

A collection of colorful school supply icons including a red paperclip, a yellow pencil, a blue atom symbol, a pink book, and a green ruler, arranged around the text.

Back to School

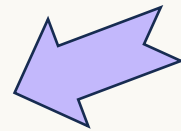
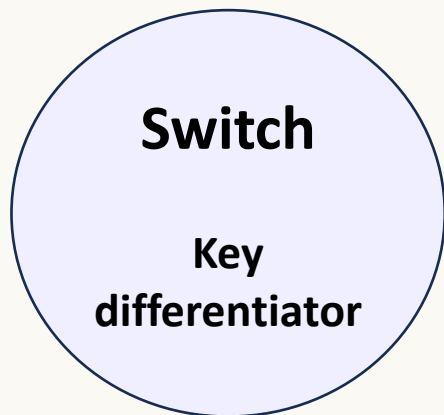
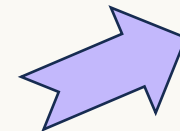
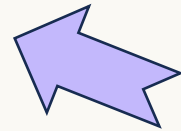
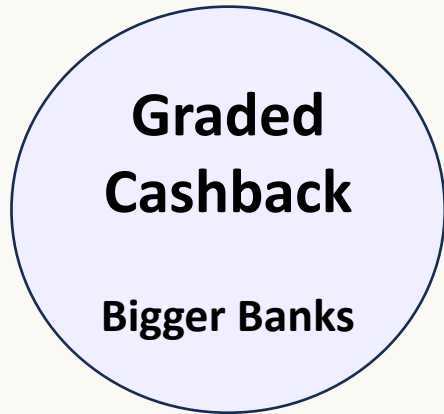
15th March to 30th April 2024

www.redeemnow.in/hpbacktoschooloffer

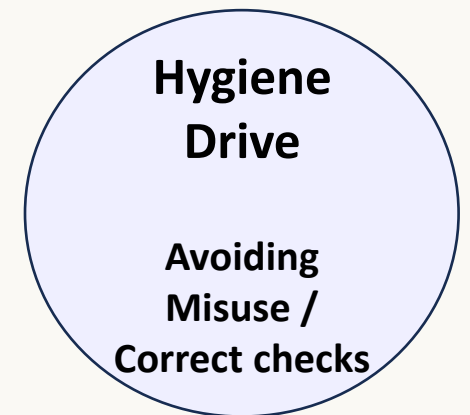
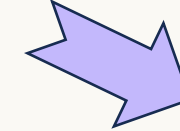




HP Back to School Campaign



Own the next 45 Days





HP Back to School Offer : Cashback



For Detail Offers Please Refer Next Slide

**Flat Rs 1500
Cashback**

On
**HP 14/15 Series,
Chromebook, Pavilion,
AIO**
(Min. Trxn: Rs 35000)

**Flat Rs 2500
Cashback**

On
**HP 14/15,
Chromebook, Pavilion,
Victus, AIO**
(Min. Trxn: Rs 50000)

**Flat Rs 3500
Cashback**

On
**HP 14/15,
Chromebook, Pavilion
Victus, AIO**
(Min. Trxn: Rs 65000)

**Flat 10,000
Cashback**

On
**Pavilion Plus, Spectre,
Omen & Envy**
(Min. Trxn: Rs 80000)

Offer available from 15th Mar to 30th Apr'24



Flat Rs.1500, 2500, 3500 & 10000 Cashback



SBI card

- Applicable on SBI Bank Credit Card EMI only.
- Available on Pinelabs, Benow, Paytm, Amazon Pay as Instant cashback
- Offer Not Applicable on SBI Co- Branded / SBI Paytm Cards.
- Tenure for Cashback:
6m,9m,12m,18m,24m.

