



**MEDIA RELEASE**

**NIPPON LIFE INSURANCE AND RELIANCE GROUP  
WELCOME PRIME MINISTER NARENDRA MODI  
ON HIS FIRST OFFICIAL VISIT TO JAPAN**

**PRIME MINISTER'S VISIT REINFORCES STRATEGIC FOCUS  
OF GLOBAL PARTNERSHIP BETWEEN INDIA AND JAPAN**

**NIPPON LIFE INSURANCE IS BIGGEST FOREIGN DIRECT INVESTOR  
IN THE INDIAN FINANCIAL SERVICES SECTOR  
WITH 26% STAKE IN RELIANCE ASSET MANAGEMENT AND LIFE INSURANCE**

**RELIANCE GROUP AND NIPPON LIFE INSURANCE GROUP  
TO ACTIVELY EXPAND THEIR COLLABORATION  
AND CONTRIBUTE TOWARDS STRENGTHENING OF INDO – JAPAN RELATIONS**

**NIPPON LIFE INSURANCE TO PARTICIPATE WITH RELIANCE GROUP  
IN SETTING UP OF RELIANCE BANK  
UNDER APPROPRIATE CATEGORY OF LICENSES TO BE ISSUED BY RBI**

**NISSAY ASSET MANAGEMENT AND RELIANCE CAPITAL ASSET MANAGEMENT  
LAUNCH TWO FUNDS FOR JAPANESE RETAIL INVESTORS**

**INDIA EQUITY SELECTION FUND  
TO DIRECTLY INVEST IN INDIAN COMPANIES WITH LONG TERM POTENTIAL**

**SHORT TERM INDIAN BOND FUND  
TO DIRECTLY INVEST IN INDIAN GOVT. SECURITIES AND CORPORATE BONDS**

**BOTH FUNDS TO BE MANAGED BY NISSAY ASSET MANAGEMENT  
WITH ADVICE FROM RELIANCE CAPITAL ASSET MANAGEMENT**

**RELIANCE CAPITAL ASSET MANAGEMENT RECENTLY LAUNCHED  
INDIA'S FIRST JAPANESE EQUITY FUND IN INDIAN MUTUAL FUND MARKET**

**RELIANCE JAPAN EQUITY FUND ALLOWS INDIAN INVESTORS  
TO INVEST IN GLOBAL JAPANESE COMPANIES**

**Mumbai/Tokyo, September 1, 2014:** Nippon Life Insurance (NLI), Japan's largest private Life Insurer, and Anil Ambani led Reliance Group, amongst India's largest business groups, today welcomed the Prime Minister Hon'ble Shri Narendra Modi on his first official visit to Japan.

"The Prime Minister's visit to Japan reinforces the strategic focus of global partnership between India and Japan. As a good role model of business partnership between Indian and Japanese corporations, Reliance Group and NLI Group will actively further expand their collaboration, which will contribute towards strengthening the relations between India and Japan," said Mr Amitabh Jhunjhunwala, Group Managing Director, Reliance Group.



Nippon Life Insurance, a Fortune 100 company and the 5<sup>th</sup> largest private life insurer in the world, is the biggest Foreign Direct Investor in Indian Asset management and Life Insurance sector till date. The Japanese insurer has 26 per cent stake in Reliance Capital Asset Management (RCAM) and Reliance Life Insurance Company (RLIC), both part of Reliance Capital - a Reliance Group company.

Nippon Life Insurance is also participating with Reliance Group in setting up of Reliance Bank, under appropriate category of licences to be issued by the Reserve Bank of India.

“Reliance Capital is planning to set up its own bank which will cater to individual customers and small and medium enterprises all over India. NLI is also participating in this bank project as part of strategic business alliance with a view to improve the financial infrastructure and contribute towards economic growth of India”, said Mr Yoshinobu Tsutsui, President, Nippon Life Insurance.

Nissay Asset Management (NAM), a part of NLI Group, and RCAM has launched two mutual funds - Short Term Indian Bond Fund and India Equity Selection Fund - for the Japanese retail investors.

