

FY'22 Diwali Campaign Offers Terms & Conditions

Applicable Market: All India

*Special Festive Offer are applicable on select products for limited period or till stock last, whichever is earlier. Product images are for representation purposes only and may differ from the actual product. Product feature/colour may vary for each product as per stock availability.

1. **3 Years Warranty:** Validity: Pan-India except Kerala

Start Date	16-Sep-22
End Date	31-Oct-22
Condition	32"- 2 Year Warranty (1 Year Comprehensive Warranty +1 Year Warranty on Panel Only)
	43" & Above 3 Year Warranty (1Yr Comprehensive+2 Year Warranty on Panel Only)
	XR Models 3 Year Warranty (Comprehensive Warranty)
	OLED 3 Year Warranty (Comprehensive)

Size	SKU	Warranty Condition
32	KD-32W830K	1Yr Comprehensive+1Yr Panel Only
32	KD-32W820K	1Yr Comprehensive+1Yr Panel Only
32	KD-32W830	1Yr Comprehensive+1Yr Panel Only
32	KD-32W820	1Yr Comprehensive+1Yr Panel Only
32	KDL-32W6100	1Yr Comprehensive+1Yr Panel Only
32	KDL-32W6103	1Yr Comprehensive+1Yr Panel Only
43	KD-43X80K	1Yr Comprehensive+2Yr Panel Only
43	KD-43X75K	1Yr Comprehensive+2Yr Panel Only
43	KD-43W880K	1Yr Comprehensive+2Yr Panel Only
43	KD-43X74K	1Yr Comprehensive+2Yr Panel Only
43	KDL-43W6600	1Yr Comprehensive+2Yr Panel Only
43	KD-43X75	1Yr Comprehensive+2Yr Panel Only
43	KD-43X74	1Yr Comprehensive+2Yr Panel Only
43	KD-43X80J	1Yr Comprehensive+2Yr Panel Only
43	KDL-43W6603	1Yr Comprehensive+2Yr Panel Only
43	KLV-43W672G	1Yr Comprehensive+2Yr Panel Only
50	KD-50X80K	1Yr Comprehensive+2Yr Panel Only
50	KD-50X75K	1Yr Comprehensive+2Yr Panel Only
50	KD-50X74K	1Yr Comprehensive+2Yr Panel Only
50	KD-50X80J	1Yr Comprehensive+2Yr Panel Only
50	KD-50X75	1Yr Comprehensive+2Yr Panel Only
50	KD-50X74	1Yr Comprehensive+2Yr Panel Only
50	KLV-50W672G	1Yr Comprehensive+2Yr Panel Only
55	XR-55A80K	3Yr Comprehensive
55	XR-55X90K	3Yr Comprehensive
55	KD-55X85K	1Yr Comprehensive+2Yr Panel Only
55	KD-55X80K	1Yr Comprehensive+2Yr Panel Only
55	KD-55X75K	1Yr Comprehensive+2Yr Panel Only
55	KD-55X74K	1Yr Comprehensive+2Yr Panel Only

Size	SKU	Warranty Condition
55	XR-55A80J	3Yr Comprehensive
55	KD-55X80J	1Yr Comprehensive+2Yr Panel Only
55	KD-55X80AJ	1Yr Comprehensive+2Yr Panel Only
55	KD-55X85J	1Yr Comprehensive+2Yr Panel Only
55	XR-55X90J	3Yr Comprehensive
65	XR-65A95K	3Yr Comprehensive
65	XR-65A80K	3Yr Comprehensive
65	XR-65X90K	3Yr Comprehensive
65	KD-65X80K	1Yr Comprehensive+2Yr Panel Only
65	KD-65X75K	1Yr Comprehensive+2Yr Panel Only
65	KD-65X74K	1Yr Comprehensive+2Yr Panel Only
65	XR-65A80J	3Yr Comprehensive
65	KD-65X80J	1Yr Comprehensive+2Yr Panel Only
65	KD-65X80AJ	1Yr Comprehensive+2Yr Panel Only
65	KD-65X85J	1Yr Comprehensive+2Yr Panel Only
65	XR-65X90J	3Yr Comprehensive
75	XR-75X90K	3Yr Comprehensive
75	KD-75X80K	1Yr Comprehensive+2Yr Panel Only
75	KD-75X80J	1Yr Comprehensive+2Yr Panel Only
75	XR-75X90J	3Yr Comprehensive
77	XR-77A80K	3Yr Comprehensive
77	XR-77A80J	3Yr Comprehensive
85	XR-85X95K	3Yr Comprehensive
85	KD-85X85K	1Yr Comprehensive+2Yr Panel Only
85	XR-85Z9J	3Yr Comprehensive
85	KD-85X85J	1Yr Comprehensive+2Yr Panel Only

