

Terms & Conditions of Hero GoodLife Program

1. The 'Hero GoodLife Program' (hereinafter called as 'The Hero GoodLife Program') is open only to Hero MotoCorp two-wheeler owners/customers or their relatives who are resident Indian nationals.
2. All aforesaid Hero MotoCorp two-wheeler owners/customers who are otherwise eligible (hereinafter called as 'The eligible persons') and have fulfilled requisite formalities, shall be issued one Welcome Kit and one Card namely 'Hero GoodLife Card' (hereinafter called as 'The GoodLife Card'). The physical card will only be given to those Members who opt for it, otherwise, those who opt for 'Digital Card or e-card' will be receiving a 'Digital card' as well as an e-Welcome Kit booklet on their Email/SMS
3. The Hero GoodLife Membership shall be issued only in the name of an individual of 18 years of age or more, and not in the name of a company, corporate body or association of persons.
4. The Hero GoodLife membership is non-transferable.
5. The Hero GoodLife Membership is valid only for three years from the date of issue.
6. The Hero GoodLife Membership can be bought from Hero App, Hero MotoCorp Website & authorized Hero MotoCorp outlets.
7. Different Hero GoodLife Club Memberships along with membership fee are: -
 - a. Hero GoodLife Pro- @ Rs 199/- (available only in Hero App & Hero MotoCorp Website)
 - b. Hero GoodLife Silver - @ Rs 299/- (available in Hero App, & Hero MotoCorp Website & authorized Hero MotoCorp outlets)
 - c. Hero GoodLife Gold- @ Rs 399/- (available in Hero App, & Hero MotoCorp Website & authorized Hero MotoCorp outlets)
 - d. Hero GoodLife Platinum- @ Rs 499/- (available in Hero App, & Hero MotoCorp Website & authorized Hero MotoCorp outlets)
8. Hero MotoCorp Ltd. reserves the right to discontinue/change the benefits of the above Club Memberships of Hero GoodLife at any time, with or without prior notice.
9. This is a non-refundable membership fee for the GoodLife Program, as applicable from time to time.
10. The fee is subject to revision and will be as per sole discretion of Hero MotoCorp Ltd.
11. The eligible persons shall be required to fill a Profile Form namely 'GoodLife Profile Form' along with one Acknowledgement-cum-

Declaration' slip for applying membership of the New GoodLife Program. It is mandatory to sign the said 'Acknowledge-cum-Declaration' slip and it is only after this mandate; the GoodLife Membership will proceed for activation. For the customers who are buying Hero GoodLife membership from Hero App/ Hero MotoCorp website, signature is not required in Declaration Slip as that will be system generated invoice and not required the Signature or Stamp.

12. Besides the Acknowledgment-cum-Declaration' slip, a 'Certificate of Insurance' will be generated through the software/system for the Member. For the customers who are buying the membership from authorized Hero MotoCorp outlet, hard copy of acknowledgement cum Declaration Slip and Insurance Certificate shall be handed over & those customers who are buying the membership from Hero App/ Hero MotoCorp website, the same shall be sent on the entered email ID & SMS. The soft copy of this will be sent digitally to the GoodLife Member.
13. Hero MotoCorp Ltd. reserves the right to reject any application at its sole discretion, without assigning any reason.
14. Hero MotoCorp Ltd. is not responsible for any incorrectly filled GoodLife Profile Form(s). The additional profile information can be requested from a GoodLife Member during his journey after initial enrollment, and is voluntary in nature to be responded. The member shall be contacted at different time zones of the Membership period wherein the Member will be asked to provide for detailed profile information and will be awarded additional bonus points basis the profile updating campaign/s as applicable at that point of time
15. In case, an applicant is second or subsequent owner of the Hero MotoCorp two-wheeler, he/she is required to submit a copy of the Registration Certificate, duly transferred in his/her name, in order to enroll for a GoodLife membership, along with the GoodLife Profile Form and membership fee.
16. In case the applicant is only the user of Hero MotoCorp two-wheeler and not the owner thereof, he/she is required to procure no objection certificate (NOC) from the owner of the respective Hero MotoCorp two-wheeler (which NOC is part of the 'Acknowledge-cum-Declaration' slip) and submit the same along with the GoodLife Profile Form and membership fee. In this case the Hero GoodLife Membership will be issued in the name of user and not the vehicle owner and all the applicable benefits (including Accidental insurance- if applicable) shall be applicable for the User mentioned.
17. It may take a minimum 4 days' time for activation of the GoodLife Card,