ICICI Bank

- Applicable on ICICI Bank Credit / Debit Card EMI
- Available on Pinelabs, Benow, Paytm, Amazon Pay (CC EMI Only) as Instant cashback
- Offer Not Applicable on ICICI Co- Branded /Amazon Pay Card.
- Tenure for Cashback:
3m,6m,9m,12m,18m,24m

AMERICAN EXPRESS

- Applicable on Amex Credit Card EMI only.
- Available on Pinelabs as Instant cashback
- Offer Applicable on Amex Live Dealers only.
- Tenure for Cashback:
3m,6m,9m,12m,18m,24m

Offer available from 15th Mar to 30th Apr'24



HP Back to School Offer : Cashback



- Applicable on Kotak Bank Credit / Debit Card EMI
- Available on Pinelabs, Benow, Paytm, Amazon Pay as Instant cashback
- Tenure for Cashback: 3m,6m,9m,12m,18m,24m



- Applicable on Yes Bank Credit Card EMI
- Available on Pinelabs, Benow, Paytm, Amazon Pay as Instant cashback
- Tenure for Cashback: 3m,6m,9m,12m,18m,24m



- All Cashback Slabs Applicable on One Card Credit Card EMI.
- On Full Swipe Cashback Applicable on all slabs Except Rs.10,000.
- Available on Pinelabs, Benow, Paytm, Amazon Pay as Instant cashback
- Tenure for Cashback: 3m,6m,9m,12m,18m,24m



- Applicable on DBS Credit Card EMI
- Available on Pinelabs only as Instant cashback.
- Tenure for Cashback: 3m,6m,9m,12m,18m,24m

Offer available from 15th Mar to 30th Apr'24



HP Back to School Offer : HP Switch Benefits



Old Laptop of any brand

HP SWITCH

Benefits up to Rs 10000/-
on select Notebooks

Spectre & Omen

Rs 10000

Envy & Pavilion Plus

Rs 6000

Pavilion & Victus

Rs 3000

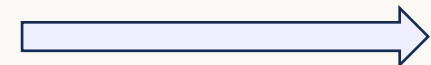
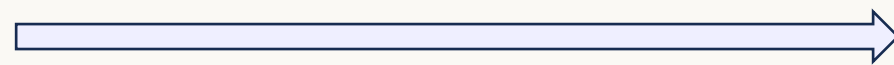




Upsell Story



SKU	Non-Gaming			Gaming		
	15s-fq5326TU	HP Pavilion 15-EG3027TU	HP Envy x360 Laptop 13-bf0121TU	Spectre 14-eu0666TU	Victus 15-fa0555TX	Omen 16-wf01025TX
Specs	i3-1215U/8/512	i5-1340P/16/512	i5 1230U/16/512	Ultra 7-155H/32/1TB	i5 12450H/16/512	i7-14700HX/16/1 TB
SRP	40,999	77,999	89,999	1,72,999	71,999	1,49,999
Instant bank cashback	1500	3500	10000	10000	3500	10000
Old HP laptop value		11000	11000	11000	11000	11000
Exchange bonus*		3000	6000	10000	3000	10000
Effective SRP	39,499	60,499	62,999	1,41,999	54,499	1,18,999
Per month EMI (Calculated on effective SRP / SRP- Instant Cashback depending on cashback slabs)	6,584(6 Month) + Interest	10,083 (6 Month)	8,888 (9 Month)	11,833 (12 Month)	9,083 (6 Month)	9,916 (12 Month)



Create Upsell story using Graded Cashback and No Cost EMI offer

*Exchange benefits is basis old laptop of i5 10th generation ; Actual value may vary basis condition



NBFC Details



No Cost EMI



Product Range	Tenure
Below 40k	9 3
40k to 60k	9 3 & 12 4
Above 60k	8 2, 12 4, 15 5



Product Range	Tenure
All Products	9 3, 10 3, 12 4
Above 60k	15 5



Product Range	Tenure
All Products	9 3 & 12 4

Cashback Details



Series	Tenure	Min. Loan Amount
14 15 Series	Flat Rs.2,000	Rs. 40,000/-
Pavilion, Victus	5% up to Rs. 3,500	Rs. 65,000/-

- Cashback will be Credited Post 3 successful EMI without any Delinquency.
- Offer Valid on HDB Finance from 16th Mar to 30th April'24
- Applicable across offline channel – HPW / MBO(T2/T3) /LFR/RLFR
- E- Mandate registration is Mandatory in TVS Credit for Cashback.



