

Press Release

Reliance Money partners with AP Government to promote road safety

- **First CSR initiative by the company aimed to promote road safety**
- **Initiative part of AP Government's SAFAR Project that aims to curtail increasing number of road accidents through awareness**
- **Company to set up 30 display systems promoting awareness in road safety measures across important public places in the city in first phase**
- **Display Systems launched by Hon'ble Chief Minister of Andhra Pradesh, Dr. Y. S. Rajasekhara Reddy**

Hyderabad, March 26, 2008: Reliance Money, the financial distribution company of Reliance Anil Dhirubhai Ambani Group (ADAG), and the Government of Andhra Pradesh (Transport Department) today launched the first phase of "SAFAR" initiative that aims to promote road safety in Hyderabad.

The initiative was launched by the Chief Minister of Andhra Pradesh, Dr. Y. S. Rajasekhara Reddy and Mr. Sudip Bandyopadhyay, Director and CEO, Reliance Money here today.

The SAFAR initiative has been launched by the AP government with a view to curtail the number of road accidents in the state by promoting road safety measures. The government proposed to install electronic display systems at public locations that will contain important road safety messages and would act towards preventing these accidents.

The first such display system was unveiled by **Hon'ble Chief Minister of Andhra Pradesh Dr. Y. S. Rajasekhara Reddy** in the presence of **Reliance Money Director and CEO Sudip Bandyopadhyay** here today as part of the launch.

As part of the association, Reliance Money will set up 30 RTA display systems across major public places including the AP Government Secretariat, Imliban RTC Bus Station, Hyderabad, Jubilee RTC Bus Station, Secunderabad, Prasad I-Max Theatre and PVR Theatre, six RTA offices and other major shopping malls.

Mr Bandyopadhyay said, "This is our first CSR initiative with the government of AP that will work towards promoting road safety in the city of Hyderabad. This partnership is in line with our group's commitment to play a serious role in adding value to the sector we operate in and the society in which we function."

About Reliance Money

Reliance Money is a comprehensive financial services and solution provider. Its endeavor is to change the way India transacts in financial markets and avails financial services.

Reliance Money provides a single window, enabling customers to access, amongst others, Equity & Commodity Derivatives, Mutual Funds, IPOs, Life and General Insurance Products, Offshore Investments, Money Transfer, Money Changing, Gold Coins and Credit Cards. Reliance Money is a group company of

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

Reliance capital is a part of the Reliance – Anil Dhirubhai Ambani Group.

www.reliancemoney.com

For Media Queries and Details

Sharad Goel

sharad.goel@relianceada.com

Tamanna Khanna

+91 9323609510

tamanna.khanna@relianceada.com