- from the date of enrolling for the GoodLife Program. In case applicant doesn't get confirmation about GoodLife Card activation, it is mandatory for the applicant to intimate the Hero MotoCorp authorized outlet(s) within 45 days from the date of application, otherwise Hero MotoCorp Ltd. and/or its authorized outlet(s) will not be liable for any delay in activation of the GoodLife Card.
18. In case of loss/theft of the Physical GoodLife Card, the concern member must inform the Hero MotoCorp authorized outlet(s) immediately and pay processing charges of Rs.50 /- for issuance of a duplicate GoodLife Card.
 19. On becoming the GoodLife Program member, the member authorizes Hero MotoCorp Ltd. and all organizations with whom Hero MotoCorp Ltd. may finalize arrangements, to use the data submitted by him/her for marketing and communication purposes and to enhance performance of the GoodLife Program.
 20. All benefits under GoodLife Program shall start from the date of activation of the GoodLife Card and not from the date of the enrolment consent. However, the Personal Accidental Death Insurance cover amount as per the membership Club Memberships shall start from the date & time of enrolment - as mentioned on the 'Acknowledgement-cum-Declaration' slip'/ Certificate of Insurance, subject to applicant's fulfilling all formalities / pre-requisites for the membership of the GoodLife Program. It will also cover customer consent (Yes, I agree to receive offers or promotions from across Hero MotoCorp limited Group* by email, text message, phone, WhatsApp or post) for sending any type of communication to member. Once enrolled into the Program, Member may receive any type of communication time to time. This communication can be done during and after the membership also.
 21. The said Personal Accidental Death Insurance cover amount as per the membership Club, shall be valid for a period of one year and shall be subject to the Policy conditions of the Insurance Company.
 22. If any GoodLife Program Member holds two or more valid GoodLife Cards, the insurance cover will be valid for all such Cards.
 23. All the GoodLife Cards, even after their issuance, remain the property of Hero MotoCorp Ltd.
 24. Hero MotoCorp Ltd. 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 GoodLife Cardholders.
 25. Hero MotoCorp Ltd. holds out no warranty and makes no representation about the quality of the goods/services provided by the channel partners

associated with the GoodLife Program and will not be responsible if the said goods/services are found defective/deficient/unsatisfactory in any way.

26. Hero MotoCorp Ltd. shall not be responsible for any liability incurred by the GoodLife Cardholder, with respect to any aspect of the GoodLife Program.
27. Hero MotoCorp Ltd. shall not, in any way, be liable or under any obligation to the GoodLife Cardholders if the GoodLife Program is withdrawn or modified due to statutory enactments, judicial quasi-judicial orders or any other reasons beyond its control.
28. Hero MotoCorp Ltd. reserves the right to discontinue the GoodLife Program and /or add, modify, withdraw or delete any of the terms & conditions or the duration of the GoodLife Program, any time, with or without prior notice.
29. In case of any dispute(s) in connection with the GoodLife Program, the same shall be decided by the arbitrator. The arbitration proceedings shall be conducted as per prevailing arbitration laws/rules in New Delhi.
30. All disputes will be subject to exclusive jurisdiction of courts at Delhi/New Delhi.

Terms & Conditions for “Points and Benefits (Common for all Club Memberships) “of Hero GoodLife Program

1. The program reward points will be credited to the GoodLife Members, if they make any purchase and/or avail services of Hero MotoCorp two-wheelers at Hero MotoCorp's authorized outlet(s) during the validity period of their membership and **may have to** present the GoodLife Card at Hero MotoCorp's authorized outlet(s), at the time of settling the bills. All new enrolling members will get welcome Bonus points equal to membership fee of 199, 299, 399 & 499
2. The milestone chart will vary with the type of membership(have different Tiers according to points progression), as under:
 - a. Tier 1 membership - 0-5000 points
 - b. Tier 2 membership- 5001-40000 points
 - c. Tier 3 membership - 40001 and upwards
3. The value of points earned on the transactions carried out at Hero MotoCorp authorized outlet(s) shall depend on the type of membership(Tiers) as follows:
 - a. Tier 1 membership (1 Rupee spent = 1 point earned)
 - b. Tier 2 membership (1 Rupee spent = 1.25 points earned)

