



MEDIA RELEASE

**SEVEN ARRESTED AND TWELVE DETAINED IN SPURIOUS CALLING
CASES FILED BY RELIANCE LIFE INSURANCE**

**MAJOR HEADWAY TO CURB THE MENACE OF SPURIOUS CALLING
FACED BY INSURANCE INDUSTRY**

**RELIANCE LIFE INSURANCE TO WORK WITH POLICE ACROSS ALL
STATES TO ACT AGAINST FRAUDSTERS AND SPURIOUS CALLERS**

**RELIANCE LIFE INSURANCE HAS ALREADY FILED OVER 200 POLICE
COMPLAINTS AGAINST SUCH FRAUDSTERS PAN-INDIA**

**RELIANCE LIFE INSURANCE HAS LAUNCHED A COMPREHENSIVE
CUSTOMER AWARENESS CAMPAIGN AGAINST THESE FRAUDSTERS**

**RELIANCE LIFE INSURANCE HAS SET UP CALLBACK SYSTEM FOR
CUSTOMERS TO VERIFY AND REVIEW POLICY DETAILS**

Mumbai, August 20, 2013: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today said that as many as seven persons have been arrested and twelve people have been detained by the police in connection with spurious calling cases filed by the Company in the last few months.

This is a major headway made by the police against the fraudsters that will act as a deterrent and help curb the menace of spurious calling faced by the insurance industry.

The arrests and detentions in spurious calling cases have been made by police in various parts of the country including Maharashtra, Madhya Pradesh, Gujarat, West Bengal and Uttar Pradesh.

Spurious calling is a term used by the insurance industry to refer to a group of fraudsters who call customers posing as representatives or employees of an insurance company and lure customers into fraudulently buying insurance products by making false and bogus offers.

“We are happy that our initiative to fight against spurious calling by fraudulent agents has made some headway with arrests and detentions. We are coordinating with the police in different regions to go hard against such offenders who make spurious calls to customers with a view to dupe them,” said Mr Anup Rau, CEO, Reliance Life Insurance.



RLIC has already filed over 200 complaints at various police stations against fraud call centers and spurious callers offering lucrative loans or gains with the policy. The Company would continue to work with police of all states to fight against spurious calling across India.

“We have been receiving several queries from customers getting spurious sales calls with unrealistic offers, including interest-free loans and extraordinary bonuses. We have also formally, along with the industry, filed a complaint with the Economic Offences Wing seeking its help to act against spurious callers,” said Mr Rau.

The Company has recently launched a comprehensive awareness campaigns against mis-selling across various communication mediums. In addition, RLIC has also set up a call-back system (toll free 180030008181) that helps in issuing the policy only after ascertaining that the proposer has understood the benefits and terms of the policy.

“We have a robust process to help our customers choose and get the right product. Customers, however, on their part also have to be alert and not to fall prey to any person or entity making fraudulent offers of lucrative loans or gains,” he added.

About Reliance Life Insurance Company Limited
www.reliancelife.com

Reliance Life Insurance Company Limited, associate of Reliance Capital Limited, is one of India’s top private sector life insurance companies with business premium, including renewal premium of over Rs. 4,015 crore for the year ended 31st March 2013.

The company has sold over 7.5 lakh policies during the above financial year and has an asset under management of more than Rs 18,189 crore (as on 31st March 2013). It has an extensive distribution network of 1,000 offices and over 1,00,000 advisors.

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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