2. **Up to 30% OFF** on Bravia: On MRP and on select Bravia range as per Stock availability.

3. Instant Cash Back Up to 25,000

Offer valid on EMI transactions through Pine Labs and Paytm terminals. 0 EMI transaction with cash back also available with ICICI/HDFC/AXIS Bank Offer valid on EMI transactions through Pine Labs and Paytm terminals. 0 EMI transaction with cash back also available with ICICI/HDFC/AXIS

- The Additional Cash back will be offered as Instant or deferred as applicable. POS must be activated for Instant Cash back.
- In case any dealer not activated for Instant Cash back then ask them to contact Pine labs / HO-Finance
- SBI customer will be only on deferred cash back mode.
- Offer Applicable on EMI transaction through Pine and Paytm.
- Maximum number of transactions per card – One
- Additional Cash Back will be posted 90 days after the end of offer period & Instant CB will be adjusted from Invoice instantly [if customer opts for EMI option through Pine lab and Paytm, Selected merchants]
- Offer available at www.ShopatSC.com through ICICI Credit Cards.
- Corporate Cards / Amazon Pay credit card are not eligible for Additional CB offers
- Purchase is allowed only from one card (single payment shouldn't be divided between two or more cards)
- The amount of Cash back printed on the charge slip would be applicable and will be considered final.
- The customers are advised to retain the charge slip till the receipt of the cash back amount and in case of any dispute, the amount mentioned on the charge slip would be considered as final
- In case there is more than one offer available simultaneously, two offers should not be clubbed by Dealers.
- In the event of identification of any falsity or discrepancy in the partner's claim with respect to the product model/serial number , price etc. SONY shall have right at its sole discretion to set-off, adjust or recover.
- GST on the Normal Cash back (Interest cost) will be borne by customers
- All complaints, claims, disputes, concerns, issues, etc., regarding the Offer should be taken up directly with Bank
- The cashback is non-transferable, non-exchangeable and non-encash able
- SONY & respective Banks reserve the right to extend, withdraw or terminate this offer without prior notice, without assigning any reason and without any liability.
- All taxes, duties, levies or other statutory dues and charges payable in connection with the benefits accruing under the Offer shall be borne solely by the Customer. Bank and SONY will not be liable in any manner whatsoever for any such taxes, duties, levies or other statutory dues.
- Company reserves the right to ask for Invoices copies / supporting documents for verification of transaction at any point of time. Failing to provide the same within stipulated timelines may lead to withdraw of facility & recovery of Cash back amount.

