

TERMS & CONDITIONS

Subject to the terms and conditions hereinunder, the Indriya Price Shield Program ("IPSP") offered by Novel Jewels Limited ("Novel Jewels"/ the "Company/NJL") broadly operates as follows:

- The Customer can pay advances of any amount subject to a minimum of INR 5,000 (and in multiples of INR 1,000 thereafter) over a period of 180 days, as many times as desired.
- At the time of each payment, an equivalent amount of 24 kt gold (999 purity) as per the prevailing gold rate on the date of payment is accumulated to the Customer's account.
- At the end of the payment period, the Customer can appropriate the value of accumulated gold towards purchase of NJL jewellery and/or coin(s) at the Company's prevailing rate on the date of purchase/invoice.
- The Customer while making the jewellery purchase under this Program will also be entitled to avail the offers and discounts prevalent in the NJL store ("Indriya Store") as on the date of the purchase.

1. Definitions:

- a. Purchase Value means the total value of the product(s) planned to be purchased.
- b. Enrolment Date means the date on which the first payment is received from the Customer.
- c. Validity Period means period ending 180 days from the Enrolment Date.
- d. Prevailing Gold Rate means the Company's city-wise gold rate prevailing at the specific time of the transaction. The prevailing gold rate is an intra-day rate that depends on multiple factors, including spot rate in the open market, freight, storage costs, overheads etc.
- e. Redemption Value means the value of the accumulated 24kt gold in the Customer's account under this Program at the Company's prevailing 24kt gold rate at the time of purchase.

2. Enrolment/KYC:

- a. The Customer should ensure the name used for the enrolment is as per the photo identity proof provided to the company and that the final product billing is also done for the same Customer's name.
- b. In case of any change in contact details or any other details that the Customer may have furnished, the Customer shall immediately contact any Indriya store where enrolment was made, for effecting the changes.
- c. By enrolling to IPSP, the Customer expressly consents to receiving calls, text messages and electronic mails, including auto-dialled and pre-recorded calls, messages and mails, from NJL, its affiliates, marketing partners, agents and others who may call or send messages or electronic mails to the Participant on behalf of NJL, in connection with the IPSP, and other promotional messages at the contact details provided by the Customer to NJL.
- d. The Program can only be enrolled by individuals above the age of 18, subject to KYC requirements as applicable by law. Other entities like companies, partnership firms or proprietorship concerns or Trusts or Hindu Undivided Family (HUF) or NRI Customers cannot enrol in IPSP.
- e. The Customer will be required to fill an enrolment form and submit necessary documents at the time of enrolment.
- f. At the time of enrolment, the Customer should ensure that the enrolment form is signed in the space provided for accepting these Terms and Conditions. Notwithstanding the foregoing, as soon as the Customer effects the first transaction under this Program, it shall be deemed that the Customer has accepted these Terms and Conditions.

- g. Enrolment will be through offline mode, i.e., at the Indriya stores only.
- h. NJL reserves the right to verify the identity of the Customer by means of SMS and/or OTP generation or by other means at any time, including at the time of enrolment and at the time of concluding appropriation of the Redemption Value against jewellery/coin(s) and taking delivery of the jewellery/coin(s). NJL also reserves the right to verify the authenticity of the documents provided by the Customer.
- i. At the time of making the purchase of jewellery/coin(s), the Customer must personally visit the Indriya store and should produce a valid photo identity proof & a self-attested PAN Card if the total value of purchase equals or exceeds INR 200,000. The company reserves the right to satisfy itself as to the identity of the Customer in the manner it deems fit.

3. Advances and Payments

- a. No payment shall be accepted beyond the completion of 180 days from the enrolment date.
- b. The Customer can ask for computerised receipt from Indriya Stores only after the clearance of each payment.
- c. The payments under this Program can be done through cash (not exceeding a sum of Rs 1,99,999/- cumulatively for the period of the program), credit card/ debit cards, NEFT/RTGS. Payment/exchange through General Exchange Program or Indriya Exchange program are not permitted. International card/ transfers for online payments will not be accepted. Payments can be made at Indriya stores only.
- d. NJL shall not be responsible for any online payment failure and funds being debited from the Customer's account. Customers are requested to check with their banks or other service providers for such payment failures.

4. Accumulation/Appropriation

- a. Against each payment, NJL will reserve/accumulate the equivalent grams of 24kt gold as per the Company's Prevailing Gold Rate of the day on the date on which the payment is made. The 24kt gold accumulated on the date of payment will be the amount divided by the Company's prevailing gold rate for 24kt gold on that date.
- b. No redemption/ appropriation shall be allowed against Silver, Platinum, Bi-metal and Solitaire.
- c. The Customer will have to appropriate the entirety of the Redemption Value against the jewellery or coin(s) and partial appropriation is not allowed.
- d. In case the Redemption Value is less than the purchase value of the selected jewellery/ coin(s), the differential amount between the purchase value of the selected jewellery and the Redemption Value, shall be payable by the Customer. However, if any offer is available as on the date of purchase at the Indriya Store, the Customer may also avail such offer.

