

## Press Release

### **Reliance Capital launches Microfinance initiative**

- **Plans to partner with MFIs in 2 states in first phase, followed by national roll-out**
- **Initiative to enhance penetration of microfinance in the country at the grassroots level**
- **Initiative launched by Mrs. Tina Ambani by handing over the first disbursement cheques**

**Mumbai, March 3, 2008:** Reliance Capital Limited, the financial services company of the Reliance Anil Dhirubhai Ambani Group, today launched its microfinance initiative in partnership with Micro Finance Institutions (MFIs).

The company announced its tie up with two MFIs - MAS Financial Services Ltd. and Vardan Trust – based in Gujarat as a part the initiative that was launched by **Mrs. Tina Ambani** here today.

"Our vision is to provide access to finance at the grassroots level by partnering with MFIs serving the rural and semi - urban areas. This initiative is in line with the group's commitment to play a serious role in bringing value to the lives of the underprivileged and the aged in India" said **Mrs. Ambani** while addressing the media.

"The initiative envisages lending to MFIs who would then be on-lending finances to Self Help Groups, Individuals and Joint Liability Groups as per their norms" said Mr. K. V. Srinivasan, Deputy CEO, Reliance Consumer Finance, a part of Reliance Capital.

Reliance Capital plans to fund MFIs in Gujarat and Maharashtra in the first phase; and subsequently have a national presence.

"MFIs often find raising capital a difficult proposition. This partnership will help us in optimally utilizing our expertise in distribution of credit to tiny and small enterprises for income generation activities, consumption and emergency needs", said Mr. Mukesh Gandhi, Director of MAS Financial Services Limited (MFSL).

"This tie-up is sure to help us in spreading our network further and meeting the growing need for finance by micro-entrepreneurs such as agriculture laborers, farmers, small shop owners, artisans, unskilled laborers, small enterprise workers amongst others", said Mr. Mahesh Vara CEO of Vardan Trust.

### **About Reliance Capital Limited**

Reliance Capital Limited is one of India's leading and fastest growing private sector financial services companies, and ranks among the top 3 private sector financial services and banking groups, in terms of net worth.

Reliance Capital has interests in asset management and mutual funds, life and general insurance, private equity and proprietary investments, stock broking, depository services, distribution of financial products, consumer finance, and other activities in financial services.

### **About MAS Financial Services Limited**

MAS Financial Services Limited (MFSL) is a specialized retail financing organization engaged in financial services since 1988 and registered with the Reserve Bank of India as an NBFC. A focused micro finance company, MFSL is spread all over Gujarat with 61 branches and more than 1400 locations' reach. It has developed its expertise in the distribution of credit and has a large base of more than 2,50,000 customers.

MFSL provides micro loans to tiny and small enterprises for income generation activities, consumption and emergency needs (such as medical and marriage). It targets the urban, semi-urban and rural market to touch small enterprises for their economic activities.

### **About Vardan Trust**

Vardan Trust was established in 1998 and spent its initial years working in women's empowerment, children's development and natural resource management. After realizing their clients' need for microfinance, they started offering microcredit loans in 2003. Currently, microfinance for-profit is the sole focus of the institution. They have a network of 11 branches in Gujarat.

Vardan Trust currently offers traditional income-generating microcredit loans. The micro-entrepreneurs they serve make a diverse client base and include - migrants, agriculture laborers, farmers, small shop owners, artisans, unskilled laborers, small enterprise workers (e.g. flour mills, oil mills, tea shop owners, vegetable vendors), and individuals engaged in animal husbandry.

For media queries:

Tamanna Khanna

+91 9323609510

[tamanna.khanna@relianceada.com](mailto:tamanna.khanna@relianceada.com)