HP Back to School Offer : Warranty for Student



Student Offer

Extended Warranty now starts
@ Rs 1 Per day only*

Offer from 15th Mar to 30th Apr'24

This offer includes all Notebooks
(Excluding HP 14/15 Series Upfront Models)



+



@ Rs 1/Day (Rs. 365/year)



+



Rs 1999/-



HP Back to School Offer : Warranty for Everyone



**Extended Warranty now starts
@ Rs 1999 only**

Offer from 15th Mar to 30th Apr'24

This offer includes all Notebooks
(Excluding HP 14/15 Series Upfront Models)



Rs 1999/-



Rs 2999/-



HP Back to School Offer : Gaming Ecosystem



Everyone

Student

HyperX Pulsefire Haste 2 Mouse

HyperX Cloud Stinger 2 Headset

HyperX Pulsefire Mat Mouse Pad



+



+



On Purchase of **Omen**

~~MRP 14001~~ @ 2999

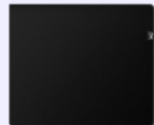
~~MRP 14001~~ @ 2499

HyperX Pulsefire Haste 2 Mouse

HyperX Pulsefire Mat Mouse Pad



+



On Purchase of **Victus**

~~MRP 7904~~ @ 1999

~~MRP 7904~~ @ 1499

HyperX Clutch Gladiate - Controller



On Purchase of

Omen : ~~MRP 4277~~ @ 999

Omen : ~~MRP 4277~~ @ Free

Victus : ~~MRP 4277~~ @ 1999

Victus : ~~MRP 4277~~ @ 1499



• Refer Appendix for detailed SKU list



HP Back to School Offer : Gaming Ecosystem



HyperX Pulsefire Haste 2 Mouse HyperX Cloud Stinger 2 Headset

+

Everyone

Student

On Purchase of **Omen**
~~MRP 14001~~ @ **Free**

Offer Validity 26th Mar'24 to 30th Apr'24

Eligible Model Description	PartNo
HP Omen Transcend 14-fb0007TX	9R291PA
HP Omen Transcend 14-fb0089TX	9U867PA

• Refer Appendix for detailed SKU list



HP Back to School Offer : Tanishq Gold Gift Voucher



SKU ID	Model Name	TANISHQ	Tanishq Gold Gift Voucher (Worth ₹ 10 000)
A00PPPA	HP Envy Notebook 14-fc0105TU	FREE*	Offer Validity 20th Mar'24 to 29th Mar'24
9W638PA	HP Envy Notebook 14-fc0078TU		
A00PQPA	HP Envy Notebook 14-fc0106TU		
9Z835PA	HP Envy Notebook 14-fc0100TU		
A00PMPA	HP Envy Notebook 14-fa0038AU		
A00PNPA	HP Envy Notebook 14-fa0052AU		
A11RNPA	HP Envy Notebook 14-fc0123TU		
A18M6PA	HP Envy Notebook 14-fc0124TU		
A19BGPA	HP Envy Notebook 14-fc0125TU		

Tanishq Gold Voucher T&Cs:

- This Voucher is valid only for the purchase of Tanishq Products from authorized Tanishq showrooms and shall be valid for 6 months only (Date mentioned on the communication piece).
- This Voucher is only entitled to a credit to the extent of the face value of the voucher.
- If the value of the purchase is less than the value of the Voucher, the balance is non-refundable.
- No replacement or compensation is permissible for lost or mutilated or defaced Voucher.
- Voucher can be combined with other ongoing offers at Tanishq stores.
- Customers are required to bring along Photo ID proof (with address) for redeeming the Gift Voucher. Valid ID proofs will be Aadhar Card, Voter ID Card, Driving License and Passport only.

*Valid only on select models on redemption only.

*Terms & Conditions apply



HP Back to School Offer : Tanishq Gold Gift Voucher



SKU ID	Model Name	TANISHQ	Tanishq Gold Gift Voucher (Worth ₹ 10 000)
A00PPPA	HP Envy Notebook 14-fc0105TU	FREE*	Offer Validity 3rd Apr'24 to 14th Apr'24
9W638PA	HP Envy Notebook 14-fc0078TU		
A00PQPA	HP Envy Notebook 14-fc0106TU		
9Z835PA	HP Envy Notebook 14-fc0100TU		
A00PMPA	HP Envy Notebook 14-fa0038AU		
A00PNPA	HP Envy Notebook 14-fa0052AU		
A11RNPA	HP Envy Notebook 14-fc0123TU		
A18M6PA	HP Envy Notebook 14-fc0124TU		
A19BGPA	HP Envy Notebook 14-fc0125TU		

***Offer is valid for LFR partners(Croma, Vijay Sales, Reliance Retail Limited)**

*Valid only on select models on redemption only.