- c. Tier 3 membership (1 Rupee spent = 1.50 points earned)
- 4. The GoodLife Cardholder (Membership) may also be entitled for certain value-added benefits from various channel partners and associates from time to time.
- 5. The GoodLife Cardholder(Membership) will be entitled for certain pre-defined rewards on crossing Milestones (defined in the program construct). These can be redeemed from Hero MotoCorp authorized outlet(s) or Hero MotoCorp Website or Hero Mobile App, as against the earned points.
- 6. These rewards are in the form of Physical gifts (predefined by Hero MotoCorp Ltd.), Hero Sales/Service Award Vouchers of GoodLife Program or Online Shopping Vouchers. (Refer below table)
 - a. These Benefits can be changed any time with or without any prior information.
 - b. Hero MotoCorp Ltd. reserves the right to discontinue /or add, modify, withdraw or delete any of the benefits of the GoodLife Program, any time, with or without prior notice.

Milest one	Milestone value	Physical Gift	Service Voucher	Sales Voucher	E comm options
500			50		NA
1000	50		50		NA
2000	80	Executive Pen or Torch	80		Online Shopping Voucher
3500	100	Color Set or Executive Planner	100		Online Shopping Voucher
5000	150	Sling Bag	150		Online Shopping Voucher
7500	150	Casserole	150		Online Shopping Voucher
10000	180	Lunch box	180		Online Shopping Voucher
15000	250	Duffle bag	250		Online Shopping Voucher
20000	300	Water Jug	300		Online Shopping Voucher
30000	500	Power bank	500	500	Online Shopping Voucher
40000	500	Dry Iron	500	500	Online Shopping Voucher
50000	500	Bag Pack or Wristwatch	500	500	Online Shopping Voucher

- c. On reaching any Milestone member can choose to redeem option available in the form of Physical Gifts/Hero Service Voucher/Hero Sales Voucher or Online Shopping Voucher. Member can choose any 1 option. i.e. he can redeem either Physical Gift or Sales Voucher or Hero Service Voucher or Online Shopping Vouchers
- d. Gifts, Sales/Service Voucher, Online Shopping Vouchers are subject to availability at the time of Redemption.

The member is given an option to choose between any one of the GoodLife benefits on reaching a milestone.

- If the customer chooses the **Service Voucher** of GoodLife Program, a coupon/voucher of applicable amount (in defined denominations) is issued to him which may be utilized by the customer at any of the Authorized Hero MotoCorp Service outlets against their own vehicle service bill payments. The balance amount if any for that Service award being consumed, cannot be encashed or carried forward. These Service Vouchers of GoodLife Program are non-transferrable & are linked to the VIN of the member's 2-wheeler. The validity of these Service Award Coupon (service Voucher) of GoodLife Program is 6 months from the date of voucher generation. (Voucher will be generated on request of the member only). No Service Award Coupon of GoodLife Program shall be entertained post the defined validity period.
- Sales Award (Sales Voucher) of Hero GoodLife Program is eligible for Redemption on 30,000 point Milestone and above & are however transferrable & are linked to the VIN of the member's 2-wheeler. The validity of these Sales Voucher of GoodLife Program is 3 months from the date of voucher generation. Only one such Sales voucher of Rs.500 denominations may be utilized for purchase of a new HMCL 2-Wheeler (one voucher is applicable on a single invoice). The Sales award being consumed, cannot be encashed or carried forward. Service & Sales Award of GoodLife Program vouchers issued at one dealership/Hero outlet may be redeemed / consumed at any of the Authorized Hero MotoCorp Service outlets. A member may redeem multiple gift(s) \ Service Award of GoodLife Program basis their eligibility by presenting their GoodLife card.

