



MEDIA RELEASE

**RELIANCE LIFE INSURANCE HIRES OVER 10,000 ADVISORS
TARGETS TO RECRUIT 40,000 MORE ADVISORS IN NEXT SIX MONTHS
FOCUS ON TIER II AND TIER III CITIES FOR RECRUITMENT
AIMS TO CREATE A STRONGER FOOTPRINT IN REGIONS
TO HELP ALL NEW ADVISORS BECOME CERTIFIED INSURANCE AGENTS**

Mumbai, Sep 27, 2012: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today announced that the company has hired over 10,000 insurance advisors in the current financial year.

The company plans to recruit another 40,000 insurance agents in the next six months to strengthen its existing advisor base in the country.

This was announced by Mr. Malay Ghosh, President and Executive Director, Reliance Life Insurance, here today.

"We have added close to 10,000 insurance advisors in the past few months and are targeting to recruit 40,000 more by the end of the current financial year to increase our reach. This will strengthen our distribution network and help in new customer acquisition," said Mr. Ghosh.

Reliance Life Insurance is focusing on Tier II and Tier III cities to hire insurance advisors and boost the existing advisor network across the country.

"Semi-urban and rural regions are on our radar for recruitment of these insurance advisors. We are attempting to create a stronger footprint across India with a view to enhancing the width and depth of our reach across the country," he added.

RLIC would help these new 50,000 advisors to become certified insurance advisors in the current financial year thus adding to the pool of certified agents who will serve as growth driver for the Life Insurance Industry in the coming years.



Reliance Life Insurance is investing significantly in its training and technology programs to equip its agents with tools and help them sell better and service customers effectively and efficiently.

Over 200 trainers and about 1,000 master trainers will train and educate the new insurance agents.

“The main focus of hiring and training is to further strengthen the agency model for selling various insurance products and servicing customers efficiently. We aim to reach out to all segments of the society,” said Mr. Ghosh.

About Reliance Life Insurance Company Limited

www.reliancelife.com

Reliance Life Insurance Company Limited, a part of Reliance Capital, is one of India’s top private sector life insurance companies with business premium, including renewal premium of over Rs. 5,498 crore for the year ended 31st March 2012.

The company has sold over 1 million policies during the above financial year and has an asset under management of more than Rs 18,700 crore (as on 31st March 2012).

It has an extensive distribution network of 1,230 offices and over 1,50,000 advisors (as on 31st March 2012).

Reliance Life Insurance offers a comprehensive range of innovative and need-based products, including protection, investment and retirement, targeted at individuals and groups.

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