

EasyInstallments Program:

- Buy now, pay later with 24-month No Cost EMI. T&C apply*
 - 75% of the transaction value will be converted into EMIs
 - Balance 25% will be payable at the end of 24 months
 - 25% Assured Buy Back Plan offer by Servify
- Offer valid for all ICICI Bank Credit Card holders.
- Offer valid at all leading Apple Authorised Reseller stores

Definitions

- "Card" shall mean an ICICI Bank VISA / MasterCard / American Express Credit Card issued by ICICI Bank, that is valid and subsisting during the Offer Period (does not include ICICI Bank EMI Card, Corporate Card, Business Card)
- "Cardholder/s" shall mean such customer/s to whom a Card has been issued and who is authorized to hold the Card
- "Instant EMI" refers to the conversion into EMI upon request by the Cardholder, of transactions performed using the retail Card on EDC (Electronic Data Capture) terminal installed at participating stores or payment gateway of online merchant/s.
- "Primary Terms and Conditions" shall mean the terms and conditions applicable to the Card in addition to these Terms and Conditions.
- "Offer": Avail of No Extra cost* EMI on select iPhone models and get guaranteed fixed buy back price of iPhone when Cardholder upgrades to next iPhone
- "Offer Period" shall mean period commencing from 1st February, 2026.
- "Void Transaction" shall mean any transaction wherein the transaction has taken place but has been cancelled by the merchant prior to settlement with ICICI Bank.

Offer Terms & Conditions

- Offer is applicable on below devices only: iPhone 17, iPhone Air, iPhone 17 Pro, iPhone 17 Pro Max, iPhone 16 and iPhone 16 Plus.
- The device must be purchased from an Apple authorized reseller store only
- Offer valid only on Card swiped on Paytm/Pinelabs POS/EDC terminal under Brand EMI Apple FTI / iPhone for Life option
- The overall transaction amount will be divided into 2 parts i.e. 75% & 25% of the transaction amount
- 75% of the transaction amount (Loan amount) will be converted into equated monthly instalments of 24-month tenure.

- 25% of the transaction amount (Deferred amount) will be billed to cardholder after the end of completion of EMI tenure of loan amount, i.e.- in the 25th month Credit Card statement from the 1st EMI month
- The Cardholder shall be responsible to pay the said amount of 25% of the transaction amount at once and in whole as outstanding amount on the card in the billing cycle immediately succeeding the completion of the EMI tenure of the offer
- Interest on reducing basis shall be applicable on overall transaction amount.
- This scheme is provided to cardholder as No extra cost* EMI. The benefit of No extra cost* EMI will be provided as cashback equal to total interest charged by the bank over a period of 24-month tenure. This cashback will be credited into open & active credit card account within 90 days from the end of transaction month, on a best effort basis
- Processing fee of 2% on 75% of transaction amount (Loan amount) will be charged in the first month of EMI tenure
- The Cardholder may close the facility (prepayment of the outstanding amount) at any time by contacting ICICI Bank's Customer Care to avail of the foreclosure. Foreclosure charges equal to 3% on outstanding principal amount plus next month's interest shall be levied to Card account. The Card Member necessarily has to call up the ICICI Bank Customer Care for complete prepayment of the facility
- Goods and Services Tax will be applicable on processing fee, interest and foreclosure charges

Illustration:

- Customer buys an iPhone 17 starting Rs.82,900/-
- Rs 62,175 (75% of Rs.82,900) would be converted into EMI for 24-month tenure. Interest would be charged @7.5% (Per annum reducing rate) on Rs.82,900
- Rs. 20,725 (25% of Rs 82,900) would be taken as Deferred amount and the same will be billed in the 25th month from the 1st EMI month.
- Rs. 6,631 will be credited as subvention cashback to make the transaction no extra cost EMI for the customer.

