



## **MEDIA RELEASE**

**RELIANCE CAPITAL ASSET MANAGEMENT LAUNCHES UNIQUE MOBILE BASED SERVICES FOR INVESTORS**

**FIRST AMC TO ALLOW MOBILE INVESTMENT IN FUNDS USING IMPS PLATFORM**

**PROVIDES SAFE INTER-BANK FUND TRANSFER SERVICE THROUGH COMPATIBLE MOBILE PHONES**

**OFFERS 24X7 INVESTMENT SERVICE TO EXISTING RMF INVESTORS**

**INITIATIVE ALLOWS REGISTERED IMPS ENABLED BANK CUSTOMERS TO PURCHASE FUND THROUGH RMF PORTAL**

**Mumbai, August 9, 2012:** Reliance Capital Asset Management (RCAM), part of Reliance Capital Limited, today announced the launch of unique mobile based investment initiative that allows investments in mutual funds using mobile phones.

This was announced by Mr. Sundeep Sikka, CEO, RCAM, here today. The initiative has been launched in partnership with HSBC.

RCAM is the first Asset Management Company (AMC) to offer the Interbank Mobile Payment Service (IMPS) platform to investors for making investments in mutual funds.

"We have always focused on innovation to improve customer service and convenience. With this mobile platform, we are offering our customers an additional mode of payment, which is convenient to use. Investors can invest in units of Reliance Mutual Fund with this platform by using compatible mobile handsets through IMPS enabled banks," said Mr. Sikka.

IMPS is a payments platform that allows customers to use mobile technology as a channel for accessing their bank accounts and initiating inter-bank fund transactions in a fast and secure manner. The transactions are done through IMPS enabled banks and this unique service is being offered for the first time in the domestic mutual fund market.



“With over 900 million mobile subscribers in India, there is an immense potential for a product like IMPS to dramatically change the way the mutual fund industry receives funds. We are happy to partner with Reliance Mutual Fund to offer this innovative service to its investors,” said Mr. Navin Gupta, Head, HSBC Payment and Cash Management business in India.

IMPS offers two modes of payment – person to person transfer and person to business/merchant transfer. Besides providing a safe and secure mode of fund transfer, the payment mode also offers instant transaction confirmation information to the investor through SMS.

Investors are required to register themselves with their respective banks for mobile banking services, get mobile money identifier and mobile pin from the banks, download software for mobile banking and link their mobile numbers to the accounts in the banks. Customers need to visit their respective banks for more information on IMPS.

Existing IMPS registered customers can invest instantaneously by sending SMS 'START IMPS' to 9243 777 710 and to stop they can SMS 'STOP IMPS' to 9243 777 710.

#### **About Reliance Capital Asset Management**

[www.reliancemutual.com](http://www.reliancemutual.com)

Reliance Capital Asset Management Limited (RCAM) is the largest and most profitable AMC in India, in terms of AUM, managing approximately Rs. 1,40,000 crore (US\$ 27.5 billion) across mutual funds, government, government sponsored public funds, managed accounts and hedge funds.

RCAM is the only AMC in India to have been chosen to manage both public funds sponsored by the Indian government – the Provident Fund and Pension Fund. The company offers a well-rounded portfolio of products that meet varying requirements and constantly endeavors to launch innovative products and customer service initiatives to enhance value for its investors.

RCAM is part of Reliance Capital, one of India's largest financial services companies with over 20 million customers.



**About HSBC Holdings plc**

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

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 7,500 offices in over 80 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa.

With assets of US\$2,691bn at 30 June 2011, HSBC is one of the world's largest banking and financial services organisations.

HSBC Payments and Cash Management provides cash management services to customers, including Fortune 500 multinational companies, top-tier local corporates, middle market companies, SMEs, financial institutions and government bodies.

**For Media Queries**

Shuporna Chakraborty Reliance Mutual Fund	<a href="mailto:shuporna.chakraborty@relianceada.com">shuporna.chakraborty@relianceada.com</a>	+91-7498778184
Sharad Goel Reliance Capital	<a href="mailto:sharad.goel@relianceada.com">sharad.goel@relianceada.com</a>	+91-9324984296