Tanishq Gold Voucher T&Cs:

*Terms & Conditions apply

- This Voucher is valid only for the purchase of Tanishq Products from authorized Tanishq showrooms and shall be valid for 6 months only (Date mentioned on the communication piece).
- This Voucher is only entitled to a credit to the extent of the face value of the voucher.
- If the value of the purchase is less than the value of the Voucher, the balance is non-refundable.
- No replacement or compensation is permissible for lost or mutilated or defaced Voucher.
- Voucher can be combined with other ongoing offers at Tanishq stores.
- Customers are required to bring along Photo ID proof (with address) for redeeming the Gift Voucher. Valid ID proofs will be Aadhar Card, Voter ID Card, Driving License and Passport only.



HP Back to School Offer : Software Bundle



Great creativity needs equally great tools.

Buy HP ENVY x360 and get the Adobe Creative Cloud Photography plan worth ~~₹20,100.00~~ @ 2999.00



Adobe Creative Cloud

**1 Year Photoshop
OR Video Editing**

@Rs ~~20100~~,
Now @ 2,999/-

Student offer
Now @2,499/-

Mc Afee



Bigger chills and thrills with
IMAX Enhanced Display



HP ENVY x360



HP Envy x360 fe0032TU

Exclusive Offer

McAfee 30 days trial free

*Terms and conditions apply. ©Copyright 2023 HP Development Company, LP

Applicable Series

Pav. Aero/Plus

Envy

Spectre

Omen

hp with intel evo Designed to do it all on the Intel® Evo™ Platform

*T&Cs apply.



HP Back to School Offer : Desktop Offer



DESKTOP OFFER		2 YEAR EXTENDED WARRANTY (Worth ₹6 999.00)
MODELS	SERIES	
HP AIOs	DD, DF, DP, CB, CK, B, C, CR	₹ 1499.00*
Envy	C, CS	
HP Pavilion AIO	CA, B	
HP Tower	AF, PF, F, M	₹ 999.00*
HP Victus Gaming	TG	
HP Omen Gaming GT	GT	

* Inclusive of all taxes

* Terms & Conditions apply

* Valid on both SRP and upfront SKUs

The background of the slide is a collage of images. On the left, there is a large, semi-transparent 'Back to School' logo with school-related icons. On the right, there is a photograph of a group of diverse students sitting on a carpeted floor, smiling and looking towards the camera. One student in the foreground is holding a book.

HP Back to School Offer Detailed Construct



HP Back to School Offer



Secure your PC completely



3 years Accidental Damage Protection:

Accidental Damage Protection from electrical surges, accidental drops & liquid spills

*Valid only on select models on redemption only.

*Terms & Conditions apply

Product Name	Product Series	ADP Price
HP 14/15	HP 14/15 - Series DU, DR, ER, EQ, DK, EY, FR, GR, FQ, GU, EF, DQ, DY, FC, FD, HR, EM, EP, FY, CF, DA, DB, GY	2999
Chromebook	Chromebook CA, NA, CC, DA series	2999
Victus Gaming	Victus Gaming D, E, FA, FB, R, S, AX	3499
Pavilion	Pavilion 13/14/15 BE, EG, BB, DV, EH, EC Pavilion x360 DW, DY, EK, DH Series Pavilion Gaming DK, EC Pavilion Plus EH, EW, EY, AB Pavilion Aero BE	3499
Envy	Envy – series AY, BA, BD, BF, AR, EB, EP, EW, H, FE, FH	5999
Omen	Omen - Series B, C, K, N, CK, EK, EN, CM, U, WD, WF, XF, DH, XD	5999
Spectre	Spectre - AW, EA, EF, F, AA, EU Series	7999



