

- ✦ All important information can be updated through online and/ or through Exclusive Stores of Patanjali.
- ✦ Each transaction related details will be provided / updated at registered mobile number of the member, including purchases and available balance in card.

#### TERMS AND CONDITIONS

- ✦ Swadeshi Nistha Rashi (Cashback) amount is purely an assistance, provided on the top-up or will be clubbed with top-up amount as decided by the Patanjali.
- ✦ Swadeshi Nistha Rashi (Cashback) amount will be given in the Card within 24 hours of top up.
- ✦ A transaction slip would be generated for each transaction that should be checked for accuracy at the time of receipt. Any disputes regarding transactions can be verified and corrective action will be taken only if the transaction slip is provided.
- ✦ Purchases through Swadeshi Samridhi Card will not be returned. The products can only be exchanged under the special circumstances.
- ✦ The Patanjali reserves all rights to terminate the membership of any member who appears to be using the scheme in a manner inconsistent with the terms and conditions of the scheme. Patanjali also reserves the right to terminate the membership of the member for any act in a manner inconsistent with local or state laws, statutes or ordinances. Termination of membership may result in the loss of all accumulated Swadeshi Nistha Rashi - Cashback, disqualification for Swadeshi Sahyog Rashi (Financial Assistance) and the cancellation of all benefits and privileges provided under the scheme.
- ✦ All interpretations of scheme rules shall be at the sole discretion of Patanjali.
- ✦ The member who has not transacted for six consecutive months, will be removed from the list of active members.
- ✦ Swadeshi Samridhi Card membership is non-transferable and amount deposited is non-negotiable and non-redeemable.
- ✦ The card will be valid for a period of one year from date of issue. But the card can be renewed by paying renewal fee of ₹25/- (Including taxes).
- ✦ Terms and conditions of the Swadeshi Samridhi Card Scheme are subject to change without any prior notice and for more details members may log on to [www.swadeshisamridhi.com](http://www.swadeshisamridhi.com).
- ✦ To take the benefit under the scheme the member has to fill nominee name at the time of registration.
- ✦ Only by becoming members, the card holder will not eligible for benefit under the scheme. The card holder has to comply with all terms & condition of Swadeshi Samridhi Card Scheme.
- ✦ Any tax arising on benefit under the Swadeshi Samridhi Card Scheme the same will be borne by card holder.

#### DISCLAIMER AND JURISDICTION

- ✦ By availing this Swadeshi Samridhi Card, member agrees to all terms and conditions of Patanjali Swadeshi Samridhi Card Scheme.

- ✦ The card holder gives permission to Patanjali for use of his /her personal data for personalized offers.
- ✦ By signing on the application form the card holder also gives permission to Patanjali to communicate with him via all possible media, including Phone, E-mail and SMS.
- ✦ Swadeshi Samridhi Card holders are requested to keep their PIN secured and not to disclose to anybody including Store staff. So as to prevent any misuse.



**PATANJALI®**

**PATANJALI AYURVED LTD.**

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Laksar Road, Haridwar-249404, Uttarakhand, Bharat

Contact us : Toll Free Number 18001804108  
E-mail [swadeshi.samridhi@patanjaliayurved.org](mailto:swadeshi.samridhi@patanjaliayurved.org)  
Website : [www.swadeshisamridhi.com](http://www.swadeshisamridhi.com)

Authorised Dealer

**Divya**  
SCIENTIFIC AYURVED

**PATANJALI®**  
Prakriti ka Ashirwad

## PATANJALI SWADESHI SAMRIDHI Membership Card

Get your PATANJALI SWADESHI SAMRIDHI CARD today and contribute to the economic and cultural independence of the country by joining Patanjali's Swadeshi Movement.

**100% charity from profit and  
50 to 100% less costlier products**

(In comparison to the products of MNC's)

Get special discount of **5 to 10%\*** on purchases of products (Cashback + Cash Discount)

Financial assistance of **₹5 lakh,\*** in case of accidental death of the Cardholder

Financial assistance of **₹2.5 lakh,\*** in case of Permanent disability of card holder due to accident

Membership fee only **₹100/-**



According to the 'Brand Trust Report Study India-2017' Patanjali has been acknowledged as the **'MOST TRUSTED FMCG BRAND'** in the FMCG category, amongst 11,000 brands in the country.