7. Online Partners vouchers

- a. Vouchers once redeemed will not be refunded
 - b. Multiple vouchers per transaction can be used for purchases. (This depends on partner to partner T&C)
 - c. Voucher can be used on any existing promotional offer
 - d. Voucher can also be used to purchase any other brands gift voucher available on partner website
 - e. Voucher can be used for purchases at partners website, redeemable across all products
 - f. If purchase amount exceeds the value of voucher, the balance amount can be paid using your Debit/Credit Card or Net Banking by the Member
 - g. If voucher is lost or misplaced, the same cannot be replaced
 - h. Online voucher/s cannot be exchanged for cash, cancelled or refunded
 - i. Hero GoodLife is not responsible if a Gift Voucher (GV) is lost, stolen, destroyed or used without permission.
 - j. Validity of E-Commerce Gift Voucher (EGVs) cannot be extended, new EGVs cannot be provided against the expired/unused Vouchers.
 - k. For complete terms and conditions, see partner's website for individual product(s) T&Cs for clarity.
8. All the earned points through referrals or billing transactions / spends etc. would be captured in GoodLife software available at all Hero MotoCorp authorized outlet(s).
9. The GoodLife Cardholders must ensure that the Hero MotoCorp authorized outlet(s) endorses the points and provides the gift/vouchers corresponding to the milestone achieved.
10. The gifts/rewards due against points earned are not replaceable or redeemable in cash nor can they be exchanged for any other alternative denominations.
11. The gifts are given based on milestone achieved and not by redemption of points. A GoodLife Cardholder will thus be entitled to the gifts/vouchers applicable at each milestone.
12. If the GoodLife Member moves to a new town, the Hero MotoCorp authorized outlet(s) in that town shall honor the earned points and benefits, provided that the GoodLife Card is within its validity period and

- the Program is being held in that particular town at that time.
13. Any fraud or abuse of the GoodLife Card and/or rewards/benefits arising out of the GoodLife Program is subject to appropriate administrative and/or legal action by Hero MotoCorp Ltd., including forfeiture of accumulated points and related rewards/benefits, and the same may also result into the cancellation of the GoodLife Card/membership.
 14. If any points and/or rewards/benefits are wrongly credited into the GoodLife Card-holder's account, the same shall be debited and the GoodLife & Cardholder will be informed accordingly.
 15. In case of any dispute on the points and/or rewards/benefits, the same shall be looked into/resolved only on GoodLife Cardholder's producing the transaction bill at Hero MotoCorp authorized outlet(s).
 16. If the GoodLife Card-holder desires to renew his/her GoodLife Card after three years, a new GoodLife Card may be issued, subject to his/her paying fixed renewal fees. The renewal fee will be charged on basis of existing fees of the variants.

Terms & Conditions for Rewards, Privileges & Experiences Under the Club Memberships of Hero GoodLife Program.

1. The Rewards, Privileges & Experiences will be given to the members as per the Club Memberships opted by the GoodLife Member. Rewards, Privileges & Experiences will be provided to the members as per the Below T&C.
 - Hero GoodLife Pro @ Rs. 199 will be available through Online route via Website or Hero App
 - Online Shopping Offers worth Rs 600
 - Joining Bonus Points equal to membership fee - 199
 - Mode of Enrollment – Only Online
 - Insurance – Not Applicable
 - Hero GoodLife Silver @ Rs. 299 will be available both Online (Hero Website and App) and Offline route(At Hero MotoCorp authorized outlet)
 - Online Shopping Offers worth Rs 1200
 - Joining Bonus Points equal to membership fee - 299
 - Mode of Enrollment – Online/Offline
 - Insurance – 1 Lac for 1 year
 - Hero GoodLife Gold @ Rs. 399 will be available both Online (Hero

Website and App) and Offline route(At Hero MotoCorp authorized outlet)

- Online Shopping Offers worth Rs 2400
 - Joining Bonus Points equal to membership fee - 399
 - Mode of Enrollment –Online/Offline
 - Insurance – 2 Lac for 1 year
- Hero GoodLife Platinum @ Rs. 499 will be available both Online (Hero Website and App) and Offline route(At Hero MotoCorp authorized outlet)
 - Online Shopping Offers worth Rs 4800
 - Joining Bonus Points equal to membership fee - 499
 - Mode of Enrollment –Online/Offline
 - Insurance – 2 Lac for 1 year

Terms & Conditions for Remarkable Rewards, Priceless Privileges, Striking Benefits & Extraordinary Customer Experiences Under the Membership Club Memberships of Hero GoodLife Program.

MEMBERSHIP CLUB - WISE BENEFITS FOR NEW MEMBERS

GOODLIFE MEMBERSHIP PLANS	199/-	299/-	399/-	499/-	T&C Apply
MEMBERSHIP CLUB	PRO	Silver	Gold	Platinum	
Mode of Enrollment	Online	Online/Of fline	Online/Of fline	Online/Of fline	
Remarkable Rewards					
Welcome Rewards (Online Shopping Offers Worth INR)	INR 600	INR 1200	INR 2400	INR 4800	Welcome Rewards will be given in the form of Online shopping offers, which will be subject to availability at Brand Level. Brands are subject to change but the total benefits at variant level will remain same.
	(3x of Member ship Fee)	(4x of Members hip Fee)	(6x of Members hip Fee)	(9x of Members hip Fee)	
Welcome Bonus Points	199	299	399	499	This will be given at the time of Enrolment or renewal only