HP Back to School Offer - Student Offer



PEACE OF MIND OFFER		3 years subscription (Worth ₹8499.00)	3 years subscription (Worth ₹14499.00)	1 Year Adobe Creative Cloud Plan 	HyperX RGB Mouse+HyperX headset+Mouse Pad 	Hyper X RGB Mouse + Mouse Pad 	Hyper X Clutch Controller
MODELS	SERIES						
Omen	B, C, K, N, CK, EK, EN, CM, U, WD, WF, XF, DH, XD	₹ 365*	₹ 1999.00*	₹ 2499.00*	₹ 2499.00*	NA	Free
Victus	D, E, FA, FB, R, S, AX			NA	₹ 1499.00*	₹ 1499.00*	
HP 14/15	DU, DR, ER, EQ, DK, EY, FR, GR, FQ, GU, EF, DQ, DY, FC, FD, HR, EM, EP, FY, CF, DA, DB, GY			NA			
Pavilion Gaming	EC & DK			NA			
Pavilion 13,14,15	BE, EG, BB, DV, EH, EC			NA			
Pavilion x360	DW, DY, EK, DH			NA	NA	NA	
Pavilion Plus	Pavilion Plus EH, EW, EY, AB			₹ 2499.00*	NA	NA	
Pavilion Aero	Pavilion Aero BE			₹ 2499.00*			
Envy 13,14,15,16	AY, BA, BD, BF, AR, EB, EP, EW, H, FE, FH			₹ 2499.00*			
Spectre	AW, EA, EF, F, AA, EU			₹ 2499.00*			
Chromebook	CA, NA, CC, DA	NA					

*Terms & Conditions apply

*Inclusive of all taxes







*Not valid on upfront SKUs

*Valid on select models on redemption only.



HP Back to School Offer - For Everyone



PEACE OF MIND OFFER		 3 years subscription (Worth ₹8499.00)	 3 years subscription (Worth ₹14499.00)	1 Year Adobe Creative Cloud Plan 	HyperX RGB Mouse+HyperX headset+Mouse Pad 	Hyper X RGB Mouse + Mouse Pad 	Hyper X Clutch Controller 	
MODELS	SERIES							
Omen	B, C, K, N, CK, EK, EN, CM, U, WD, WF, XF, DH, XD	₹ 1999.00*	₹ 2999.00*	₹ 2999.00*	₹ 2999.00*	NA	₹ 999.00*	
Victus	D, E, FA, FB, R, S, AX			NA		₹ 1999.00*	₹ 1999.00*	
HP 14/15	DU, DR, ER, EQ, DK, EY, FR, GR, FQ, GU, EF, DQ, DY, FC, FD, HR, EM, EP, FY, CF, DA, DB, GY			NA				
Pavilion Gaming	EC & DK			NA				
Pavilion 13,14,15	BE, EG, BB, DV, EH, EC			NA				
Pavilion x360	DW, DY, EK, DH			NA		NA		
Pavilion Plus	Pavilion Plus EH, EW, EY, AB			₹ 2999.00*			NA	NA
Pavilion Aero	Pavilion Aero BE			₹ 2999.00*				
Envy 13,14,15,16	AY, BA, BD, BF, AR, EB, EP, EW, H, FE, FH			₹ 2999.00*				
Spectre	AW, EA, EF, F, AA, EU			₹ 2999.00*				
Chromebook	CA, NA, CC, DA			NA				

*Terms & Conditions apply

*Inclusive of all taxes

*Not valid on upfront SKUs

*Valid on select models on redemption only.