## A Campaign for Nation Service with Your Saving & Security

### “PATANJALI SWADESHI SAMRIDHI MEMBERSHIP CARD”

#### INTRODUCTION

Under the spiritual benevolent blessings of Param Pujya Swami Ramdev Ji Maharaj and Param Shradheya Acharya Balakrishna ji Maharaj, as part of Patanjali's Swadeshi Movement, Patanjali Ayurved Limited has launched this scheme to safeguard the health and prosperity of beloved customer by offering membership of Card. Any person who will purchase the Card (hereinafter referred as “Member / Card Holder”) will be eligible for special benefits upon purchase of indigenous products at Patanjali Exclusive Stores. Patanjali Exclusive Stores viz Patanjali Mega Stores, Patanjali Chikitsalaya and Patanjali Arogya Kendra, Patanjali Gramin Arogya Kendra across the nation along with the ecommerce website: [www.patanjaliayurved.net](http://www.patanjaliayurved.net) and mobile app- OrderMe are participating in this scheme to ensure the execution of this ambitious mission. We believe, this scheme will be the one of the largest campaign under the “Digital Payment” (Cashless) Scheme initiated by the Hon'ble Prime Minister of India.

#### BENEFITS OF THE CARD

Membership of the Swadeshi Samridhi Card Scheme provides an opportunity to its members to earn upto 7% additional benefit upon loading/ reloading of amount in the card. This amount can be used only for purchase of products at Patanjali Exclusive Stores and e-commerce website- [www.patanjaliayurved.net](http://www.patanjaliayurved.net) and mobile app “OrderMe” subject to detailed terms & conditions of the scheme defined at website - [www.swadeshisamridhi.com](http://www.swadeshisamridhi.com)

#### DETAILS OF CARD

| Sr. No. | Particular  | Amount in Rs.                     |                       |
|---------|---|-----------------------------------|-----------------------|
| 1.      | Membership Fee (One time, Non Refundable)                           | ₹ 100/- (including Taxes)         |                       |
| 2.      | First Top up  | ₹ 500 or above                    |                       |
| 3.      | (Minimum Balance at any Point of Time)                              | ₹ 100                             |                       |
| 4.      | “Swadeshi Nistha Rashi” provided by Patanjali on the top up Amount. | Top Up Amount                     | Swadeshi Nistha Rashi |
|         |   | Upto ₹ 4000/-<br>₹ 4001 and above | 5%<br>7%*             |
| 5.      | Maximum Limit of Daily Purchase.                                    | ₹ 20,000 ( w.e.f 29 Jan'25)       |                       |
| 6.      | Upper Limit of Balance in Card at any Point of Time.                | ₹ 50,000                          |                       |
| 7.      | Monthly limit for maximum cashback                                  | ₹490                              |                       |

\*In addition to above cashback, (a.) for a single purchase / bill of Rs. 5001/- or above, the Patanjali exclusive store will provide 3% extra instant discount to the member.

#### (CARD ISSUING PROCESS AND REGISTRATION)

- + This scheme is voluntary and any citizen of India / country, without any discrimination, can become member of this Card.
- + Existing or prospective customer can register himself/herself by filling the Registration Form available at the Patanjali Exclusive

Stores or on website - [www.swadeshisamridhi.com](http://www.swadeshisamridhi.com) by contributing Joining / Membership Fee of ₹ 100/- (Including taxes) and by doing first recharge of amount of ₹ 500/- (minimum).

+ As part and parcel of process of registration, mandatory customer information(s) / details required are - Name, Father/ Husband/ Guardian's Name, Date of Birth, Permanent Residential Address, Mobile Number, E-mail and Nominee Name & Address for **Swadeshi Sahyog (Assistance)**.

+ Members will be required to inform all changes in detail immediately. If any member fails to provide changes immediately, Patanjali will not be responsible for any delay / failure in delivery of the services / claims to the member or his/her nominee.

+ The Personal Identification Number (PIN) will be given on the mobile number provided by member at the time of registration. It is advisable to the members to change the PIN Number immediately by visiting our website at [www.swadeshisamridhi.com](http://www.swadeshisamridhi.com).

#### USAGE OF CARD

+ The Scheme is only for members purchasing products at Patanjali Exclusive Stores viz. Patanjali Mega Stores, Patanjali Arogya Kendra & Patanjali Chikitsalaya, Patanjali Wahan Chalak, Patanjali Gramin Kendra across the nation and from the ecommerce website - [www.patanjaliayurved.net](http://www.patanjaliayurved.net) and mobile app - ORDERME.

+ Patanjali at any time without intimation to the members can add and /or remove Patanjali Exclusive Stores from such list. Members shall refer the website [www.swadeshisamridhi.com](http://www.swadeshisamridhi.com) for updated list of stores.

