

Press Release

Reliance Money launches Reliance Money Mall.com

- **Offers India's largest online portfolio of financial products**

Mumbai, November 23, 2008: Reliance Money, part of the Reliance Anil Dhirubhai Ambani Group, today announced the launch of its e-commerce web portal www.RelianceMoneyMall.com, offering India's largest online range of financial products to its customers.

The announcement was made by **Mr. Sudip Bandyopadhyay, Director and CEO, Reliance Money** here today.

The portal is a strategic initiative by Reliance Money to strengthen its distribution network currently spread across over 10,000 physical outlets and more than 20,000 touchpoints by leveraging the online medium.

"To address the requirements of Reliance Money's rapidly expanding consumer base in India, we realized the need to develop a comprehensive online shopping solution that would deliver financial and related products for all asset classes - ranging from insurance, mutual funds to bullion," said **Mr. Bandyopadhyay**.

He further added, "India has around 60 million Internet users today. We strongly believe that our e-commerce foray will play a pivotal role in strengthening our customer outreach by opening new avenues for existing customers in the online environment, and also by driving reach of our products to new customers."

Reliance Money Mall.com offers a unique browsing experience of Power tool developed using Silverlight 2.0 technology. It has been powered by Microsoft's latest technologies including Commerce Server 2007, Windows Server 2008 and SQL Server 2005.

Besides financial products, customers will be also be allowed to purchase, at attractive prices a wide variety of non-financial products such as Apparel, Accessories, Books/ Magazines, Music CDs and DVDs, Home Appliances, Gifts, Flowers etc on the Shopping Portal.

The portal will also be a host of subscription-based products such as technical charts, SMS Packs, Newsletters and research reports.



Anil Dhirubhai Ambani Group

About Reliance Money

www.reliancemoney.com

Reliance Money, a part of the Reliance Anil Dhirubhai Ambani Group is a comprehensive financial services and solution provider, providing customers with access to Equity, Equity and Commodity Derivatives, Portfolio Management Services, Wealth Management Services, Mutual Funds, IPOs, Life and General Insurance and Gold Coins. Customers can also avail Loans, Credit Card, Money Transfer and Money Changing services.

The largest broking house in India with 3 million customers and a wide network of over 10,000 outlets and 20,000 touch points in 5,000+ locations. Reliance Money endeavors to change the way investors transact in financial markets and avails financial services. The average daily volume on the stock exchanges is Rs. 3,000 crores, representing approximately 4% of the total stock exchange volume.

Reliance Capital is one of India's leading and fastest growing private sector financial services companies, and ranks among the top 3 private sector financial services and banking groups, in terms of net worth.

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