Offer Terms and Conditions



- This offer is applicable in case of purchase via HP Online store (<https://store.hp.com/in>) or over the counter sale through HP Authorized Resellers.
- Offer is ONLY valid for end customer purchases made from 15th March'2024 to 30th April'2024.
- The '**HP Back to School**' Offer is valid only on Spectre AW, EA, EF, F, AA, EU, Envy AY, BA, BD, BF, AR, EB, EP, EW, H, FE, FH, Omen B, C, K, N, CK, EK, EN, CM, U, WD, WF, XF, DH, XD, Victus D, E, FA, FB, R, S, AX, Pavilion Gaming EC, DK, Pavilion 13,14,15 BE, EG, BB, DV, EH, EC, Pavilion x360 DW, DY, EK, DH, Pavilion Plus EH, EW, EY, AB & Pavilion Aero BE, HP 14/15 DU, DR, ER, EQ, DK, EY, FR, GR, FQ, GU, EF, DQ, DY, FC, FD, HR, EM, EP, FY, CF, DA, DB, GY series, Chromebook CA, NA, CC, DA.
- Offer is not valid on Notebooks DOS SKUs, models with upfront pricing and BB SKUs.
- This offer is valid on select SKUs of HP Notebook, any series that is not a part of eligible SKU list, will not be considered under this offer. Please check with your retailer about validity of the offer on your purchase. HP will not be responsible for any miscommunication in this regard.
- Tanishq offer is valid only for LFR partners Croma, Vijay Sales, Reliance Retail Limited.
- Warranty Offer cannot be availed together with PUP warranty offer.
- This offer is not valid on bulk orders.
- Antivirus offer is not applicable on HP Chromebook.
- The uploading of a student ID verifying the current academic year at www.redeemnow.in/hpbacktoschool is mandatory to redeem the Special Student Offer. In case of any inadequacies, HP might ask for an additional proof.
- The Student Offer is valid for full-time students, only one laptop per student.
- For the Student Offer, Invoice should be in the name of the student or should carry the student's name as per the student ID. (Eg. Rahul Arora, son of Raj Arora.)
- Please ensure that you enter correct serial number of your product while doing registration in this offer. The serial number of the Notebook entered by you at www.redeemnow.in/hpbacktoschool will be used to check validity of the offer.
- The customer needs to register within 14 days from the date of purchase of notebook.
- HP Notebook series covered under this offer are also available without this offer.
- Please make sure that email id being provided at the time of registration on offer page, should be correct and belongs to the customer only, as all offer related communication shall be sent on this registered email ID only.
- All customer queries regarding the notebook offer can be directed to notebook@redeemnow.in and desktop offer to desktop@redeemnow.in
- Same email id and mobile number can be used to register for the offer redemption for only two times, If more than 2 requests are received with a single contact details, the claim for offer benefit/s shall be rejected.
- In case of any customer issues related to the offer (post online registration), a maximum of 3 attempts will be made to ensure the validity of the redemption and resolve genuine issues subject to fulfillment of terms and conditions of the offer.
- Offer claimed by online customer shall be processed and communicated through Email / SMS.
- HP shall not be held responsible for any delay in communication with regards to this offer. Offer can be withdrawn or changed by HP at any point during the term of this program without giving any reason whatsoever.
- HP will be responsible only to the extent of standard HP warranty accompanying any of the HP Products covered under this offer.



