

S.no.	Details	
1	Brand	Bank of Baroda
2	Detailed offer construct	Exclusive offer for Bank of Baroda Debit/Credit Card users - Get 5% upto ₹50 cashback on one Mobile Prepaid/Postpaid Bill / DTH recharge
3	Coupon code if any	BOB50
4	Validity term	6 Nov 2020 to 31 Jan 2021
5	Landing page url if any	Paytm App/Website
6	If offer is for online, provide site url	www.paytm.com
7	Offer complete terms & conditions	<p>1) Get 5% upto ₹50 cashback on Mobile Prepaid/Postpaid Bill/ DTH recharge on Paytm using Bank of Baroda Credit Card/ Debit Card, valid once every month till 31st Jan 2021</p> <p>2) To avail this offer, users need to use an eligible Baroda Credit Card/ Debit Card while paying mobile bill or recharging any mobile number/DTH account.</p> <p>3) This offer is valid once per user per month from 6 Nov 2020 to 31 Jan 2021. All Paytm users can use this offer 3 times till 31st January 2021</p> <p>4) An eligible card can be used only once per month on Paytm under this offer. In any month, if an eligible card is used by a user to claim this offer, then other users would not be able to avail this offer using the same card</p> <p>5) Users can avail this offer on any one Mobile Prepaid / DTH recharge / Mobile Postpaid bill payment in a month</p> <p>6) This offer is valid on min. recharge or bill payment of Rs 299</p> <p>7) Only users that apply promocode "BOB50" in Apply promocode section and pay using Bank of Baroda Debit/Credit card will be eligible for cashback under this offer</p> <p>8) If the user doesn't apply BOB50 promocode or pay via other bank cards/payment methods, the user cannot claim the benefits of this offer</p> <p>9) User will get 5% up to Rs 50 cashback in the linked Paytm wallet within 24 hours of eligible bill payment</p> <p>10) If you have not completed your KYC, or have breached your monthly wallet limit, you will receive cashback in Gift Voucher</p> <p>11) Paytm reserves the absolute right to withdraw, suspend, alter, vary, amend, and terminate the offer at any time without prior notice.</p>
8	BIN locking - Yes/No	Yes
9	If Instant Discount – How customer will get discount. Through promo code or BIN locking	Cashback. Promocode must be applied. BIN locking also applicable at the time of payment
10	Logo and few creative of your brand - .cdr file	
11	If offline, store details like address, TID/MID, contact person name and number	NA
12	To avail offer (complete customer journey)	<ol style="list-style-type: none"> 1. User opens Paytm app 2. User clicks on Recharge/Bill Payments icon on Home page -> Mobile prepaid/Postpaid or DTH icon on the pop up menu 3. User proceeds as usual for Mobile Recharge/Bill Payment/DTH - selecting plans/entering recharge amount 4. User needs to select BOB50 Promocode in the "Apply promocode" section. 5. User needs to pay using BoB cards of applicable BIN numbers & complete the order process 6. User will get CB in their Paytm wallet within 24 Hours
13	Marketing Deliverable by partner complete plan with details	<ol style="list-style-type: none"> 1. Promocode will be made live on Paytm app post testing. 2. Relevant user segments will be shown Banners on Paytm app & will also receive push notifications to generate awareness on this offer
14	Funded	80 % of offer will be funded by BOB, 20% by Paytm