

## Press Release

### **Reliance Capital gets regulatory nod to set up Consumer Finance and Housing Finance Co.**

**Mumbai, January 14, 2009:** Reliance Capital Limited, the financial arm of the Reliance Anil Dhirubhai Ambani Group (ADAG), today announced that the company has received an approval from the National Housing Bank (NHB) for setting up a housing finance company. The company has also received the nod from the Reserve Bank of India (RBI) to set up an NBFC to carry on the consumer finance business.

The announcement was made by **Mr. Sam Ghosh, Chief Executive Officer, Reliance Capital Limited**, here on Wednesday.

"With this approval, the businesses of consumer finance and home finance will get more focus and we can offer affordable loans for fulfilling consumers' need for home purchase and other asset creation," said Mr. Ghosh.

Reliance Capital Ltd. and its subsidiary companies provide a full suite of financial solutions, thus offering a one-stop-shop for all financial needs. This move will further strengthen the company's offering.

"Floating a home finance company will give us the opportunity to participate in the growing housing sector and, at the same time, allows us to assist in building the country's infrastructure through the mortgage business. In the consumer finance company, we would focus on asset creation through vehicle loans and loans to the SME sector," said Mr. K. V. Srinivasan, Deputy CEO, Reliance Consumer Finance.

Customers can get access to the product range at Reliance Consumer Finance outlets, through Direct Selling Agents, through builders/ property developers of specific projects or on the website [www.relianceconsumerfinance.com](http://www.relianceconsumerfinance.com).



### **About Reliance Capital**

[www.reliancecapital.co.in](http://www.reliancecapital.co.in)

Reliance Capital Ltd is a part of the Reliance - Anil Dhirubhai Ambani Group and is now ranked among the 25 most valuable private companies in India. Reliance Capital is one of India's leading and fastest growing private sector financial services companies, and ranks among the top three private sector financial services and banking groups, in terms of net worth. The company 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.

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