

Press Release

Reliance Money ties-up with Kuoni India for retailing FOREX products

- **Reliance Money to set up Shop-in-Shops across Kuoni India's Outbound Division outlets – which include Kuoni Holidays, SOTC World Famous Tours, SOTC Do-It-Yourself Holidays, SOTC Special Interest Tours and SOTC Holidays of India**
- **Plans to retail its FOREX products/ services through the national network of over 70 Kuoni outlets**

Mumbai, March 26, 2009: Reliance Money, part of the Reliance Anil Dhirubhai Ambani Group, today announced its strategic business tie-up with India's largest travel company, Kuoni India.

The tie-up was announced by **Mr. Sudip Bandyopadhyay, CEO, Reliance Money** here today.

The rising foreign exchange revenue from the travel industry is encouraging both the international and domestic segment to expand their business. Under this tie-up, Reliance Money will partner with Kuoni India to set-up Shop-in-Shops at all the Kuoni and SOTC outlets across the country. They would also facilitate Customer Acquisition process of Reliance Money.

"The purpose of this tie-up is to get close to the customer and provide them a convenient and cost effective platform for meeting their FOREX requirements. Our tie-up with Kuoni India would help us provide customers additional convenient locations for completing their FOREX transactions", said **Mr. Bandyopadhyay**.

Reliance Money has plans to set up Shop-in-Shops across all the different business segments of the Outbound Division of Kuoni India. These include Kuoni Holidays, SOTC World Famous Tours, SOTC Do-It-Yourself Holidays, SOTC Special Interest Tours and SOTC Holidays of India.

Mr. Zubin Karkaria, CEO & Managing Director, Kuoni Travel Group – India & South Asia said, "We are pleased to associate with Reliance Money, India's leading financial services company. Kuoni is India's largest travel company and with our co-operation with Reliance Money we will be able to offer unprecedented benefits to our customers".

Giving further details about the tie-up, Mr. Bandyopadhyay said that Reliance Money would retail its FOREX products/ services through the national network of over 70 Kuoni outlets.

"With the setting up of Reliance Money counters at its outlets, Kuoni would be in a position to leverage the increased walk-ins into their outlets while Reliance Money strengthens its distribution reach, leading to a mutually beneficial relationship between both partners", added **Mr. Bandyopadhyay**.

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.

About Kuoni India

www.kuoniindia.com

The Kuoni Group, established in 1906 in Switzerland, is today one of the world's leading leisure travel corporations with an annual turnover of CHF 4.9 billion and a global presence. In 2008 Kuoni won the "World's Leading Tour Operator" award at the World Travel Awards for the 11th year in a row. Kuoni India, a 100% subsidiary of the Kuoni Group, is India's largest travel company with an annual turnover of INR 2,300 crores, 3,200 travel professionals and over 300 sales points. It is India's No.1 Outbound and Domestic tour operator under its Kuoni and SOTC brands, and India's No.2 Business Travel operator under the HRG-Sita brand. Its subsidiary, VFS Global is a global leader in the consular services business, and Kuoni is also present in the travel education space under the Kuoni Academy brand. It has garnered innumerable awards over the years and most recently was awarded the PATWA award for "Best Travel Company in India" at the ITB Berlin in March 2009 close on the heels of a Ministry of Tourism citation received in February 2009 for "outstanding contribution to the growth of tourism in India".

For further details –

Mumbai:	Tamanna Khanna	tamanna.khanna@relianceada.com	+91-93236 09510
Delhi:	Sanjiv Kumar	sanjib.k.sinha@relianceada.com	+91-93124 56677