Bonus Points for Self-Referrals (Upgrade)	6000	7000	8000	9000	These Bonus Points will be given on Self-Purchase of any Hero-Two-Wheeler in a membership Duration
Bonus Points for Referrals	3000	3500	4000	4500	These points will be given to refer friend or a family to buy any Hero Two-Wheeler and upon successful purchase by them
Service Continuity Bonus Points (Every 5th Regular Service)	500	500	500	500	These Points will be awarded to the member for completing continuous 5 services at Hero Authorized Outlets
Bonus Points on Service Transactions (Free/Paid)	100	100	100	100	These bonus points will be given at the time of Service done

					at any authorized Hero Outlet
PUC Bonus Points	75	100	125	150	These Points will be given when a member shows their valid PUC certificate at Hero Dealership (Can avail in a gap of 90 days i.e once availed, next benefit can be taken after/on completion of 90 days)
Multiple Milestone Redemption Option	Yes	Yes	Yes	Yes	Member have multiple option to choose while redemption. Member can select one option among Physical Gifts or Sales/Service Vouchers or Online

					Shopping Voucher
Priceless Privileges					
Free Express Service	Yes	Yes	Yes	Yes	This Service will be available to member on prior service booking
Free Nitrogen Fill	Yes	Yes	Yes	Yes	This service can be availed three times in 3 years of membership duration
Free Vehicle Wash	Yes	Yes	Yes	Yes	This will be given once in 3 years of membership duration
50% Discount on Paint Protection Post 3000 Points	Yes	Yes	Yes	Yes	This benefit will be eligible to be given once in 3 years of membership duration, but after the

					member achieve or cross 3000 GoodLife Points in his accounts.
50% Discount on First Paid Service Labor (Post Renewal)	Yes	Yes	Yes	Yes	This benefit will be eligible post renewal of GoodLife membership
Sales and Service Vouchers	Yes	Yes	Yes	Yes	Powered by Hero MotoCorp
Special Discounted Joyride Package for GoodLife Members	Yes	Yes	Yes	Yes	The special discounted joyride package has to be availed within the 30 days of vehicle purchase date and prerequisite is to be already a GoodLife member.
Joyride Renewal Benefits	Yes	Yes	Yes	Yes	Discount on Joyride Membership renewal. Rs 100 discount

					on renewal of 3 service joyride package and Rs 200 discount on renewal of 4 service joyride package.
Up to 10% Discount on Accessories and Merchandise	Yes	Yes	Yes	Yes	Eligible throughout the Membership Period
Striking Benefits					
Hero FinCorp Two-Wheeler loan facility at a Special offer at 6.99% Rate of Interest	No	Yes	Yes	Yes	Only GoodLife members can avail this benefit any time in 3 Years of Membership Duration. T & C for the same appended.
Personal Accidental Death Insurance Cover	No Insurance	INR 1 Lakh for 1 Year	INR 2 Lakh for 1 Year	INR 2 Lakh for 1 Year	This may Change any time with or without any prior information.

Extraordinary Customer Experience					
Invite to Product Launches (Digital)	Yes	Yes	Yes	Yes	Invites will be given through SMS and other modes of communication. The target member base will be decided by Hero MotoCorp.
Virtual Factory Visits	No	Yes	Yes	Yes	Invites will be given through SMS and other modes of communication. The target member base will be decided by Hero MotoCorp.
Digital Events	No	Yes	Yes	Yes	Invites will be given through SMS and other modes of communication. The target member base will be decided by

					Hero MotoCorp.
Bike Expedition	No	Yes	Yes	Yes	Invites will be given through SMS and other modes of communication. The target member base will be decided by Hero MotoCorp.
Exclusive Opportunities for Multiple Sweepstakes	Yes	Yes	Yes	Yes	Every GoodLife Member Enrolling, Renewing or Referring any family or friend into the Program will be eligible to get Sweepstake benefits. More detail refers the WOM Sweepstake T&C below

Milestone based e-commerce gift vouchers(Online /Offline shopping vouchers)	Yes	Yes	Yes	Yes	All GoodLife members are eligible to get these benefits on reaching program milestones. Powered by Quickilver. (Partner, Brand may change any time with or without prior notice)
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Benefits eligible for existing live members

