms and conditions of Prioris Program, following terms shall have the meaning as below:

proprietary firm or a Hindu Undivided Family (HUF) who/that owns/has a booking of a flat(s) / unit(s) in the Projects.

involvement of any third party, in order to be eligible for the benefits of the Prioris Programme.

options of such products/gifts/offers/services/discounts etc. available then.

warranty/guarantee/quality of services provided by the brands/vendors/reward partners.

if the Referred Customer purchases directly from the Company.

mentioned in the programme.

product/item of gift subject to

unit as per the cancellation terms mentioned above and booking of a new unit.

(ii) the product being available and deliverable in such serviceable area

Customer, in case of the benefit being availed in the form of a service- then subject to

in one or more Projects and that he/she/it is willing to participate in the Priorisprogramme of the Company.

"Projects" shall mean following residential projects, proposed to be developed, under development or completed by the Company:

Any Customer, who/that has referred one or more customers to purchase a residential apartment/unit in one or more of the Projects of the Company, shall be entitled to the credit points, as per the criteria and limits provided in the e-brochure, which can be redeemed by the Customer against products/gifts/offers/services/discounts etc. as per the schemes floated by the Company from time to time, upon the Company entering into its standard format of agreement for sale with such referred customer (hereinafter referred to as "the Referred Customer") OR the Company realizing the outstanding dues (other than and including the booking amount) as per the payment schedule mentioned in the cost sheet signed by the referred customer with respect to the flat/apartment/unit purchased by the referred customer solely at the discretion of the Company. The Referred Customer shall be required to fill in a customer

information form (in the format prescribed by the Company), at the time of booking the residential apartment(s) /unit(s) in the Project(s), wherein the Referred Customer shall be required to mention the name of the Customer, through which he/she/it has booked the apartment(s)/unit(s) in the Project(s), without

The Customer shall be required to inform in writing his/her/its Relationship Manager that his/her/ Referred Customer, has / have booked apartment(s) / unit(s)

Thereafter, the Relationship Manager shall verify whether the criteria of the PriorisProgramme to offer products/gifts/offers/services/discounts etc. have been fulfilled by the Customer. Upon completing such verification, the Relationship Manager of such Customer, shall inform the Customer about the redeemable

The Customer will be required to choose from and amongst the available options of such products/gifts/offers/services/discounts etc and intimate his/her/its Relationship Manager of the decided choice/benefit. The benefits of the Prioris Programme shall mean and include such products/gifts/offers/services/discounts etc., as may be offered by the Company through its partnering brands/vendors, which can be availed by the Customers upon redemption of credit points, subject to the Company and the Referred Customer entering into agreement for sale for such flat OR the Company realizing the outstanding dues (other than and including the booking amount) as per the payment schedule mentioned in the cost sheet signed by the referred customer with respect to the flat/apartment/unit purchased by the referred customer solely at the discretion of the Company The nature and type of products/gifts/offers/services/discounts etc. and selection of partners/brands/vendors shall be at the sole discretion of the Company and that it shall be solely entitled to remove/alter/modify/substitute the benefits of the programme and/or products/gifts/offers/services/discounts etc. associated with the respective limits of credit points, at any point in time without any prior notice to the Customers. The Company shall not be liable or responsible in any manner for the warranty/guarantee/quality of products/gifts/offers offered by such partners/brands/vendors and/or for the service(s) provided by such brands/vendors/partners or disappointments suffered by the Customer on account of warranty/guarantee/quality of products/gifts/offers and

"Customer" shall mean to include an individual ora private limited company or a public company or a partnership firm or a limited liability partnership or a sole

The person who shall be entitled to benefits of the Prioris shall be first person whose name appears in the Customer's agreement for sale of flat(s) /unit(s) and in case of the private limited company or a public company or a partnership firm or a limited liability partnership or a sole proprietary firm or a Hindu Undivided Family (HUF), then the person who shall be entitled to benefits of the Prioris shall be the authorized officer of such company and/or the nominated partner of such

The benefits of Prioris Programme cannot be combined and/or partially combined with any other offer(s) and / or discount(s). In case of multiple bookings, a Customer will be eligible for a reward only if the apartment(s)/unit(s) are booked in different applicant's names. Benefit cannot be given to the Customer in the same booking name. Referral benefit is applicable and/or validated on booking name only. The Customer will not be eligible for referral benefits if both the Customer and the Referred Customer book on the same date and same project. In the event of cancellation of unit/apartment/flat booked by the Referred Customer, the points earned by the Customer shall stand forfeited and in the event the points have already been redeemed then the same will be recovered from the dues if any to be paid by the Company to the Referred Customer as per the cancellation

policy of the Company with respect to the Project in which the Referred Customer had booked the unit/apartment/flat. In case a referred customer shifts units in the same or different project by the company, then the credits points to the customer will be calculated by considering the net impact of cancellation of the first

