

Reliance Capital Limited
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www.reliancecapital.co.in

March 14, 2011

The General Manager
Corporate Relationship Department
The Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai 400 001
Fax No.: 2272 2037/39/41/61/3121/3719
BSE Scrip Code: 500111

The Manager
National Stock Exchange of India Ltd.
Exchange Plaza, C/1, Block G
Bandra - Kurla Complex, Bandra (East)
Mumbai 400 051
Fax No.: 2659 8237 / 38

NSE Symbol: RELCAPITAL

Dear Sir,

Sub: MEDIA RELEASE

We enclose herewith the media release dated March 14, 2011 being issued by the Company which is self explanatory.

Kindly inform your members accordingly.

Thanking you,

Yours faithfully,
For **Reliance Capital Limited**



V. R. Mohan
Company Secretary & Manager

Encl: as above.

MEDIA RELEASE

NIPPON LIFE INSURANCE TO ACQUIRE 26 PER CENT STAKE IN RELIANCE LIFE INSURANCE

TRANSACTION PEGS RELIANCE LIFE INSURANCE VALUATION AT RS 11,500 CRORE (US\$ 2.6 BILLION)

NIPPON LIFE INSURANCE TO INVEST RS 3,062 CRORE (US\$ 680 MILLION)

LARGEST FDI IN INDIAN FINANCIAL SERVICES SECTOR

BY FAR THE LARGEST FDI IN INSURANCE SECTOR

NIPPON LIFE INSURANCE IS A 121 YEAR OLD GLOBAL FORTUNE 100 COMPANY

NIPPON LIFE INSURANCE IS THE 6TH LARGEST LIFE INSURER IN THE WORLD AND NO. 1 PRIVATE LIFE INSURER IN ASIA AND JAPAN

March 14, 2011, Mumbai: Nippon Life Insurance Company today signed a definitive agreement to acquire a 26 per cent stake in Reliance Life Insurance, one of India's largest private life insurers. This transaction is subject to necessary regulatory approvals.

Nippon Life Insurance will invest an aggregate value of Rs. 3,062 crore (US 680 million) to acquire a 26 per cent strategic stake in Reliance Life Insurance.

This transaction pegs the total valuation of Reliance Life Insurance at approximately Rs 11,500 crore (US\$ 2.6 billion).

Nippon Life is a 121-year-old Global Fortune 100 company, 6th largest life insurer in the world, and the No.1 private life insurer in Asia and Japan.

Commenting on the development, Mr. Anil D. Ambani, Chairman, Reliance Capital stated, "At this time, our thoughts are with the people of Japan, bravely facing an unprecedented natural catastrophe. We pray for strength to the country, its people and our new partners in the entire Nippon Life family, to overcome the trauma of the tragic loss of life and devastation caused by this calamity."

Mr. Sam Ghosh, CEO, Reliance Capital said "Nippon Life is the largest life insurer in Japan and has been in operations for the last 121 years making them one of the oldest insurance companies in Japan. As a strategic partner, Nippon Life will bring vast experience, expertise and global best practices - in areas of product development, underwriting, investment management, distribution, customer relationship management and risk management. This partnership will accelerate Reliance Life Insurance's vision of becoming a world class insurance company in India".

"We are delighted to partner with Reliance Life Insurance – an extremely competitive company with unique service offerings, strong operations, nationwide distribution network, highly talented executives and strong brand recognition throughout India. We both share the same passion and philosophy and, together, we believe we can develop a strategic partnership to help Reliance Life Insurance become a world class insurance company in India", said Mr. Kunie Okamoto, President, Nippon Life Insurance.

Nippon Life Insurance posted revenues of Rs 3,24,000 crore (US\$ 72 billion) and a profit of Rs 11,700 crore (US\$ 2.6 billion) for the fiscal year ended March 31, 2010. The company sold around 1.4 million policies taking the total number of policies in force to over 14.7 million during the same period. In addition to selling life insurance products, Nippon Life Insurance offers various products, including defined contribution pension plans and medical coverage plans. The company celebrated its 120th anniversary in July 2009.

Reliance Life Insurance, a part of Reliance Capital, started operations in 2005, after the acquisition of a life insurance company. Reliance Life is the largest insurer in number of individual policies sold, amongst the 22 private life insurers in India. The company has sold over 7 million policies through its network of nearly 1,250 offices and over 2,15,000 advisors. Reliance Life manages assets of over Rs 17,000 crore (US\$ 3.7 billion) as of December 31, 2010.

About Nippon Life Insurance

www.nissay.co.jp/english

Nippon Life Insurance, also called Nissay, is Japan's largest private life insurer with revenues of Rs 3,24,000 crore (US\$ 72 billion) and profits of over Rs 11,700 crore (US\$ 2.6 billion). The company, which has over 14 million policies in Japan, offers a wide range of products, including individual and group life and annuity policies through various distribution channels and mainly uses a face-to-face sales channel for its traditional insurance products.



The company primarily operates in Japan, North America, Europe and Asia and is headquartered in Osaka, Japan.

About Reliance Life Insurance Company Limited

www.reliancelife.com

Reliance Life Insurance Company Limited, a part of Reliance Capital, is one of India's top private sector life insurance companies with an aggregate business premium of over Rs 6,600 crore (US\$ 1.46 billion) as on 31st March 2010.

The company has sold over 7 million policies and manages assets of more than Rs 17,000 crore (US\$ 3.7 billion) as of December 31, 2010. Reliance Life has an extensive distribution network of nearly 1,250 offices and over 2,15,000 advisors.

Reliance Life Insurance offers a comprehensive range of innovative and need-based products, including protection, investment and retirement, targeted at individuals and groups.

About Reliance Capital

www.reliancecapital.co.in

Reliance Capital Ltd, a part of the Reliance Group, is India's No.1 private sector financial services company.

As on March 31, 2010, the Reliance Group had total assets of over Rs. 1,80,000 crore (US\$ 39 billion) and net worth in excess of Rs 83,000 crore (US\$ 19 billion).

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, investment banking, wealth management services, commercial finance, exchanges and other activities in financial services.

Media Queries

Nippon Life Insurance	Reliance Capital
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Data Sources: Insurance Information Institute, Citi Investment Research and Analysis, IRDA website

TRANSMISSION VERIFICATION REPORT

TIME : 14/03/2011 11:07
NAME : RELIANCE
FAX : 022-30327202
TEL :
SER.# : G0J448177

DATE, TIME	14/03 11:06
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PRESS RELEASE - NSF

TRANSMISSION VERIFICATION REPORT

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FAX NO./NAME	22723121
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