Device	Starting MRP	Starting price net of store discount (A)	Tenure	Loan amount (75% of transaction amount) (B = 75%*A)	Balance payment (25% of transaction amount) (C = 25%*A)	Processing fee (2% on loan amount) (D = 2%*B)	Total interest amount (credited later as cashback) (E)	EMI amount (in the card statement exc. tax on interest) (F)	Net effective monthly cost (Net of interest amount cashback) (G=B/24)
iPhone 17	82,900	82,900	24 months	62175	20725	1244	6631	2867	2591
iPhone Air	119,900	101,900	24 months	76425	25475	1529	8150	3524	3184
iPhone 17 Pro	134,900	134,900	24 months	101175	33725	2024	10790	4665	4216

iPhone 17 Pro Max	149,900	149,900	24 months	112425	37475	2249	11990	5184	4684
iPhone 16 Plus	79,900	74,900	24 months	56175	18725	1124	5991	2590	2341
iPhone 16	69,900	64,900	24 months	48675	16225	974	5191	2244	2028

General Terms Prescribed By ICICI Bank

- The participation in the Offer is voluntary and it is understood, that the participation by the Cardholder/s shall be deemed to have been made on a voluntary basis
- Terms and Conditions of ICICI Bank and third parties apply. ICICI Bank makes no representation about the quality, delivery, usefulness or otherwise of the goods/services offered by the third party. Nothing contained herein shall constitute or be deemed to constitute an advice, invitation or solicitation to purchase any products/ services of ICICI Bank / third party
- Images used in all the communications pertaining to the Offer are for representation purpose only
- ICICI Bank EMI Terms & Conditions will be applicable on EMI transactions as mentioned at: <https://www.icicibank.com/Personal-Banking/cards/Consumer-Cards/Credit-Card/low-interest-emi-products/instant-emi/terms-and-condition.page>
- If the Cardholder/s ceases to be Cardholder/s at any time during the subsistence of the Offer, all the benefits under the Offer shall lapse and shall not be available to the Cardholder/s
- All disputes are subject to the exclusive jurisdiction of the competent courts/tribunals of Mumbai
- All communication / notices with regard to this Program should be addressed to "ICICI Bank Ltd., ICICI Bank Phone Banking Group, P. O. Box No. 20, Banjara Hills, P. O. Hyderabad - 500034"
- In all matters relating to the Offer, the decision of ICICI Bank shall be final and binding in all respects
- These Terms and Conditions shall be in addition to and not in substitution / derogation to the Primary Terms and Conditions governing the Credit Cards. All capitalized terms used but not defined herein shall have the respective meanings ascribed to it in the Primary Terms and Conditions
- ICICI Bank holds out no warranty or makes no representation about the quality, delivery or otherwise of the goods and services offered by the merchant. Any dispute or claim regarding the goods and services must be resolved by the Cardholder/s with the merchant directly without any reference to ICICI Bank
- ICICI Bank shall not be liable in any manner whatsoever for any loss/ damage/ claim that may arise out of use or otherwise of any goods/ services availed of by the Cardholder/s under the offer
- ICICI Bank reserves the right to modify/ change all or any of the terms applicable to the Offer without assigning any reasons or without any prior intimation whatsoever. ICICI Bank also reserves the right to discontinue the Offer without assigning any reasons or without any prior intimation whatsoever
- ICICI Bank reserves the right to disqualify any merchant or Cardholder/s from the benefits of the Offer if any fraudulent activity is identified as being carried out for the purpose of availing the benefits under the Offer
- 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 Cardholder/s and ICICI Bank will not be liable in any manner whatsoever for any such taxes, duties, levies or other statutory dues
- The Offer is not available wherever prohibited and / or on merchandise / products / services for which such programs cannot be offered for any reason whatsoever

