

Reliance Money ties-up with STIC Travel Group for retailing financial products

- **Reliance Money would retail financial product and services through national network of 43 STIC offices**
- **STIC to install Reliance Money retail kiosk at all its outlets.**
- **STIC to facilitate customer acquisition for Reliance Money.**
- **Reliance Money, first company in India to provide trading through web-enabled retail kiosk.**

August 30, 2007, Delhi : Reliance Money, the financial distribution company of the Anil Dhirubhai Ambani Group, and Stic Travel Group, one of the largest travel group in India, today announced their first-of-its-kind tie-up in the industry.

The tie-up was announced by Sudip Bandyopadhyay, CEO, Reliance Money and Subash Goyal, Chairman of STIC at a press conference here today.

Under this tie-up, STIC Travel Group will partner Reliance Money by installing Reliance Money web-enabled retail kiosk & financial services counter at their outlets across the country. They would also facilitate Customer Acquisition process of Reliance Money.

"This initiative will further enhance our customer servicing capabilities in the Financial Service space and add value to our Travel business. The Customers at our offices will be able to complete their financial transactions using Reliance Money Counter and kiosks. Provision of Money Changing, Money Transfer and Travel Insurance services would complement our service offerings to our customers", said Mr Goyal.

"Reliance Money is the first company to deploy internet enabled retail kiosks for trading in the world with the sole purpose of getting close to the customer and providing them convenient and secure access to our cost effective transaction platform for meeting their financial transaction requirements. Our tie-up with STIC would facilitate Customer Acquisition process and provide customers additional convenient locations for completing their financial transactions", said Mr. Bandyopadhyay.

Reliance Money has plans to deploy over 10,000 such kiosks in the country, the biggest deployment by any company globally.

Giving details of the tie-up, Mr. Bandyopadhyay said these kiosks would be placed in over 43 strategically located STIC outlets across the country.

"With the setting up of Reliance Money counters and kiosks at its outlets, STIC would be in a position to leverage the increased walk-ins into their outlets while Reliance Money strengthens its distribution reach, leading to a mutually beneficial relationship between both partners", said Mr. Bandyopadhyay.

About Reliance Money

Reliance Money is a comprehensive financial services and solutions provider. Its endeavor is to change the way India transacts in financial markets and avails financial services. Reliance Money provides a single window, enabling customers to access, amongst others, Equity & Commodity Derivatives, Mutual Funds, IPOs, Life & General Insurance Products, Offshore Investments, Money Transfer, Money Changing, Gold Coins and Credit Cards.

Reliance Money is a group company of Reliance Capital, one of India's leading and fastest growing private sector financial services companies, ranking among the top 3 private sector financial services and banking companies in terms of net worth.

Reliance Capital is a part of the Reliance – Anil Dhirubhai Ambani Group.

About STIC Travel Group

Stic is one of the largest travel groups in India with over 32 years of experience in travel and tourism, particularly airline marketing and management. The company is recognized by the Ministries of Civil Aviation, Tourism and External Affairs.

Stic Group has a National network of 43 offices across India serviced by a team of approx. 800+ full time travel professionals. All the offices are centrally located, company owned and well integrated.

The Chairman– Subash Goyal - is considered an industry spokesperson and recently was elected as the President of the national body of tour operators in India for a record 5th term. In addition to this, he also holds important positions with India's leading chambers of commerce and industry.

STIC has a consistent track record in achievements in sales, marketing & operations and has till date won an award from every airline it has represented.

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