+ Each Patanjali Exclusive Store is well equipped with a technology including POS Machine, and the technical staff to enable the members to use Swadeshi Samridhi Android Mobile Application, for using the Card while purchasing of products as per the balance available in the Card.

+ The amount of card can only be used for purchasing products from Patanjali Exclusive Stores and website - [www.patanjaliayurved.net](http://www.patanjaliayurved.net) and mobile app - ORDERME. The Swadeshi Nistha Rashi (Cashback) amount will not be refunded to the members in any case.

+ Swadeshi Nistha Rashi (Cashback) amount cannot be used against selected category of products like, Curd, Chaach (Butter Milk), Paneer etc. and PATANJALI shall have the right to amend this list of exclusion, the members are advised to check the website [www.swadeshisamridhi.com](http://www.swadeshisamridhi.com) on regular intervals for the update.

#### TOP-UP AND SETTLEMENT

+ This Card can be top up / recharged at Patanjali Exclusive Stores or online through payment gateways - a link of which given at our website [www.swadeshisamridhi.com](http://www.swadeshisamridhi.com). There will be no fee for recharging / top up at Patanjali Exclusive Stores. However, for online top up/ recharge, payment gateway charges will be borne by the Customer/member.

#### (SPECIAL INITIATIVE FOR MEMBER'S ASSISTANCE)

+ Patanjali has taken a special initiative to provide Swadeshi Sahyog Rashi(Financial Assistance) to the card holder. Wherein, the card holder's nominee may be provided Financial Assistance ₹ 5.00 Lakh on death of card holder or Card holder may be provided Financial Assistance ₹ 2.50 Lakh upon on permanent disability of

card holder due to accident.

+ Swadeshi Sahyog Rashi (Assistance) will be provided only if the member has purchased a minimum of ₹ 6000/- in last 180 days from the date of accident. The amount of Swadeshi Sahyog Rashi will be ₹ 2,50,000/- in case of permanent disability due to accident.

+ Swadeshi Nistha Sahyog (Financial Assistance) is available for members having age between 1 to 75 years.

+ Card holder Military / Paramilitary & Police personnel died during any terrorism incidence will also be covered in the definition of accident for the purpose of financial assistance under the scheme.

+ When cumulative products purchase of a member will reach to minimum ₹ 6000/- on any day, he / she will become eligible for the Swadeshi Sahyog(Financial Assistance). Afterwards, the eligibility will be determined on daily basis. The member will be informed when his/her insurance policy comes in effective.

+ Member have to ensure total purchases of ₹ 6000/- through card in last 180 days to keep his/her eligibility of Swadeshi Sahyog (Financial Assistance) active, otherwise Patanjali will not be responsible for any claims.

+ If the purchased products are more than of ₹ 6000/- then also the same will be valid for 180 days only.

+ Member have to ensure total purchases of ₹ 6000/- through card in last 180 days otherwise Patanjali will not be responsible for any claim.

+ If the purchased product are more than of ₹ 6000/- then also the same will be valid for 180 days only.

+ Example : If your monthly purchases has been ₹ 2000/- per month and in six months or 180 days, i.e. ₹ 12000/- the same will be valid for 180 days only.

+ Eligibility for Swadeshi Sahyog (Assistance) will be inform to the Patanjali at toll free number - 18001804108 and or shall mark e-mail at [swadeshi.samridhi@patanjaliayurved.org](mailto:swadeshi.samridhi@patanjaliayurved.org), as well. After verification and complying with all terms & condition the member will be eligible for financial assistance, these insurers will intimate member about eligibility and will proceed to provide financial assistance directly into the bank account of members or his/her nominee.

+ The scheme is not a business contract provided by insurance or fee. It is purely a social service by Patanjali and the financial assistance provided is merely a contribution/ assistance with a motive to serve the nation.

+ The Patanjali may help / guide the member / nominees for smoothen process of claims with these insurers.

#### FEE

+ The card will be valid for a period of one year from date of issue, which can be renewed on year basis by paying annual renewal / maintenance fee of ₹ 25/- (Including Taxes).

+ In case of lost / damage / replacement charges for card will be ₹ 100/- (including taxes).

#### CUSTOMER SUPPORT

+ Online and Offline details of each transaction will be provided.  
+ In case of loss of card or PIN and to block card please contact at our toll-free number 18001804108, E-mail [swadeshi.samridhi@patanjaliayurved.org](mailto:swadeshi.samridhi@patanjaliayurved.org)