MEDIA RELEASE

RELIANCE LIFE INSURANCE SIGNS UP TO SUPPORT SUDHIR CHAUDHARY - ONE OF SACHIN TENDULKAR'S GREATEST FANS

RELIANCE LIFE TO OFFER SUDHIR FINANCIAL AID AND SUPPORT AFTER THE MASTER BLASTER'S RETIREMENT

FOUR YEAR TIE-UP TO HELP SUDHIR SECURE HIS FUTURE AND CONTINUE HIS PASSION

RELIANCE LIFE INSURANCE LAUNCHES NEW CAMPAIGN WITH SUDHIR TO SUPPORT A FAN AND HIS LOVE FOR CRICKET

MUMBAI, November 15, 2013: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today said it has signed up to support Sudhir Kumar Chaudhary, one of Sachin Tendulkar's greatest fans.

Reliance Life Insurance has signed Sudhir as part of its corporate social responsibility to promote appreciation for sports and will offer financial aid to help him continue his passion of loving the sport.

The company also launched a new campaign with Sudhir with a view to support this big fan. The campaign is also aimed to give out a larger message that retirement is definitive and needs to be properly planned.

This was announced by Mr. Anup Rau, Chief Executive Officer, Reliance Life Insurance, here today.

Sudhir Kumar Chaudhary hails from the town of Muzaffarpur in Bihar and is an ardent fan of the Master Blaster. He is usually seen with his body painted in the tri-colour, waving our national flag and blowing conch shell throughout during cricket matches as part of his love for cricket and Sachin Tendulkar.

 "We are really excited to encourage Sudhir pursue his passion of cheering the cricket team and intend to back him right up to the World Cup and beyond. As a company engaged in planning for people's retirement, we are concerned about this ardent fan who has let his passion take over his life. With this in mind, we decided to secure Sudhir's future financially and help the ultimate devotee ride his passion for cricket, even after his raison d'etre retires," said Mr. Rau

Sudhir continues his passion for the game on public support without any permanent job. He sometimes pedals his way to cricket playing venues, as he did to Bangladesh to witness a cricket match in 2007. He has also cycled to Lahore, Pakistan, in 2006 to watch a match. Sudhir often stays with friends and makes ends meet only to get to the next match.

"I would continue to cheer for India after my god's retirement for as long as I live. I am thankful to the cricket loving people who have helped me watch almost all matches at home turf and some on foreign soil since the year 2000. I would like to thank Reliance Life for their support towards my love for the game, my passion and future," said Sudhir.

Sudhir left his permanent job in a dairy firm at Muzaffarpur in 2006 to pursue his passion for cheering the cricket team on public support. He paints his body with tri-colour and the Master's name on his back a day prior to the match, stays awake that night to preserve the paint on his body.

"For us, Sudhir is an embodiment of everything that comes in the way of planning for one's future. By showing this concern and actually securing his future with a regular income, we intend to demonstrate to people at large that retirement is definitive and needs planning before it becomes a shock," Mr. Rau added.

Reliance Life Insurance, which offers a range of retirement solutions, is also inviting people to show their support towards Sudhir on their Facebook page and through sms.

About Reliance Life Insurance Company Limited
www.reliancelife.com

Reliance Life Insurance Company Limited, associate of Reliance Capital Limited, is one of India's top private sector life insurance companies with business premium, including renewal premium of over Rs. 4,015 crore for the year ended 31st March 2013. The company has sold over 7.5 lakh policies during the above financial year and has an asset under management of more than Rs 18,189 crore (as on 31st March 2013).

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

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