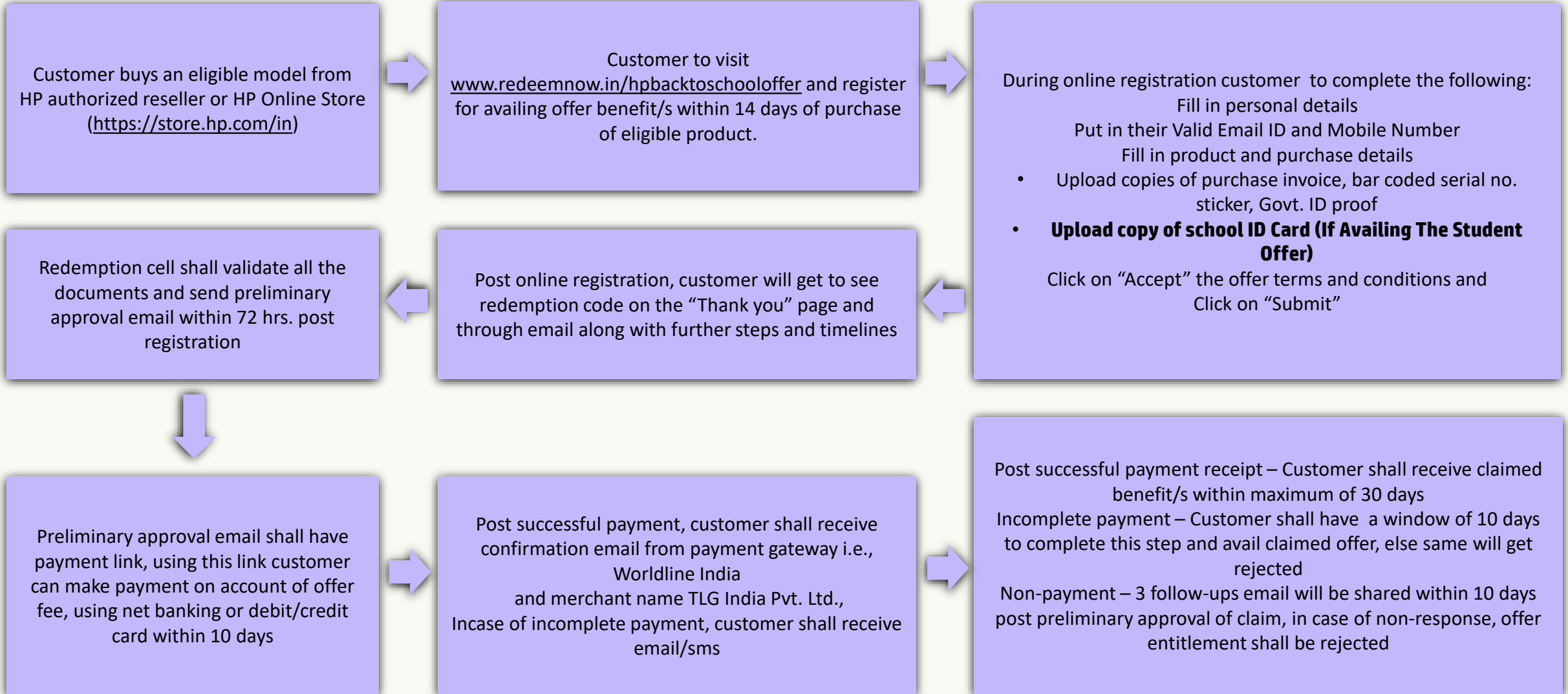
Important Things To Note



- Some important points that need your attention while you opt for any redemption benefit/s.
- During online registration for the offer, contact person's name should be same as written on the copy of purchase invoice.
- During upload of the documents, kindly ensure that all documents are clearly visible and file size should not be more than 2 MB.
- At the time of registration, kindly keep a scanned copy of the following documents:
 - A copy of purchase invoice,
 - A barcoded notebook/desktop serial number sticker (same can be taken from cardboard packaging), in case of serial no. not available.
 - A copy of your valid Govt ID proof(Like Aadhaar Card, Pan Card, Driving License, Passport Copy).
 - **A copy of your school ID card (only full time will be valid) (If availing Special Student Offer)**
- During the registration process, you will be asked to re-confirm your email ID and validate your mobile number through OTP process, so you are requested to complete this process to proceed further. Re-confirmation of email ID and Mobile number is a mandatory step to ensure that all important communications related to the offer and all your offer benefits reach to you directly.
- Select source of purchase and dealer name, and valid SKU. Post that offers will be displayed along with offer fee, make a selection of single or multiple offers based upon choice and offer amount will be shown accordingly, please check complete details before you click on Submit button. Upon successful submission of details, a thank you page will open, please make a note of your redemption code, that will be a ready reference number for all future communications with redemption cell. Registration should be completed within 14 days of purchase of the product.
- Within next 2 working days of the registration:
 - In case of Payment already done at the time of registration : You will receive an approval email and as per terms of the offer, all claimed benefit/s shall be emailed to your registered Email ID/registered address within 30 days from the date of payment receipt.
 - In case of Payment to be made : You will receive an email with preliminary approval of your redemption request. If your details are in order, you will be advised to visit payment link to make the payment of the offer. This option will be open for 10 days from the date of this email. Post successful receipt of payment, offer processing shall start and approval SMS will be shared on your registered mobile number. As per terms of the offer, all claimed benefit/s shall be emailed to your registered Email ID/registered address within 30 days from the date of payment receipt.



Process note to redeem the offer





Offer Escalation Matrix



Email

notebook@redeemnow.in for notebooks
desktop@redeemnow.in for desktop

Call-back

Send SMS REDHELP to 53030, and will give a callback within 24 hours, or visit to www.redeemnow.in and using Helpdesk section provide details for call back

Escalation

For escalations, customer can write to escalation@redeemnow.in

High escalation

For 4th level of escalation, customer can write to escmanager@redeemnow.in

- Offer benefit/s shall be processed and emailed on the registered email id or send to registered address within 30 days from the date of receipt of offer fee. In case of any delay in processing of the same customer will be informed through email.
- HP shall not be held responsible for any delay in communication with regard to this offer. Offer can be withdrawn or changed by HP at any point without giving any reason whatsoever.
- To the extent permitted by law, the Customers by availing this offer agree and undertake not to hold HP and/or or any of their group entities or affiliates, their respective directors, officers, employees, agents, vendors, responsible for or liable for, any actions, claims, demands, losses, damages, costs, charges and expenses that you may/might have suffered, sustained or incurred, or claims to suffer, sustain or incur, by way of and / or on account of the present offer.



Back to
School

Thank you!