

November 24, 2015
Nippon Life Insurance Company

Nippon Life to Increase Shareholding in Reliance Life

Name to Change to “Reliance Nippon Life Insurance Company Limited”

Nippon Life Insurance Company (President: Yoshinobu Tsutsui; hereinafter “Nippon Life”) today announced that it has reached a definitive agreement with Reliance Capital Limited (a member of the Reliance Group) for increasing its ownership in Reliance Life Insurance Company Limited (Chief Executive Officer: Anup Rau; head office: Mumbai; hereinafter “Reliance Life”), a part of Reliance Capital Limited, from 26% to 49%.

Ever since Nippon Life’s initial investment (26%) in October 2011, Nippon Life and Reliance Life have developed a mutual understanding by exchanging human resources. In addition, Nippon Life has further strengthened Reliance Life’s customer centric initiatives and sales processes by dispatching one of its directors (part-time), and the companies have established a strong partnership through enhancing customer services, exchanging information and providing business know-how towards enriching sales capabilities.

As an example, Reliance Life launched the “Face-to-Face” sales representative system (introduced partial fixed salary system) in November 2012, adapting Nippon Life’s traditional distribution channel model towards appealing to customer needs before policy enrollment and providing full post-sales services afterwards. The channel supplements the existing agency channel (performance-linked fee system), and presently, Reliance Life has 67 sales offices all over India, and approximately 1,400 sales representatives conducting face-to-face sales.

Nippon Life, post Indian Government’s policy to allow 49% foreign equity ownership in Life Insurance ventures in March 2015, began discussions with Reliance Capital Limited to increase its ownership in Reliance Life to 49% with an aim to further develop and expand our collaborations between the two companies. Today, Nippon Life and Reliance Capital Limited concluded an agreement for Nippon Life to purchase an additional stake of 23% in Reliance Life for approximately INR 22.7 billion, or JPY 42.1 billion.

To reflect this strengthened capital relationship, Reliance Life will be renamed **“Reliance Nippon Life Insurance Company Limited”**. Nippon Life will also increase the number of appointment of directors on the board of Reliance Life, in line with the new shareholding as equal partners, thus reinforcing the agreed initiatives between the two companies. Nippon Life believes these efforts will increase its profitability over the medium to long term, and thus, contribute to expanded policyholder interest in it as a mutual company.

With this additional investment, the cumulative total investment in Reliance Life and Reliance Capital Asset Management Limited is approximately JPY 150 billion, the largest Japanese direct investment in India. Looking forward, the Reliance Group and the Nippon Life Group expect their collaboration to continue serving as a good business model for Japan-India business partnerships.

(Appendix)

<Overview of Reliance Nippon Life Insurance Company Limited (new proposed company name)>

Company name	Reliance Nippon Life Insurance Company Limited (new proposed company name)
Establishment	AMP Sanmar was established in May 2001 and was acquired by the Reliance Group in October 2005. The name of the company was changed to Reliance Life Insurance in January 2006.
Nature of business	Life insurance
Head office	Mumbai, Maharashtra, Republic of India
Representative	CEO: Anup Rau
Number of employees	12,580
Number of branch offices	898
Business performance for the year 2014-15	Premium income (net): INR 45.92 billion (approximately JPY 89.1 billion) New business premium: INR 20.7 billion (approximately JPY 40.1 billion) Net profit: INR 1.35 billion (approximately JPY 2.6 billion)
Market position	Among the top six private life insurers in India 5.9% of the market share in terms of new business premium (market share among 23 private life insurers)

(Data: as of March 31, 2015; exchange rate: INR 1 = JPY 1.93)

<Overview of Reliance Capital Limited>

Company name	Reliance Capital Limited
Nature of business	Financial services (listed company)
Head office	Mumbai, Maharashtra, Republic of India
Representative	Chairman: Anil Dhirubhai Ambani Executive Director and Group CEO: Sam Ghosh
Major shareholders	Reliance Group 52.64%, other general shareholders 47.36%
Major subsidiaries and associates	Reliance Nippon Life Insurance Company Limited (life insurance), Reliance Nippon Life Asset Management Limited (asset management), Reliance General Insurance Co. Ltd. (property and casualty insurance), Reliance Securities Limited (securities brokerage), etc.

*Reliance Nippon Life Insurance Company Limited (new proposed company name) and Reliance Nippon Life Asset Management Limited (new proposed company name) are capital alliance partners of Nippon Life

(Data: as of March 31, 2015)