

Press Release

Reliance Life Insurance introduces unique mobile based services - Mobinsure

- Offers a comprehensive customer portal on mobile handsets
- Mobile services available on both GSM and CDMA platforms, without any cost
- Helps customers track policies, premium, activate fund switches, manage allocations and resolve policy-related queries
- Allows policyholders to make secure online transactions on real time basis

Mumbai, June 14, 2010: Reliance Life Insurance Company Limited (RLIC), part of the Reliance Anil Dhirubhai Ambani Group, on Monday announced the launch of unique mobile-based insurance initiative – 'Mobinsure' – a mobile portal offering a comprehensive range of insurance related services on mobile phones.

This service would make it easier for its policyholders to track their policies and premiums, do fund switches, pay insurance premium and resolve policy-related queries instantly using their web-enabled mobile handsets. It would be available on both CDMA and GSM platforms.

This was announced by Mr. Malay Ghosh, President, Reliance Life Insurance, here today.

"We have always focused on innovation to improve customer experience. With Mobinsure, most features of internet insurance will now be available on mobile phones, providing a breakthrough improvement in insurance services. Besides easy access and anytime anywhere insurance, the novel application offers complete services and security to customers transacting on their mobile phones," said Mr. Ghosh.

Customers can log on to their Reliance Life Insurance accounts on their mobile handsets and get important information on policies, applications, funds, profile, advisors and also activate online transactions, including premium payments, future allocations and change of address, free of cost.

"All online transactions are real-time transactions. There is no time lag between a transaction done by the customer and its effect on the system. We will offer this service free of charge to our customers," he added.

Mobinsure application has been developed to ensure complete safety and security to a customer while doing financial transactions. This is ensured by the high-end encryption used in the application. Unlike many other applications, Mobinsure does not require a customer to download and install any application. Customers can easily use the mobile browser for their transaction.

"Mobinsure is yet another initiative towards our commitment of providing a seamless service delivery excellence to our customers. We hope it will bring increased convenience to the customer by empowering him to access us on his policy-related queries from any part of the world," Mr.Ghosh added.

Customers are required to register first time and key in their policy and personal details which will be validated against customer details submitted at the time of new business for security reasons.

In a pilot test carried out recently by RLIC, over 15,000 customers registered and availed the Mobinsure service, of which 800 online financial transactions, including premium payment and fund transfers, have been done successfully.

About Reliance Life Insurance Company Limited

www.reliancelife.com

Reliance Life Insurance Company Limited is one of the India's top private sector life insurance companies with business premium including renewal premium of over Rs 6,605 crore (as on 31st March 2010). It has a pan-India presence and a range of products, as many as 45, catering to individual as well as corporate needs. Reliance Life Insurance Company Limited is a part of Reliance Capital Limited, which is a part of the Reliance Anil Dhirubhai Ambani Group. The company aims to attain a leadership position in the market in the next few years by further expanding and strengthening its distribution network.

Following are the steps to pay online using Mobinsure

- Enter the URL: <http://www.reliancelife.com>.
- Select Tab "Customer"
- Enter the client ID and the password
- My Account and Self Service Home Page
- Select the link "Self Service"
- Select "Pay Online"

- On clicking you can view the policy no. Click on the link 'Details'
- To pay the renewal premium click on the button 'Pay Now'
- You can now view the payment gateway page.
- Select mode of payment (Credit Card or Debit card or Netbanking)
- Select your Credit Card/Debit card issuing Bank or Bank where you Have Netbanking service
- Please enter the relevant details to complete the transaction.
- On completion of the transaction, a return page confirms the payment.
- Return back to Home page

For Media queries

Sharad Goel sharad.goel@relianceada.com 09324984296

Sanjiv Kumar sanjiv.k.sinha@relianceada.com 09312456677