



Reliance Money Partners NDTV Profit for Its Investment Show 'Money Mantra'

- **A Weekly Show Aimed at Investment Education and Awareness**

Mumbai, June 12, 2008: NDTV Profit, leading business news channel, and Reliance Money, India's premier financial services and products distribution company today announced the launch of '**Money Mantra**', focussing primarily on investment awareness and investment opportunities for the common masses.

The show was launched today at BSE by Shivnath Thukral, Managing Editor, NDTV Profit; Sudip Bandyopadhyay, Director & CEO, Reliance Money and Pankaj Pachauri, Executive Editor & Prime Time Anchor, NDTV in the presence of Rajnikant Patel, Managing Director & CEO, Bombay Stock Exchange.

Money Mantra in its all new *avatar* will focus on investing in India in the context of macro economy and will help enhance investor knowledge base. The show aims at appreciating and understanding the need for investment amongst common masses, further educating and guiding its viewers to not just invest in a particular financial instrument but also provide the rationale behind it through an in-depth subject analysis.

The only Hindi programme on NDTV Profit, **Money Mantra** will be hosted by popular & award winning NDTV Anchor, Pankaj Pachauri. This audience-based show which will have a panel of financial experts along with Sudip Bandyopadhyay, Director & CEO, Reliance Money, as a permanent panelist, will discuss and analyze topical economic issues and their impact on personal finance. The panelists will take both audience and viewers' questions, either live or through email. The show will also showcase a couple of case studies of people looking to make investments or improvise from their past mistakes.

This half-hour weekly show on personal finance and investment will premiere **on NDTV Profit on June 20, 2008, airing every Friday at 7:30pm with a repeat telecast on following Sunday at 12:30pm.**

Speaking on the occasion, Pankaj Pachauri, Executive Editor & Anchor, Reliance Money Mantra, NDTV Profit, said, "Investment begins with investing in knowledge of the opportunities to invest. Through Money Mantra, we aim to help build the investor knowledge base. With Reliance Money's expertise and insight into investment needs and options, Money Mantra will help millions of viewers on better informed investment decisions. In a nutshell, Money Mantra will give *Voice to the Common Man* and will aim at *Aam Janta Ka Faayda*".



Expressing delight on partnering with NDTV Profit , Sudip Bandyopadhyay, Director & CEO, Reliance Money, said, "Reliance Money endeavors to change the way people choose and use financial services in this country. Investor education forms an important ingredient in this endeavor and we are happy to have found a right partner in NDTV Profit and the right platform in Money Mantra to help us fulfill this mission".

Sharing his views on the show launch, Shivnath Thukral, Managing Editor, NDTV Profit, said, "Money Mantra has been one of the most successful shows on NDTV Profit and we are very happy to relaunch the show in its new avtaar. This show continues in Profit's overall scheme of focussing on the small investor, their concerns and needs for judicious investments. Over the next few weeks, Profit will be launching several new shows to meet the needs of investors looking for safe investment options. Reliance Money is India's leading financial firm and is growing at a fantastic pace to reach out to investors. We are pleased to associate ourselves with Reliance Money to achieve the same goals such as investor inclusion, safety, and awareness in Indias growing economy".

About NDTV

NDTV Ltd, founded in 1988, is India's largest news and infotainment network. It is home to the country's best and brightest reporters, anchors, camerapersons and producers; 23 offices and studios across the country host India's most modern and sophisticated production, newsgathering and archiving facilities. NDTV has an unmatched track record of successfully launching three news channels in India and two abroad: NDTV 24x7 is a clear leader in the English news segment, NDTV Profit, a 24-hour business plus channel, is India's number one business news channel, and NDTV India is amongst the country's leading Hindi news channels. It is credited with pioneering several broadcasting and programming initiatives in Indian television and has expanded into one of the nation's biggest broadcasting houses by growing beyond news broadcasting and venturing into non news verticals.

NDTV Networks, a 100% subsidiary of NDTV was incorporated to seize opportunities in areas 'beyond news'- entertainment, lifestyle, media technology and outsourcing. NDTV Good Times is the leading channel in the lifestyle space while NDTV MetroNation is fast emerging as one of the most watched city specific channels. NDTV Astro Awani in Indonesia became the leading news channel within three months of its launch. As an organization, NDTV is committed to one cause: to use its extensive expertise, technology and reach to create unparalleled coverage of the latest in domestic and international news, sports and entertainment for viewers at home and around the world. For more information visit www.ndtv.com



About Reliance Money

Reliance Money, the Broking and Distribution arm of Reliance Capital provides a single window for transacting in a wide range of asset classes, including Equity, Equity & Commodity Derivatives, Portfolio Management Services Wealth Management Services, IPO's, Mutual Funds, Life & General Insurance, Money Changing and Money Transfer, Gold Coins amongst others.

It is the largest broking house in India with over 2 million customers and 8,500 outlets across 4,250 locations. The average daily volume on the stock exchanges is Rs. 2,000 crores, representing approximately 3% of the total stock exchange volume.

Reliance Money is promoted by Reliance Capital, the fastest growing private sector financial service company in India, ranked amongst 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.

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