



MyDesign (Image) Debit Card

Terms and Conditions

- Your existing Axis Bank Debit Card will be blocked upon activation of the new Debit Card.
 - Charge structure for New to Bank & Existing to Bank customers.
 - INR 1 will be debited from customer account for Authentication which is non-refundable.
 - a) **New To Bank (NTB)** – An NTB customer shall be charged a one-time fee of Rs. 150* (MyDesign fee) in addition to the regular issuance fee of your Debit Card, exclusive of taxes.
 - b) **Existing To Bank (ETB)** – An ETB customer shall be charged a one-time fee of Rs. 150* (MyDesign fee) in addition to the replacement charges of your Debit Card, exclusive of taxes.
- *None of the above charges is applicable to Burgundy Customer
- Your other account details including your Date of Birth and Mother's Maiden Name will be extracted from your existing Axis Bank Savings Account
 - By applying for Image Personalization for Debit Card, you agree to indemnify Axis Bank and its officials from and against any and all claims, actions, suits, proceedings, costs, damages, judgments, amounts paid in settlement and expenses (including without limitation reasonable attorneys' fees and reasonable disbursements at actual) (collectively, "Loss") incurred by Axis Bank, to the extent suffered, as a result of, arising from, or in connection with or relating to or arising out of the use of any particular image on your Debit card or infringement of any third party intellectual property or the non-observance / non-compliance of any applicable laws, rules and regulations. You also agree to indemnify, defend and hold harmless Axis Bank against any Loss incurred or suffered by Axis Bank as a result of Axis Bank providing the Card Image Personalization facility to you. You undertake full responsibility for any infringement of intellectual property, violation of copyright, political or religious symbols, celebrities and/or discriminatory and indecent subject matter etc.
 - The Card personalization service offered under Axis Bank Debit Card is provided by Axis Bank and Serverside Graphics (NZ) Limited ("Serverside").
 - Axis Bank reserves the right to reject any image which in its reasonable opinion seems to be obscene, causing an infringement of third party intellectual property rights, violation of copyright, or otherwise disruptive or of a controversial nature.
 - You agree and consent for Axis Bank to use the image submitted by you for further processing of the image on your Debit card in relation to the Card Image Personalization facility being offered by Axis Bank to its customers
 - You agree and consent to abide by the terms of the Agreement entered into between Axis Bank and the service provider to provide you the Card Image Personalization facility wherein the provisions pertain to the customers.

The Image chosen for your card should NOT contain the following:

- Trademarks or copyright material that is famous or recognized throughout India/United States/United Kingdom/Australia/New Zealand, including images marked with ©, ® or ™ signs.
- Advertising, promotional material including branded products and services.
- Telephone numbers, URLs, account numbers or email addresses
- Axis Bank will not be liable for any error or quality of Image personalisation on the card.
- Celebrities/musicians/athletes/entertainers/public-figures/cartoon characters etc. that are famous or recognized throughout India/United States/United Kingdom/Australia/New Zealand
- Provocative or sexual images including inappropriate nudity or semi nudity
- Violent or offensive racist images including any images in which weapons or firearms are the focal point
- Images portraying anti-social or obscene behaviour
- Offensive religious or political images including images that portray socially unacceptable groups or political statements
- Racial, prejudicial or discriminatory subject matter
- Subject matter of any nature that might result confusion at point of sale or that might result in card fraud. Any image that might reflect poorly or might engender hostility toward the MasterCard® or Visa® brands
- Images where money or currency is focus
- Trade names, logos, slogans or other identifying indicia of any Card Processing Associations (e.g. MasterCard, Visa etc.)
- All images will be screened; Axis Bank reserves the right to reject any picture that does not meet our guidelines.

General Terms and Conditions

- You have read and understood the terms and conditions governing the availing of Card Image Personalization facility with Axis Bank. You accept and agree to be bound by the said terms and conditions. You understand that Axis Bank may at its absolute discretion, discontinue any of the services completely or partially pertaining to this facility without any notice to you.
- These terms and conditions shall be governed by the laws of India and shall be subject to the exclusive jurisdiction of the courts of Mumbai.

* For details on schedule of charges please visit:

<https://www.axisbank.com/retail/cards/debit-cards/my-design-image-debit-card/fees-charges>