“The launch of these funds is part of our larger initiative to strengthen the partnership between the two corporations and two countries. These funds will use the collective expertise of our fund managers to help Japanese and Indian investors invest and gain from growth potential in our countries”, said Mr Sundeep Sikka, CEO, RCAM.

The India Equity Selection Fund will directly invest in Indian equity markets to capture the long term growth prospects of the Indian economy. The fund's overall strategy will mirror one of RCAM's equity fund schemes with a long and successful track record. This will be a well diversified portfolio benchmarked to the BSE 100.

The Short Term Indian Bond Fund will largely invest directly in permitted Indian government securities and local currency Indian Corporate bonds. The fund also has the capability to invest up to a limit (20%) in offshore foreign currency bonds of large Indian issuers. The fund can purchase securities with duration of 5 years.

Both these funds will be managed by Nissay Asset Management Corp, Japan, while RCAM will be the investment advisor to the funds.

These two funds come close after RCAM launched the first Japanese Equity fund in the Indian mutual fund sector. Reliance Japan Equity Fund allows Indian investors to invest in Global Japanese companies.



“Indian markets have grown almost 7 times in last ten years. However, the Indian investor still has primary investments in domestic bonds and equities. Through the Reliance Japan Equity fund we offer our investors a diversification portfolio in the Japanese market and in global Japanese companies. Reliance Japan Equity fund will mirror the investment strategies of one of the NAM funds that has outperformed the Tokyo Stock Exchange Stock Price Index in the last 5 year period,” said Mr Sikka,

Reliance Group and NLI group, in the last two years, have built a strong partnership and expanded this collaboration with various initiatives.

NLI, as part of its strategy to enhance investments outside of Japan, have invested substantially in the Indian equity funds (since October 2012) and bond funds (since 2013) successfully through RCAM.

Reliance Life Insurance Company adopted Nippon’s “Face-to-Face” initiative, a new sales representative channel. This customer centric channel empowers, promotes and offers re-employment opportunities to women in the Life Insurance space with a salary structure that is a combination of fixed monthly salary and commission.

#### **About Nippon Life Insurance**

[www.nissay.co.jp](http://www.nissay.co.jp)

Nippon Life Insurance, also called Nissay, is Japan's largest private life insurer with revenues of Rs 3,88,000 crore (US\$ 65 billion) and operating profits of over Rs 29,600 crore (US\$ 5.0 billion). The company, which has over 21.3 million policies in Japan, offers a wide range of products, including individual and group life and annuity policies through various distribution channels and mainly uses a face-to-face sales channel for its traditional insurance products. Company primarily operates in Japan, North America, Europe and Asia and is headquartered in Tokyo, Japan.

#### **About Reliance Capital Asset Management**

[www.reliancemutual.com](http://www.reliancemutual.com)

RCAM is the largest and most profitable AMC in India, in terms of AUM, managing approximately Rs. 2,05,960 crore (US\$ 34.3 billion) as on June 30, 2014, across mutual funds, government sponsored public funds, managed accounts and hedge funds. RCAM is the only AMC in India to have been chosen to manage both, the public funds sponsored by the Indian government - the Provident Fund and Pension Fund.

The company offers a well-rounded portfolio of products, that meet varying requirements, and constantly endeavors to launch innovative products and customer service initiatives to enhance value for its investors. RCAM is part of Reliance Capital, one of India’s largest financial services companies with over 20 million customers.

**About Reliance Capital**

[www.reliancecapital.co.in](http://www.reliancecapital.co.in)

Reliance Capital, a part of the Reliance Group, is one of India's leading private sector financial services companies. It ranks amongst the top private sector financial services and banking groups, in terms of net worth. The Company is a constituent of CNX Nifty Junior and MSCI India.

Reliance Group is amongst India's leading business houses with over 230 million customers. The Group has a strong presence across a wide array of high growth consumer-facing businesses of financial services, telecom, energy, power, infrastructure and media and entertainment.

Reliance Capital has interests in asset management and mutual funds; life and general insurance; commercial and home finance; stock broking; wealth management services; distribution of financial products; asset reconstruction; proprietary investments and other activities in financial services.

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