AssuredBuybackProgram –FAQs &Terms&Conditions

25% Assured Buy Back Plan Terms and Conditions by Servify

1. Offer applicable on below devices only: iPhone 17, iPhone Air, iPhone 17 Pro, iPhone 17 Pro Max, iPhone 16 and iPhone 16 Plus.
2. This Offer is brought to you by Service Lee Technologies Private Limited ("Servify").
3. This Offer is only valid on purchases of specific iPhones made through ICICI Bank Credit Cards upon availing of 24-month Instant EMI with Deferred Payment Facility.
4. The device must be purchased from an Apple authorized reseller store on 24-month Deferred EMI Payment Facility available on eligible ICICI Bank Credit Cards.
5. The Cardholders may avail the Assured Buy Back Plan, whereby they will be eligible for a 25% assured return price on the purchase value of the iPhone, at the time of trade-in of the iPhone device to Servify enabled reseller stores and other points of contact between 21- 24 months from date of purchase.
6. The Assured Buy Back value offered to the Cardholder shall be subject to the condition of the device and availability of the original accessories of the particular device being traded-in by the Cardholder.
7. The amount offered under the Assured Buy Back shall be subject to tests conducted by Servify on the mobile phone device. For more details on how the Assured Buy Back/Trade-in value is calculated, please contact Servify customer service number: 1800 123 333 888 (toll free), on all days between 9am to 9pm or reach out to Servify customer service email ID: support@servify.tech.
8. ICICI Bank assumes no responsibility and shall not bear any liability towards the Assured Buy Back facility provided by Servify.

Program Terms and Conditions and FAQs

1. The Assured Buy Back Plan is provided by Servify on select iPhone models at their sole discretion, and redemption will be subject to fulfilment of program Terms and Conditions as communicated by Servify at the time of purchase and registration.
2. ICICI Bank has no role in Assured Buy Back and thus will not handle any query and complaints with respect to same. For any questions on Assured Buy Back, Cardholders will have to reach out to the reseller store, and for redemption to Servify.
3. ICICI Bank does not hold any warranty or make any representation with respect to the availability, delivery, quality, merchantability or suitability of the services to be rendered by merchants. ICICI Bank shall not be held liable for the same in any manner whatsoever. Any dispute or claim regarding the services or Offers must be resolved by the Cardholder/s with the partner directly, without any reference to ICICI Bank.
4. ICICI Bank and merchants reserve the right to add, alter, modify, change or vary all or any of these Terms and Conditions or replace, wholly or in part.
5. Customer needs to initiate the Assured Buy Back execution before end of 24 months.

Buy BackPlan FAQs

1. What are the program details?

The program allows you to pay for select iPhone models in 24-month interest free instalments and guarantees a fixed buy back price for your iPhone when you upgrade to your next iPhone or will provide you the Assured Buy Back amount in your bank account. The plan is available on iPhone 17, iPhone Air, iPhone 17 Pro, iPhone 17 Pro Max, iPhone 16 and iPhone 16 Plus at select Apple authorized reseller stores near you.

2. Who will provide Assured Buy Back?

The Assured Buy Back is provided by Servify exclusively on select iPhone models. Apple authorised reseller stores will be responsible to enable the Assured Buy Back Plan along with 24-month EMI schemes. Assured Buy Back redemptions will be subject to overall program Terms and Conditions defined by Servify.

3. What are the key benefits?

Assured Buyback Plan that protects the value of your iPhone against market fluctuations and insures an assured buyback value of your iPhone. This guaranteed buyback value can be redeemed against the purchase of a new iPhone

The buyback value of your iPhone at any given point of time within the Plan term is determined by the age of the iPhone from the Invoice date of your iPhone. The eligible buyback value is a certain percentage of the Invoice value (ASP) of the iPhone as described in the table below.

a) iPhone 17, iPhone Air, iPhone 17 Pro, iPhone 17 Pro Max, iPhone 16 and iPhone 16 Plus

Redemption period (from date of purchase)	% of the invoice value
21-24 months	25%

Please refer to the detailed Servify's Terms and Conditions on the Assured Buy Back/Trade-in redemption process.

4. How do I enroll for the program?

The device must be purchased from an Apple authorized reseller store on ICICI Bank Credit Card with Deferred Payment Facility of 24 months for availing the benefits under this plan. Upon purchase of the iPhone under the financing scheme, the device will be automatically enrolled for this program basis the new iPhone IMEI and last 4 digits of customer's mobile number entered in Pine Labs POS.

