MEDIA RELEASE

RELIANCE LIFE INSURANCE UNVEILS 'FACE-TO-FACE' DISTRIBUTION CHANNEL

UNIQUE SERVICE-BASED SALES PLATFORM BY AN INSURER IN INDIA

AIMS TO SERVICE ORPHAN CUSTOMERS AND ENHANCE RELATIONSHIP VALUE OF EXISTING POLICYHOLDERS

HIRES ABOUT 200 WOMAN EMPLOYEE ADVISORS IN PILOT STAGE

FOCUS ON TIER I AND II CITIES TO SUPPORT EXISTING DISTRIBUTION CHANNELS

Mumbai, Nov 21, 2012: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today announced the launch of 'Face-to-Face' distribution channel to service its orphan customers and provide post-sales service to policyholders.

Face-to-Face is a unique service-based sales platform introduced by Reliance Life Insurance in India, which aims at servicing customers whose agents have become inactive.

The announcement was made by Mr. Malay Ghosh, President and Executive Director, Reliance Life Insurance, here today.

"The main goal of this distribution format is to target existing customers who are currently not connected to any advisor and distributor. We hope this sales-cum-service initiative will not only help retain our existing customers but also help us enhance relationship value through cross-sell and up-sell to them." said Mr. Ghosh.
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Face-to-Face distribution channel will operate with Life Planning Officers (LPOs) who will primarily be woman employees, with housewives being one of the key target segments for recruitment. They would be trained to service orphan policies, develop a relationship and then cross-sell to existing customers and build their network through references.

Reliance Life Insurance has hired around 200 woman employee advisors in seven cities during the pilot phase, and plans to scale up across the country in the next few months.

These newly-appointed woman advisors have completed their 30 days training programme at RLIC and started evolving relationship with customers and servicing policies.

The new sales format would focus on Tier I and Tier II cities and leverage the talent pool amongst on housewives in these locations to connect with the customers and support the company's existing distribution channels.

The Face-to-Face distribution model is adapted from Nippon Life Insurance, Japan. The woman employee advisor would be primarily required to ensure that she meets a specified number of customers each day and each month.

Apart from providing post-sales services, LPOs would also collect information related to current policies for data purification and family information and details of life events to enrich their database and help customers in reviving lapsed policies.

"This process will help life planning officers develop a relationship with the existing policyholders for sourcing future business. We will judge LPOs' performance based on the number of contacts they make and not just on the business they bring in," said Mr. Ghosh.

"Life Insurance is a long-term financial solution and long-lasting customer relationships are critical for the company. Therefore, we are investing in creating channels to facilitate the development and maintenance of these relationships," he added.

About Reliance Life Insurance Company Limited
www.reliancelife.com

Reliance Life Insurance Company Limited, an associate company of Reliance Capital, is one of India's top private sector life insurance companies with business premium, including renewal premium of over Rs. 5,498 crore for the year ended 31st March 2012.

The company has sold over 1 million policies during the above financial year and has an asset under management of more than Rs 18,700 crore (as on 31st March 2012).

It has an extensive distribution network of 1,230 offices and over 1,50,000 advisors (as on 31st March 2012).

Reliance Life Insurance offers a comprehensive range of innovative and need-based products, including protection, investment and retirement, targeted at individuals and groups.

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