BRAVIA OFFLINE THROUGH PINELAB/PAYTM/SHOPATSC												
Offer Period	23rd Sept - 31st Oct'22 - DIWALI											
Location	Pre-approved Partners - All India Only on EMI Transactions through											
Offer On	Credit & Debit Cards - HDFC/ICICI/AXIS/KOTAK Credit Cards - SBI/SCB/BOB/KOTAK/RBL NoEMI Only Cash back through HDFC/ICICI and AXIS For ShopatSC.com - ICICI CC											
Offer through	PineLab EDC and Pine Payment Gateway - HDFC/ICICI/AXIS/SBI/SCB/BOB/KOTAK CC/RBL Paytm EDC - HDFC/ICICI/AXIS/SCB/BOB/KOTAK/RBL											
ICB + deferred Applicability	ICB + Deferred -> HDFC CC / DC , ICICI CC / DC, AXIS CC / DC, BOB CC , KOTAK CC/DC, RBL & SCB Deferred -> SBI CC											
Applicable EMI Tenures	No EMI Only CB,3,6,9 and 12 Months (12 Month only for Brand Stores)											
Additional Cash Back Upto	5%			10%					20%			
Maximum Cash Back Upto Rs. (under EMI)	3000	4000	5000	6000	7500	10000	12500	15000	10000	20000	25000	
Maximum Cash Back Upto Rs.(Under 0EMI)	1500	2000	3000	3000	4000	5000	6500	7500	5000	10000	15000	
Min Transaction Amount or Prices as maintained with Pine / Paytm	18000	40000	50000	55000	80000	100000	155000	260000	50000	270000	330000	
BRAVIA SELECTED SKUS	Selected 9 SKU	Selected 4 SKU	Selected 3 SKU	Selected 8 SKU	Selected 4 SKU	Selected 4 SKU	Selected 4 SKU	Selected 1 SKU	Selected 1 SKU	Selected 2 SKU	Selected 4 SKU	
	KDL-32W6100	KD-43X80J	KD-50X80J	KD-55X80J	KD-55X85K	XR-55A80J	XR-65A80J	XR-65A95K	55X7002G	KD-85X85J	XR-77A80J	
	KD-32W830	KD-43X80K	KD-50X80K	KD-55X80K	XR-55X90K	XR-55A80K	XR-65A80K			KD-85X85K	XR-77A80K	
	KD-32W830K	KD-50X75	KD-55X75K	KD-55X85J	XR-65X90J	KD-75X80J	XR-75X90J				XR-85Z9J	
	KDL-43W6600	KD-50X75K		XR-55X90J	XR-65X90K	KD-75X80K	XR-75X90K				XR-85X95K	
	KLV-43W672G			KD-65X75K								
	KD-43W880K			KD-65X80J								
	KD-43X75			KD-65X80K								
	KD-43X75K			KD-65X85J								
	KLV-50W672G											

4. **1 EMI FREE:**

EMI Refund on 18/6 Scheme on Selected BRAVIA through BFL, IDFC & TVS starting from 23rd Sept'22. Applicable models as listed below.

- Assured cashback equal to 1 EMI
- Cash Back to be applicable on select SKUs as listed above.
- Applicable for Credit card customers (Existing & New), Credit card details need to reflect on Bureau.
- Offer will be applicable for all authorized counters of Sony
- Offer will be applicable on 18|6 scheme only
- Cash back would be credited in customers bank account post completion of 3 successful EMIs provided NIL default in EMI repayments
- Offer should not be clubbed with any other offer.

Inch	Code	BasicMaterial
43	12537901	KD-43W880K
43	12485601	KD-43X75
43	12540001	KD-43X75K
43	12469201	KD-43X80J
43	12518101	KD-43X80K
50	18286601	KLV-50W672G
50	12485301	KD-50X75
50	12539701	KD-50X75K
50	12468901	KD-50X80J
50	12517801	KD-50X80K
55	12539101	KD-55X75K
55	12468401	KD-55X80J
55	12517501	KD-55X80K
55	12488801	KD-55X85J
55	12540901	KD-55X85K
55	12486701	XR-55X90J
55	12519101	XR-55X90K
55	12487401	XR-55A80J
55	12542001	XR-55A80K

Inch	Code	BasicMaterial
65	12538601	KD-65X75K
65	12468001	KD-65X80J
65	12517001	KD-65X80K
65	12488301	KD-65X85J
65	12486501	XR-65X90J
65	12518801	XR-65X90K
65	12487301	XR-65A80J
65	12541801	XR-65A80K
65	12553402	XR-65A95K
75	12467601	KD-75X80J
75	12516701	KD-75X80K
75	12486201	XR-75X90J
75	12518501	XR-75X90K
75	12487101	XR-77A80J
75	12553101	XR-77A80K
85	12487601	KD-85X85J
85	12553301	KD-85X85K
85	12469401	XR-85Z9J
85	12553201	XR-85X95K

5. **Fixed EMI Rs 2995:**

Fixed EMI Scheme Rs.2995 applicable till 31st Oct'22 on 7 SKUs [50X75K/55X75K/65X75K/KD50X75/KD-50X80J/KD-55X80J/KD-65X80J] applicable through Bajaj Finserv. Down Payment applicable in this scheme is for 2,4 EMI's. Maximum Tenure up to 36 months.

