



MEDIA RELEASE

RELIANCE CAPITAL ASSET MANAGEMENT LAUNCHES SYSTEMATIC INVESTMENT PLAN THROUGH SMS

FIRST- OF- ITS- KIND INITIATIVE BY ANY AMC IN INDIA OFFERING SIP IN MUTUAL FUNDS USING SMS

ALLOWS SIP INVESTMENT FROM AS LOW AS RS 100 IN MUTUAL FUND SCHEMES

AIMS TO EXPAND CUSTOMER BASE BY REACHING OUT TO OVER 900 MILLION MOBILE USERS ACROSS INDIA

ONE TIME SIMPLE AND HASSLE-FREE REGISTRATION

Mumbai, August 29, 2012: Reliance Capital Asset Management (RCAM), part of Reliance Capital Limited, today announced the launch of Systematic Investment Plan (SIP) in mutual funds through SMS.

This is the first-of-its-kind initiative by any Asset Management Company (AMC) in the country that allows customers to initiate SIP in mutual fund schemes just by sending an SMS through their registered mobile phones.

This was announced by Mr. Sundeep Sikka, CEO, Reliance Capital Asset Management, here today.

“SIP using SMS is the latest service offering from RCAM. This unique feature will make it cost efficient, and convenient for over 900 million mobile users across the country to participate and make investments in mutual funds. This first-of-its-kind feature is also in line with the company’s objective to continuously provide the customers with innovative products and value-added services,” said Mr. Sundeep Sikka, CEO, Reliance Capital Asset Management.

RCAM has launched its facility under its Invest Easy initiative, a comprehensive transaction platform that aims to use technology for making it convenient for investors to invest in mutual funds.

“We already have over 2.5 lakh customers under the Invest Easy initiative that allows investors to transact online on the net, on their mobiles, through call center and now using SMS. A large number of our customers are already migrating to the online platform and we see this number growing exponentially through such facilities,” said Mr. Sikka.



To invest in Reliance Mutual Fund schemes through SMS, investors need to fill in a one-time Invest Easy registration form with their details. This registration form would also include a debit bank mandate that will facilitate transferring of funds from the customer's bank while purchasing the scheme.

Registered investors can then make a Purchase, start an SIP, or Redeem their units using their registered mobile phones.

For starting an SIP, the investor needs to sms SIP <amt> <scheme code> to 9664001111 from their registered mobile numbers. The SIP would be open-ended and can be discontinued by the investor at any time. The default date for SIP installment would be 10th of every month.

In case no scheme code is mentioned, the default SIP would be started for Reliance Equity Opportunities fund. The minimum SIP for most funds can be as low as Rs. 100 per fund.

"We have around 2 million SIPs with over 40 per cent of these coming from non-metros. A huge challenge for the industry has been to reach out to small ticket investors and help them invest in the Mutual Fund sector. This initiative will help us strengthen our reach and enable an investor to directly invest in the schemes using their phones", said Mr Sikka.

For purchasing units of a fund, investors need to sms PUR <amount> <scheme code> to 9664001111. In case no scheme code is mentioned the default fund for investment would be Reliance Money Manager Fund.

For redemption, the investors need to sms RED <amount> <scheme code> to 966400111 and the units would be redeemed in their bank accounts linked to their units. The scheme codes are available on RCAM website.

About Reliance Capital Asset Management

www.reliancemutual.com

Reliance Capital Asset Management Limited (RCAM) is the second largest and most profitable AMC in India, in terms of AUM, managing approximately Rs. 1,40,000 crore (US\$ 27.5 billion) across mutual funds, government, government sponsored public funds, managed accounts and hedge funds.

RCAM is the only AMC in India to have been chosen to manage both 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.

For Media Queries

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