MEMBERSHIP CLUB - WISE BENEFITS FOR NEW & EXISTING MEMBERS			
GOODLIFE MEMBERSHIP PLANS	New Member	Existing Member	Terms and Conditions
Remarkable Rewards			

Welcome Rewards (Online Shopping Offers Worth INR)	Up to INR 4800	NO	Welcome Rewards will be given in the form of Online shopping offers, which will be subject to availability at Brand Level. Brands are subject to change but the total benefits at variant level will remain same.
Welcome Bonus Points	Up to 499	Up to 275	This will be given at the time of Enrolment or Renewal for new members. Existing members already earned these bonus points and hence will not get them again)
Bonus Points for Self-Referrals (Upgrade)	Up to 9000	Up to 8000	These Bonus Points will be given on Self-Purchase of any Hero-Two-Wheeler in a membership Duration
Bonus Points for Referrals	Up to 4000	Up to 4500	These points will be given to refer friend or a family to buy any Hero Two-Wheeler and upon successful purchase by them
Service Continuity Bonus Points (Every 5th Regular Service)	500	500	These Points will be awarded to the member for completing continuous 5 services at Hero Authorized Outlets
Bonus Points on Service Transactions (Free/Paid)	100	100	These bonus points will be given at the time of Service done at any authorized Hero Outlet

PUC Bonus Points	Up to 150	Up to 50	These Points will be given when a member shows their valid PUC certificate at Hero Dealership (Can avail in a gap of 90 days i.e once availed, next benefit can be taken after/on completion of 90 days)
Multiple Milestone Redemption Option	Yes	Yes	Members have multiple option to choose while redemption. Member can select one option in between Physical Gifts or Sales/Service Vouchers or Online Shopping Voucher. (Also, a new member being enrolled will have an option to redeem points at 500 milestone, however, this option will not be eligible for any existing or old member).
Priceless Privileges			
Free Express Service	Yes	Yes	This Service will be available to member on prior service booking
Free Nitrogen Fill	Yes	Yes	This service can be availed three times in 3 years of membership duration
Free Vehicle Wash	Yes	Yes	This will be given once in 3 years of membership duration
50% Discount on Paint Protection Post 3000 Points	Yes	No	This benefit will be eligible given once in 3 years of membership duration, but after the

			member achieve or cross 3000 GoodLife Points in his accounts.
50% Discount on First Paid Service Labor (Post Renewal)	Yes	Yes	This benefit will be eligible post renewal of GoodLife membership
Sales and Service Vouchers	Yes	Yes	Powered by Hero MotoCorp
Special Discounted Joyride Package for GoodLife Members	Yes	Yes	The special discounted joyride package has to be availed within the 30 days of vehicle purchase date and prerequisite is to be already a GoodLife member.
Joyride Renewal Benefits	Yes	Yes	Discount on Joyride Membership renewal. Rs 100 discount on renewal of 3 service joyride package and Rs 200 discount on renewal of 4 service joyride package.
Upto 10% Discount on Accessories and Merchandise	Yes	Yes	Eligible throughout the Membership Period
Striking Benefits			
Hero FinCorp Two-Wheeler loan facility at a Special offer at 6.99% Rate of Interest	Yes	Yes	Only GoodLife members can avail this benefit any time in 3 Years of Membership Duration. T & C for the same appended.
Personal Accidental Death Insurance Cover	Up to 2 Lacs	Up to 1 Lac	This may Change any time with or without any prior information.
Extraordinary Customer Experience			

Invite to Product Launches (Digital)	Yes	Yes	Invites will be given through SMS and other modes of communication. The target member base will be decided by Hero MotoCorp.
Virtual Factory Visits	Yes	No	Invites will be given through SMS and other modes of communication. The target member base will be decided by Hero MotoCorp.
Digital Events	Yes	No	Invites will be given through SMS and other modes of communication. The target member base will be decided by Hero MotoCorp.
Bike Expedition	Yes	No	Invites will be given through SMS and other modes of communication. The target member base will be decided by Hero MotoCorp.
Exclusive Opportunities for Multiple Sweepstakes	Yes	Yes	Every GoodLife Member Enrolling, Renewing or Referring any family or friend into the Program will be eligible to get Sweepstake benefits. More detail refers the WOM Sweepstake T&C below

Milestone based e-commerce gift vouchers(Online/Offline shopping vouchers)	Yes	Yes	All GoodLife members are eligible to get these benefits on reaching program milestones. Powered by Qwiksilver. (Partner, Brand May change any time with or without prior notice, refer to individual brand sites for complete terms and conditions while redeeming)
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2. Hero MotoCorp Ltd. reserves the right to start or discontinue the Rewards, Privileges, Benefits & Experiences of Hero GoodLife at any time, with or without prior notice. It is completely at the discretion of Hero GoodLife to launch the campaign and to select the winners.