Any waiver to this or the continued use of benefits of Prioris Programme shall be at the sole discretion of the Company. The credit points can be accumulated in case of multiple bookings for redeeming rewards of higher valuation up to a maximum of one year, beyond which the Customer will be required to redeem his/her/its points. In the event the Customer fails to redeem his/her/its points up to one year, then the credit points will be deemed to have been lapsed / cancelled. On the accumulation of credit points, Customer(s) can redeem the points by choosing one or more option/options in the specific category/categories

In case of gifts/products/offers, the Company will not be liable for any defect in any gifts/products/offers/ post acknowledgement of the rewards and in case of services the Company will not be liable for any defect in services post acknowledgement of the rewards. Bookings through channel partners and employees of the Company are not eligible to participate in the Prioris Program. It being clarified herein that the Customer shall be entitled to benefits of Prioris Programme only

The benefits/privileges/offers/discounts cannot be altered/adjusted and/or redeemed for cash or any other benefits. The credit points must be redeemed fully. No partial redemption of credit points is allowed. All rewards are subject to availability and supplier and serviceability restrictions. If the exact model/brands of merchandise or exact brand of service provider mentioned in the programme are not available at the time of redemption, the Company may provide an alternate equivalent brand/model/product. Delivery of rewards to the Customers will be done:

A) Within 10 weeks of the intimation date of redemption and selection of the product by the Customer, in case the benefit is being availed in the form of a

(i) Customer's address being in a city where any of the Company's Projects are located and the Customer's addressbeing within a serviceable area and

In case the Customer's address falls outside the serviceable area or outside an area in which the product can be delivered, then the Customer can collect the same from the head office of the Company or such address as may be communicated in writing by the Company to the Customer. The decision of the Company as to whether the address falls within the serviceable area or not shall be final and binding on the Customer. B) Within such time as may be communicated by the Company to the Customer after intimation from the date of redemption and selection of the service by the

(i) Customer's address being within the city, in which any of the Company's Projects are located and the Customer's address being within a serviceable area (ii) and the service provider having operations / a set up in such a serviceable area. In case the Customer's address falls outside a serviceable area or an area where the service provider has operations, the decision of the Company as to whether the Customer's address falls within a serviceable area shall be final and binding on the Customer.

All taxes and incidental expenditures, in connection with rewards, as and when applicable will be borne by the Customer directly. The Company will not have any liability towards taxes or other expenditures or the like which may apply to the Customer. The Customer must take open delivery of rewards from the courier or outlet and must not accept damaged products. Any complaints post acknowledgement will not be treated as valid and the Company will not be held liable or responsible for any direct or indirect losses/damages suffered by the Customer.

Any risk/loss during usage of the product is not the responsibility of the Company. Redemption rewards once processed will not be changed and the Customer will not be entitled to any refund or credit or change in reward options. Reward/s cannot be clubbed, upgraded and/or combined with any other offer during the referral program. Brand names, image, colours and models shown in the rewards catalogue are only indicative in nature and should not be considered to be a promise to the Customers regarding the colour, brand, size and model. The actual product may differ from the visual representations in the catalogue. Participation in any of the promotional activities/offers and/or acceptance of any prize shall constitute without any compensation

(i) participation in the promotional activities/offers and/or acceptance of any prize and/or ii) personal injury and/or property damage, theft or loss suffered by the Customer as a result of participation/availing in/of the promotional activities/offers and/or the use and/or enjoyment of any privileges / benefits / discounts / offers/ prize, and/or (iii) any tax liabilities in relation to the contest, prize and/or use or enjoyment of the same. The Company's decision as regards all aspects of the Prioris Programme including its interpretation shall be final and binding on the Customer. The Company

reserves the right to discontinue the Prioris Programme at any time at its sole discretion without any prior notice to the Customer. By participating in the Prioris Programme, the Customers are deemed to have accepted the aforesaid Terms and Conditions. The Company reserves its right to disqualify any Customer from entitlement of the benefits of the Prioris Programme, in the event such Customer violates the aforesaid Terms and Conditions.

For more information, please contact our call centre on 1800 2666 333

or feel free to contact your relationship manager.

### (a) consent on the Customer's part to allow the use of the Customer's name, image/photographs, voice, videos, etc., by the Company for editorial, advertising, promotional, marketing and/or other purposes and (b) release and discharge the Company from any and all liability, claims, demands, causes of action, and/or damages which the Customer may have, whether known or unknown of any nature whatsoever at any time arising out of or relating to