6. **Buy Now: Pay as Per Screen Size:**

Buy Now-: For 32(80cm) & 43(108cm) – [EMI = Screen Size x Screen Size] and for 50(127cm), 55(139cm), 65(164cm), 75(189cm), 77(195cm) & 85(216cm) - [EMI = Screen Size x 100] valid through Bajaj Finance Max loan tenure up to 36 months with no Processing Fees.

7. **DI Cash Back Offer:**

On Selected 41 SKUs of DSLR through Pine and Paytm from 23rd Sept to 31st Oct'22. Refer below CB construct for details.

DSLRL / LENSES - Additional Cash Back Offer - Offline (Pinelab/Paytm)

Offer Period	23rd Sept - 31st Oct'22 - DIWALI
Location	Pre-approved Partners - All India
Maximum Cash Back Upto Rs. (under 3/6 EMI)	3000
Maximum Cash Back Upto Rs.(Under 0EMI)	1500
Min Transaction Amount or Prices as maintained with Pine / Paytm	30000
Offer On	<p><u>Only on EMI Transactions through</u> Credit & Debit Cards - HDFC/ICICI/AXIS Credit Cards – SBI/SCB/BOB/KOTAK/RBL <u>NoEMI Only Cash back througouh</u> HDFC/ICICI and AXIS For ShopatSC.com : ICICI CC</p>
Offer through	PineLab EDC and Pine Payment Gateway - HDFC/ICICI/AXIS/SBI/SCB/BOB/KOTAK CC/RBL Paytm EDC - HDFC/ICICI/AXIS/SCB/BOB/KOTAK/RBL
ICB + deferred Applicability	ICB + Deferred -> HDFC CC / DC , ICICI CC / DC, AXIS CC / DC, BOB CC , KOTAK CC, RBL & SCB Deferred -> SBI CC
Applicable EMI Tenures	0,3,6,9 and 12 Months (12 Month only for Brand Stores)
List of Selected SKUs	41 SKUs as per list

Category	ModelCode	Model	Scheme%	Caping	No EMI Cashback Capping
FF-High	32853320	ILCE-1/BQ IN5	5%	3,000	1500
FF-Low	32852020	ILCE-7C/BQ IN5	5%	3,000	1500
FF-Low	32852021	ILCE-7C/SQ IN5	5%	3,000	1500
FF-Low	32852121	ILCE-7CL/SQ IN5	5%	3,000	1500
FF-Low	50668484	ILCE-7M3/BQ (SEL2470Z KIT)	5%	3,000	1500
FF-Low	32850420	ILCE-7M3/BQ IN5	5%	3,000	1500
FF-Low	32850520	ILCE-7M3K/BQIN5	5%	3,000	1500
FF-Low	50668539	ILCE-7M4 (SEL24105G Kit)	5%	3,000	1500
FF-Low	50668540	ILCE-7M4 (SEL2470Z Kit)	5%	3,000	1500
FF-Low	32853720	ILCE-7M4/BQ IN5	5%	3,000	1500
FF-Low	32853820	ILCE-7M4K/BQ IN5	5%	3,000	1500
FF-High	32853220	ILCE-7RM3A/Q IN5	5%	3,000	1500
FF-High	32853020	ILCE-7RM4A/Q IN5	5%	3,000	1500
FF-High	32851920	ILCE-7SM3/BQIN5	5%	3,000	1500
Lens	94643380	SEL1635G SYX	5%	3,000	1500
Lens	32848440	SEL1224GM//C SYX	5%	3,000	1500
Lens	32846886	SELP18110G/CSYX	5%	3,000	1500
Lens	32849940	SEL70200GM2Q SYX	5%	3,000	1500
Lens	32848840	SEL100400GMCSYX	5%	3,000	1500
Lens	32849040	SEL50F12GM/Q SYX	5%	3,000	1500
Lens	32847140	SELP28135G/CSYX	5%	3,000	1500
Lens	32846440	SEL70200GM/QSYX	5%	3,000	1500
Lens	32860040	SEL2470GM2/Q SYX	5%	3,000	1500
Lens	32846540	SEL1635GM SYX	5%	3,000	1500
Lens	32847740	SEL135F18GM SYX	5%	3,000	1500
Lens	32847840	SEL200600G/CSYX	5%	3,000	1500
Lens	32845640	SEL2470GM//Q SYX	5%	3,000	1500
Lens	32848940	SEL35F14GM/Q SYX	5%	3,000	1500
Lens	32849240	SEL14F18GM/C SYX	5%	3,000	1500
Lens	32847040	SEL1224G SYX	5%	3,000	1500

