

PRESS RELEASE

Reliance Money bets big on Rural India, ties-up with Rural Relations

- **Unique partnership aimed towards empowering rural youth with opportunities in financial services**
- **Rural Relations to help identify deserving youth for partnership with Reliance Money**
- **Reliance Money to educate them on its products and set up outlets in remote areas under this initiative**
- **Initiative to cover 5000 talukas across the country in one year, expected to empower over 50,000 youth across country**

August 13, 2007, Pune, Maharashtra : Reliance Money, the financial distribution company of the Anil Dhirubhai Ambani Group, today announced its tie-up with Rural Relations, a rural consumer relations organization with services spanning across 28000 Indian villages.

The tie-up was announced by Sudip Bandyopadhyay, Director & CEO, Reliance Money and Pradeep Lokhande , founder of Rural Relations, at a press conference here today.

As per the understanding, Rural Relations will be covering all rural districts across the country in phases to identify able youth willing to expand their horizon in the area of distribution of financial products & services from Reliance Money .

"We have already covered 1000 Talukas and are ready to roll out the Reliance Money outlets in these locations, starting with Saswad & Bhore today. The aim is to identify those youth who have entrepreneurial vision and are waiting for opportunities in their respective regions to fulfill their ambition. These youths would be exposed to the entire world of Reliance Money and its products by way of being a valued partner" said Pradeep Lokhande.

"Rural India offers immense potential and we are happy to partner with Rural Relations to roll out this initiative to increase our rural penetration and empower the rural youth in the process. This initiative will further enhance our customer servicing capabilities, facilitate Customer Acquisition process and provide customers additional convenient locations for completing their financial transactions across the country," said Mr Bandyopadhyay.

The initiative will see Rural Relations scanning over 100,000 people in 5000 towns and will be identifying over 10,000 franchisees for Reliance Money over a period of next one year.

"This is our effort to take the financial instruments to rural masses of India and give them a secure and convenient opportunity to invest in various relevant financial products like mutual funds, stocks and gold coins and secure their lives and other valuables by taking adequate insurance covers " said Mr Sudip Bandyopadhyay.

Reliance Money is the first company to deploy internet enabled retail kiosks for trading in the world with the sole purpose of getting close to the customer and providing them convenient and secure access to a cost effective transaction platform for meeting their financial transaction requirements.

Reliance Money has plans to deploy over 10,000 such kiosks in the country, the biggest deployment by any company globally, that will enable its customers to transact in, amongst others, Equity, Equity & Commodity Derivatives, Mutual Funds, IPOs etc.

About Reliance Money

Reliance Money is a comprehensive financial services and solutions provider. Its endeavor is to change the way India transacts in financial markets and avails financial services. Reliance Money is a group company of Reliance Capital - one of India's leading and fastest growing private sector financial services companies, ranking among the top 3 private sector financial services and banking companies in terms of net worth. Reliance Capital is a part of the Reliance - Anil Dhirubhai Ambani Group.

About Rural Relations

Rural Relations is India's largest rural consumer focused organisation having presence across 9 States of India. These 9 States covers 62% of India's population and villages. Its activities span 28,000 villages across these states. Rural Relations operates through a hub and spoke model, whereby identified feeder-hubs are manned by Village Developers appointed by Rural Relations, whereas the areas covered by the hub are serviced by village level volunteers engaged for specific jobs by Rural Relations.

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