Reliance Money goes mobile, unveils first of its kind "Mobile Financial Portal"

- **First financial services company to offer a range of free services across mobile platform**
- **Mobile application freely downloadable across all telecom operator and mobile technologies**
- **Service to offer corporate news, announcements, research reports and stock quotes**
- **Mobile platform launched in collaboration with Webaroo**

September 14, 2007 – Mumbai : Reliance Money, the financial services and products distribution company of Reliance Anil Dhirubhai Ambani Group, today became the first financial intermediary in the country to introduce financial market information across mobile platforms.

The company today unveiled its **"Mobile Financial Portal"**, the first-of-its-kind portal offering a range of financial services and information to its investors, across all telecom operators.

With this initiative, the company will now be tapping around 200 million telecom user base in India, that adds over 5 million customers every month, with its services.

The   tie-up was announced by Mr. Sudip Bandyopadhyay, Director and CEO of Reliance Money and Mr. Beerud Sheth, Co- founder and President of Webaroo, the technical partners for this initiative, at a press conference here today.

"This unique initiative will provide mobile users an opportunity of staying connected with financial markets while on the move, irrespective of the status of their network. Most importantly, this service is being offered by Reliance Money free of charge to all, across networks and mobile technologies", said Sudip Bandyopadhyay.

"The portal, with its rich contents and advance graphics, is cached on the user's mobile handsets for facilitating quick and seamless experience irrespective of network connectivity. Our market leading technology provides a scalable platform for content delivery on a variety of handsets while also enabling advertising opportunities for advertisers," said Beerud Sheth.

Reliance Money is a first financial intermediary to introduce mobile portal for providing financial market information, in-house research and stock updates to its users. The backend technology ensures that the user will have a great experience, irrespective of the number of mobile users accessing information from this portal at any given point in time.

"This service would reach out to millions of telecom users – a sizable number of whom are either active and potential investors – and facilitate rapid expansion and wider dissemination of our services. Reliance Money customers would soon be in a position to access their Portfolio, Trade Book and Order Book through this Mobile Portal", added Mr. Bandyopadhyay.

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

About Webaroo

Webaroo is the creator of fast, free, and "always-on" web content that is accessible to all portable devices - including mobile phones, storage devices and laptops. Founded in 2004, the company has offices in Santa Clara (California), Bellevue (Washington), Mumbai (India) and New Delhi (India). Webaroo brings together a world-class team of entrepreneurs, researchers and engineers to deliver innovative products that provide fast, free and ubiquitous access to web content. www.webaroo.com

ENDS

For Details : Sharad Goel : 9323835459 sharad.goel@relianceada.com