

## Press Release

### Reliance Capital to acquire 18% interest in BLOOMBERG UTV

**June 16, 2010 Mumbai:** Reliance Capital Ltd. announced today that it has agreed to acquire an 18% interest in Bloomberg UTV, India's fastest growing Business news channel.

The investment will form part of RCL's exposure to the fast growing and high potential media sector, including inter alia its existing investments in the Network 18 group (which operates the leading CNBC, CNN-IBN, IBN 7, Colors and Awaaz channels), and TV Today network (which operates the popular Aaj Tak and Headlines Today news channels).

Bloomberg UTV is a strategic partnership between Bloomberg L.P., the global leader in business information, and the founders of UTV, one of India's leading integrated media and entertainment enterprises. Upon receipt of necessary approvals presently underway, Bloomberg will own 15% of the Company, and the balance 67% is controlled by the UTV founders.

Formed in October 2009, the Bloomberg UTV partnership has within months emerged as a serious contender in the English business news space, and is redefining the genre by presenting business news in a refreshingly different and clear perspective.

Bloomberg UTV is witnessing a dramatic rise in popularity, currently occupying the clear no 2. position in its category in India's top 8 metros. Bloomberg UTV enjoys the unique benefits of local news gathering, production and distribution expertise, combined with world class financial news capabilities and global reach.

#### About Reliance Capital Limited

([www.reliancecapital.co.in](http://www.reliancecapital.co.in))

Reliance Capital, a constituent of S&P CNX Nifty and MSCI India, is a part of the Reliance Anil Dhirubhai Ambani Group and is one of India's leading, most valuable and fastest growing private sector financial services companies.

Reliance Capital has interests in asset management and mutual funds; life and general insurance; private equity and proprietary investments; stock broking; depository services; distribution of financial products; consumer and industrial finance; and other activities in financial services.

Reliance Mutual Fund is India's largest Mutual Fund with over 7 million investors. Reliance Life Insurance is one of India's fastest growing life insurance companies and among the top four private sector insurers. Reliance General Insurance is one of India's fastest growing general insurance companies and among the top three private sector insurers. Reliance Money is one of the leading retail brokerage houses and distributors of financial products.

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