Category	ModelCode	Model	Scheme%	Caping	No EMI Cashback Capping
Lens	32845040	SEL100F28GM SYX	5%	3,000	1500
Lens	32845740	SEL85F14GM/Q SYX	5%	3,000	1500
Lens	32847640	SEL24F14GM SYX	5%	3,000	1500
Lens	32845940	SEL50F14Z//QSYX	5%	3,000	1500
Lens	32860140	SELP1635G//C SYX	5%	3,000	1500
Lens	32847240	SEL24105G SYX	5%	3,000	1500
Lens	32844940	SEL35F14Z//Q	5%	3,000	1500
Lens	32844550	SEL70200G AE	5%	3,000	1500
Lens	32847940	SEL1655G//C SYX	5%	3,000	1500
Lens	32841850	SELP18200//CAE	5%	3,000	1500
Lens	32846240	SEL70300G//CSYX	5%	3,000	1500

8. MDR Cash Back Offer: Additional Cash Back Up to 3K on Select MDR through Pine & Paytm. The offer is available on HDFC, ICICI & Axis Credit / Debit Cards during 22nd Sept'22 – 5th Oct '22.

MDR - Additional Cash Back Offer - Offline (PineLab/Paytm)				
Offer Period	21st Sept'22 - 5th Oct'22			
Location	Pre-approved Partners - Pan India			
Offer On	Only on EMI Transactions through Credit & Debit Cards - HDFC/ICICI/AXIS			
Offer through	PineLab EDC/Paytm EDC and Pine Payment Gateway			
Applicable EMI Tenures	0,3,6,9 and 12 Months (12 Month only for Brand Stores)			
Additional Cash Back	Cash Back Up to 3000			
Maximum Cash Back Upto Rs. (under 3/6 EMI)	3000	2000	2000	1500
Maximum Cash Back Upto Rs. (Under 0EMI)	1500	1000	1000	750
Min Transaction Amount or Prices as maintained with Pine / Paytm	15000	17000	9000	3500
List of Selected SKUs	WF-1000XM4	WH-1000XM4	WH-XB910N	WF-C500



Finance Scheme: Easy EMI 8/0, 12/4 & 16/4 through Bajaj Finance, Capital First, HDBFS & HDFC Bank, TVS, Tata Capital. 9/0, 6/0 and 3/0 Scheme for Credit and Debit Card Customers and offer through Pine lab and Paytm. Additionally, 12/0 Scheme only for brand Shop on Credit and Debit Card Customers and offer through Pine lab and Paytm. Contact Finance Co./ Bank for coverage/ network area. No EMI only Cash Back with selected banks. Finance at sole discretion of the financier.

All MRP/ Price inclusive of all taxes. Quoted MRP/ Price is for 1U (unit) of the product. Special Finance Options are applicable on select products only. Down payment of Rs.1 and rest in 9 EMI through Selected Financier. EMI scheme 16/4 through Bajaj Finance and 12/4 EMI through Bajaj Finance/ Capital First, HDBFS and HDFC Bank. Contact Finance Co./ Bank for coverage/ network area. Finance at the sole discretion of the financier. Sony India reserves right to change the terms and conditions of the Contest and to modify or terminate the offer(s) or its terms and conditions at any time without any prior notice. For more details on offers and product features please visit

<https://www.sony.co.in/microsite/diwali22>