Terms & Conditions of Online Enrolment of Hero GoodLife Program.

1. Applicable only for Hero 2W owners \ customers i.e. they need to have a HMCL 2-Wheeler
2. Fill an online profile form (provide basic mandatory details)
3. User will have to make an online payment through a chosen payment gateway and mode of payment option chosen by the Customer
4. Once payment is confirmed, User will get an Online receipt & acknowledgement slip (of his membership & details of insurance policy) that shall be mailed on his provided mail ID. The Member will also get a Digital 'Certificate of Insurance'
5. Details of the online enrollment Process-
 - a. Interested Hero 2W owners \ customers will have to visit HMCL website (www.heromotocorp.com) & login in to using the One time password which customer receives on his registered mobile number with Hero MotoCorp Ltd while purchasing the 2-Wheeler

- b. Post successful login, member will have option under the GoodLife section, to view GoodLife benefits and program construct & also to “ENROLL” in the Hero GoodLife Program
- c. User will have to select the GoodLife membership he/she wants to enroll. There will be four options:
 - i. Hero GoodLife Pro @ Rs.199 /- Without Insurance
 - ii. Hero GoodLife Silver @ Rs.299 /- with one-year Insurance cover* (*Insurance cover of Rs.1 lac for accidental death of member as per T&C of insurance provider).
 - iii. Hero GoodLife Gold @ Rs.399 /- for one-year Insurance cover* (*Insurance cover of Rs.2 lac for accidental death of member as per T&C of insurance provider).
 - iv. Hero GoodLife Platinum @ Rs.499 /- for one-year Insurance cover* (*Insurance cover of Rs.2 lac for accidental death of member as per T&C of insurance provider).

On membership type selection, membership fee will be displayed on the same screen.

- v. The users shall have to fill in a basic profile form (KYC) along with nominee details
- d. Once profile is completed the user would be routed to PAYMENT GATEWAY where he \ she must make a payment of Rs 199, 299, 399 or Rs 499 towards Membership fee depending on the membership variant selected
- e. Post successful payment transaction, user would get a payment receipt & acknowledgement slip along with GL membership details and Certificate of Insurance, that would be sent on user’s registered mail id
- f. GoodLife membership taken under online mode would not be cancelled
- g. For any further queries our toll free no 1800-266-0018 may be contacted (Monday-Saturday 9am to 6pm)

Hero Goodlife ‘Winner of the Month’ sweepstakes.

1. The 'Winner of the Month' sweepstake (herein after jointly called as "the said sweepstakes" and individually as "the sweepstake") is the Monthly draw, in which the winners will be chosen randomly via a

software program.

- The 'Winner of the Month' will be chosen every month from amongst those eligible persons who have Enrolled, Renewed for membership for the GoodLife Program /whose Goodlife Cards were processed during such month. Members those have given referrals will also be considered for this draw. All such Goodlife Cardholder(s) or the applicant(s) participating in the 'Winner of the Month' activity are eligible to participate only once. Under the 'Winner of the Month' sweepstakes

	Sweepstakes- New Structure		
	Prize	Prize Value	Remarks
Enrollment	Gift Vouchers	8000	3 winners per zone
Renewal	Gift Vouchers	8000	2 winners per zone
	Hero 2-Wheeler	50000	1 PAN India
Referral	Gift Vouchers	8000	1 Winner Per Zone

- For referrals givers, the winners will be chosen every month from amongst those eligible persons who have given referral(s) for purchase of new Hero MotoCorp Two-wheeler(s) in the previous month (hereinafter called as "Referral Person").
- If any Referral Person has given more than one referral in each month, his/her name will appear in the monthly draw(s) equivalent to the numbers of referral(s) he/she has made during the previous month.
- If any person has given a referral in more than one month, he/she will be eligible to participate in all respective monthly draw(s) in the sweepstake.
- The 'Winner of the Month' winners who are entitled for a Hero MotoCorp two-wheeler, the said gift is non-transferable and is subject to other charges/applicable taxes / gift tax to be borne by the winners. Accordingly, Hero MotoCorp Ltd. shall be liable for two-wheeler worth Rs.50000/- only and the value over and above if any has to be paid by customer at the Hero MotoCorp Authorized outlet and all other charges viz. road-tax, sales-tax, registration, insurance etc. shall be borne by the winners.
- The employees of Hero MotoCorp Ltd., their relatives, immediate family members and associated agencies and dealerships are not eligible to participate in the said program. However, they will be eligible for all other benefits/privileges of GoodLife Program subject to their being

member thereof.

