

Press Release

Reliance Life Insurance gets ISO recertification.

Receives ISO 9001-2008 for best-in-class management systems across all business functions.

Mumbai, May 31, 2010: Reliance Life Insurance Company Limited (RLIC), part of the Reliance Anil Dhirubhai Ambani Group, on Monday announced that the company has been awarded the coveted ISO 9001:2008 recertification for its best-in-class management systems across all business functions including product development, customer services and sales and marketing, among others.

This was announced by Mr. Malay Ghosh, Executive Director and President, Reliance Life Insurance, here today.

Reliance Life Insurance is one of the first few life insurers in India to receive the new version of the standard ISO 9001:2008 certification in 2010.

"The ISO certification is a significant step in endorsing our ongoing effort to offer innovative products, best-in-class services and improved customer satisfaction," said Mr. Ghosh.

The recertification, awarded by internationally-acclaimed Bureau Veritas, is across all processes and branches of Reliance Life Insurance.

Reliance Life Insurance is one of the fastest growing life insurance companies in India with a strong distribution network of 1247 branches with over 1,95,000 agents.

ISO 9001-2008 certification is a level higher than ISO 9001-2000 where the focus is to ensure a process and a positive movement in the business areas across all functions. It covers the entire gamut of business processes ranging from product design, sales - front-end and back-end operations, customer care and investment, to all business support functions.

Earlier in 2007, Reliance Life Insurance was accorded ISO 9001-2000, a process-based certification for all business and functional areas towards achieving excellence.

"The company continuously aims at enhancing customer satisfaction through effective application of systems, processes and assurance of conformity to customer and applicable regulatory requirements", said Mr Ghosh.

About Reliance Life Insurance Company Limited

www.reliancelife.com

Reliance Life Insurance Company Limited is one of the India's top private sector life insurance companies with business premium including renewal premium of over Rs 6,605 crore (as on 31st March 2010). It has a pan-India presence and a range of products, as many as 33, catering to individual as well as corporate needs. Reliance Life Insurance Company Limited is a part of Reliance Capital Limited and a Reliance Anil Dhirubhai Ambani Group company.

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