The 24-month EMI with Deferred Payment Facility on your ICICI Bank Credit Card is independent of the registration for Assured Buy Back/Trade-in facility on the Servify app/portal, and subject to Terms and Conditions of ICICI Bank.

5. When can I exercise my buyback option i.e. sell my original device for assured value?

a. Within the plan term, if you wish to upgrade to the new iPhone by redeeming the buy back value as per the benefits offered by the plan, you must visit the nearest Apple authorized reseller store. Also, you can initiate redemption directly with Servify and a logistics agent will visit you to pick your registered device.

b. The reseller shall initiate buy back process by downloading the Servify app on the iPhone and follow the instructions provided in the Servify app to complete the quality check ("QC") procedure and provide all the details asked in the process.

c. Subject to you providing required details and subject to the iPhone passing the quality check ("QC") specifications as listed below under "QC specifications", the buy back request shall be approved. Please note, an online quality/diagnostic check will be conducted while raising a buy back request. No test shall be skipped by you, if skipped Servify may deny the benefits. If the iPhone does not pass the QC test, you shall not be eligible to avail the buy back plan.

d. After the device diagnostics and QC is completed the final buy back value is shown. If the buy back value is acceptable, you will hand over the iPhone and other accessories to the reseller who will provide you the buy back value benefit in your next iPhone purchase or in your bank account.

e. Servify assumes no responsibility towards ICICI Bank for underlying device purchase finance Facility taken by the Cardholder.

f. You need to initiate the buy back execution before end of 24 months while the doorstep pick/in-store buy back can be done up to 30 days from end of 24 months. Once a pick up is scheduled, you need to ensure device is handed over to logistics partner. Any delay/cancellations of pick up can lead to rejection of buy back plan redemption.

Any dispute regarding these must be addressed in writing, by the customer, directly with Servify and will need to contact Servify customer service number: 1800 123 333 888 (toll free), on all days between 9am to 9pm or reach out to Servify customer Service email ID: support@servify.tech.

6. Redemption Terms and Conditions – Assured Buyback Plan from Servify

- a. The iPhone shall be used by the customer on an 'as is' basis and shall not be tampered with, including but not limited to, by way of rooting attempts, reverse engineering, unlocking or jailbreaking of the Product or original firmware(s) or software(s) of the Product.
- b. The iPhone must be switching ON and remains in the ON-condition for a minimum of 10 minutes without being connected to a charger
- c. iPhone must not have any un-authorized modifications as per AppleCare norms
- d. The iPhone must be in working condition, passing all functional tests.
- e. The screen and the body of the iPhone must not be damaged or in broken condition
- f. Screen lock is not active (all forms of screen locks like pattern, pin, password,
- g. fingerprint, face recognition, smart lock, etc. need to be deactivated)
- h. Find My iPhone must be deactivated before handover
- i. The original charger and charging cable of the iPhone need to be returned in working condition along with the original iPhone while availing the Assured Buyback Plan. In case the Customer fails to provide the Product original box, charger and other accessories under the conditions specified above, Assured Buyback Value shall be reduced by 5% of the original Invoice Value

- j. In case any of the above conditions are not met, Servify or its affiliates reserve the right to reject the buyback plan redemption as per its sole discretion.
- k. Any warranty on the product is offered by Apple authorized reseller and any claims, issues, damages or losses with respect to the product shall be the sole responsibility and liability of Apple authorized reseller
- l. Servify shall not be responsible for any loss, injury or any other liability of the Products.
- m. Consumer needs to ensure that they close their loan with bank before the device is picked up for buyback redemption. Servify assumes no responsibility towards the bank for underlying loan taken by the consumer.
- n. Customer needs to initiate the buyback execution before end of 24 months while the doorstep pick / in-store buyback can be done up to 30 days from end of 24 months. Once a pick up is scheduled, you need to ensure device is handed over to logistics partner. Any delay / cancellations of pick up can lead to rejection of buyback plan redemption
- o. ICICI Bank assume no responsibility towards the assured buyback plan extended by Servify