Important T&C for conducting WOM draw.

- Hero can withdraw this sweepstake program any time without any prior information.
- Hero MotoCorp Ltd. reserves the right to discontinue/change the draw at any time, with or without prior notice.
- Hero MotoCorp Ltd. reserves the right to reject any winner at its sole discretion, without assigning any reason.
- Hero MotoCorp Ltd. will not accept responsibility for circumstances that are beyond its reach or control, and that may cause a delay or inability to fulfill WOM Draw
- The 'Winner of the Month' sweepstake (hereinafter jointly called as "the said sweepstakes" and individually as "the sweepstake") is the Monthly draw, in which the winners will be chosen randomly via a software program.
- The Winner of the Month' will be chosen every month from amongst those eligible persons who have enrolled/Renewed for membership for the GoodLife Program / whose GoodLife Cards were processed during such month. Members those have given referrals will also be considered for this draw.
- All such Goodlife Cardholder(s) or the applicant(s) participating in the 'Winner of the Month' activity are eligible to participate only once. Under the 'Winner of the Month' sweepstakes
- For referrals givers, the winners will be chosen every month from amongst those eligible persons who have given referral(s) for purchase of new Hero MotoCorp Two-wheeler (s) in the previous month (hereinafter called as "Referral Person").
- If any Referral Person has given more than one referral in each month, his/her name will appear in the monthly draw(s) equivalent to the numbers of referral(s) he/she has made during the previous month.
- If any person has given a referral in more than one month, he/she will be eligible to participate in all respective monthly draw(s) in the sweepstake.
- The 'Winner of the Month' winners who are entitled for a Hero MotoCorp two-wheeler, the said gift/ Gift voucher is non-transferable and is subject to other charges/applicable taxes / gift tax to be borne by the winners. Accordingly, Hero MotoCorp Ltd. shall be liable for two-wheeler worth Rs.50000/- only and the value over and above if any has to be paid by customer at the Hero MotoCorp Authorized outlet and all other charges

viz. road-tax, sales-tax, registration, insurance etc. shall be borne by the winners.

- The employees of Hero MotoCorp Ltd. & its partners (Authorized Dealers, Associate Dealers, Authorized representatives of Dealer, Advertising agencies, Strategic partners etc.) and their immediate family members are not eligible to participate in the said program. However, they will be eligible for all other benefits/privileges of GoodLife Program subject to their being member thereof.
- Hero MotoCorp Ltd. is the sole owner and can change the number of winners, gifts at any time with or without any prior notice.
- WOM draw will only happen if there are minimum 10000 Program enrollments done in that calendar month.
- In any unforeseen situations like epidemic, pandemic, War, Floods, Earthquake or any such situation which affects the normal day to day operations and stalls the entire business activities of the company, Hero MotoCorp Ltd. holds the full right to discontinue WOM draw with or without any prior notice.
- For all future purposes, henceforth, only digital WOM draw will take place.

Important T& C for availing special offer of 6.99 rate of interest from Hero

Fincorp

- Hero GoodLife Member walks into the Dealership and finalize upon a 2W for himself or his/her immediate family member
- DSE/DSM/HERO FINCORP Member explains the Special ROI benefit by virtue of being a GoodLife member
- Customer is directed to a GoodLife Executive to confirm his or her GoodLife Membership
- GoodLife Executive (GLE) directs the GoodLife Member to the Hero FinCorp/DSE/DSM for availing the applicable ROI
- Hero FinCorp upon checking of Membership validity as well as his eligibility will have the final decision to award the applicable ROI.
- Only being a GoodLife member does not make customer eligible for the offer. The eligibility depend upon the customer profile and financial profile and other document which are submitted during the purchase of vehicle.
- The decision to give special Rate of discount will solely be decided by Hero FinCorp Pvt Ltd and Hero MotoCorp Ltd.
- The said offer can be modified or withdrawn at any point of time at the sole discretion of Hero MotoCorp Ltd