5. Default Option:

- a. In the event that the Customer does not conclude the appropriation and take delivery of the jewellery/coin(s) within 180 days from the date of enrolment, refund shall be initiated to the bank account details as provided by Customer or cheque shall be despatched at the last known address of the Customer available as per NJL's records.
- b. Upon expiry of the 180-day validity period, NJL shall endeavour to initiate the refund process within a period of 60 working days, subject to successful verification of the Customer's bank account details or last known address. In case of any delay due to

incomplete documentation, verification issues or unforeseen circumstances, NJL shall notify the Customer and make best efforts to complete the refund within an additional 10 working days from the date of resolution. In the event of any delay, discrepancy or failure to provide complete and valid documentation, NJL shall not be held liable for any delay in processing the refund. The Customer further agrees not to raise any claim, demand, or dispute against NJL, its affiliates, or franchisees in connection with such delays or non-processing of refunds arising from incomplete or unverifiable documentation.

- c. The Customer shall be refunded either the instalment amount paid or accumulated quantity of gold valued at the rate prevailing on the day of refund, whichever is lesser. Accordingly, the Customer account under this Program shall stand closed.
- d. NJL has the right to set-off any cost to be incurred towards dispatching said cheque to the Customer against the value therein.

6. Refund:

- a. **No refunds** request shall be considered under this Program during the 180-day period, under any circumstances.

ADDITIONAL TERMS AND CONDITIONS

- 1. This Program is applicable across India and the Customer can appropriate the Redemption Value against jewellery and take the delivery of the jewellery/coin(s) anywhere in the country where NJL has its store.
- 2. This Program and benefits under this Program are not transferable or assignable save and except in case of death of the Customer. In such case the legal heir of the deceased Customer may claim the accumulated benefits under this Program subject to submission of proper legal documentation to establish proof of heirship. NJL reserves the right to verify the authenticity of all documents submitted and may request additional information or documentation as deemed necessary. The decision of NJL regarding the acceptance of the claim and transfer of benefits shall be final and binding.
- 3. The liability of the NJL or its franchisee(s) under the Program is limited to the extent of amount paid by the Customer under this Program as per Program and the Terms & Conditions contained herein.
- 4. The Terms & Conditions listed herein does not in any way indicate to any assurance or warranty whatsoever by the company.
- 5. The stone rates charged during the redemption shall be as per the rate prevailing at the store on the date of purchase. All other charges such as making charges, other material charges, wastage charges, taxes, will be levied as on the date of purchase in that store.
- 6. All jewellery purchased under this Program will be subject to labour/ making charges/ wastage, goods and service tax, surcharges, gold/stone charges and any other charges as may be applicable subject to prevailing discounts at the time of purchase.
- 7. In case any changes in the existing laws, rules, notifications, etc by any regulatory authority, NJL reserves the right to make such modifications/change/suspend/discontinue the Program suitable to the change in law and necessary requirements as per the same must be complied with the Customer. NJL also reserve the right to alter, amend, add or delete part or whole of the terms of the Program with prior notice to the Customer and NJL shall have no liability in any manner whatsoever.
- 8. NJL reserve the right to suspend/discontinue the Program at any time.

9. Any conditions that are not explicitly covered above would be at the discretion of the company at the time of transaction/redemption subject to such conditions not being detrimental to the interests of the Customer. The decision of NJL in this regard would be deemed as irrevocable and final.
10. Disputes if any, shall be subject to the exclusive jurisdiction of Courts in Mumbai.
11. NJL is the operator of this Program and reserves the right to suspend or end the program at any time. In any such event, the Customer may purchase any item at the NJL Store equal to the value of the gold accumulated in his/her program account along with discount amounts as applicable. This clause shall also have effect if the program is left infructuous due to change in any applicable law, rule, regulation or norm. The Customer shall not have recourse to any damages, costs, interest apart from purchase of jewellery and any discount that the Customer has earned at the time of cessation of this Program.
12. The Terms and Conditions hereunder are in addition to NJL's other Terms and Conditions and Privacy Policy that may be applicable to the transaction.
13. Any applicable statutory deduction will be applied by NJL against the price of the jewellery/coin(s) so appropriated.
14. The Company reserves the right to extend or not extend this Program to any prospective Customer at its sole discretion.
15. In the event, the Customer who has enrolled is not able to come for appropriation/purchase/collection, he can authorise his representative to do so on his behalf subject to receipt of original authorisation letter from the Customer along with original order copy and production of the representative's original photo identification proof. The appropriation/purchase decision of said representative will be deemed to be that of the Customer. NJL shall bear no liability for the same and by authorising said representative, the Customer shall indemnify NJL for all losses, costs, damages, penalties, expenses, claims resulting from said appropriation/purchase/collection by the representative. Please the ask the retail store for the format of the authorisation letter.
16. In case of any queries, concerns or grievances related to the Indriya Price Shield Program (IPSP), the Customer may contact NJL through the following channels:

Customer Care Email: indriya@adityabirla.com

Customer Care Number: +91- 8002108383

Store-Level Escalation: Customers may also approach the Store Manager at the NJL store where the enrolment was made.