



Life Insurance

MEDIA RELEASE

RELIANCE LIFE INSURANCE LAUNCHES NEW SOCIAL MEDIA CAMPAIGN

**"DO-GOOD" CAMPAIGN AIMED AT RECOGNISING SELFLESS ACTS
OF GOODNESS BY PEOPLE
ACROSS DEMOGRAPHIC, SOCIAL STRATA AND CAUSES**

**THIRD SUCH CAMPAIGN ON SOCIAL MEDIA
AFTER ROOM TO READ AND SUDHIR KUMAR CHOUDHARY
(SACHIN'S GREATEST FAN)**

**NEW CAMPAIGN TO ENDORSE RELIANCE'S BELIEF
THAT PROVIDING INSURANCE IS A SELFLESS ACT OF GOODNESS
AIMED TO PROTECT AND ENABLE PEOPLE TO REALISE THEIR DREAMS**

**CAMPAIGN TO PROVIDE A PLATFORM
TO SHARE DO-GOOD INITIATIVES
WITH OVER 1 CRORE RELIANCE POLICYHOLDERS**

**CAMPAIGN ALREADY CROSSES 2 LAKH LIKES
IN THE SOFT LAUNCH PHASE**

**CAMPAIGN BEING ROLLED OUT ACROSS SOCIAL NETWORKING SITES,
MOBILE PLATFORMS AND BRANCHES**

MUMBAI, November 6, 2014: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today launched its new social media campaign 'Do-Good'.

#DoGood campaign aims at recognizing and inspiring selfless acts of goodness by people across demographics, social strata and causes that impact society positively.

The new social media campaign was launched by Mr. Anup Rau, Chief Executive Officer, Reliance Life Insurance, here.

"We firmly believe that any selfless act of goodness - across demographics, causes and regions – needs to be encouraged. There is a genuine need to create a platform where each such act by individuals or groups can be shared with a larger audience and amplified to be recognized. Our "Do-Good" campaign aims to provide such a platform for sharing and recognition" said Mr Rau.



This is the third social media campaign unveiled by Reliance Life Insurance. Earlier, the company has launched highly successful campaigns namely – “Boundaries for Books with Room to Read’ and #GreatestFan campaign with Sachin’s greatest fan, Sudhir Kumar Choudhary.

The #DoGood campaign has been initiated recently on all social platforms to create awareness and encourage people to take action in the ‘good’ direction. The initial phase of the campaign has received encouraging response on Facebook with over 2 Lakh likes across its posts within a span of two weeks in the soft launch phase.

“The insurance industry leads by example in case of selfless act of goodwill. It is the only industry that prospers by protecting its customers and helping them in times of need. An insurance agent is that one person who wants you to protect what is valuable to you and help you plan for any eventuality. ‘Do Good’ therefore is our intent, our philosophy and our belief that we aim to spread through social media” said Mr Rau.

Reliance Life Insurance has also launched #DoGood initiative as an internal campaign within the organization so that this positive and constructive thought is well entrenched in the minds of its employees and agents and rolled out to our customers.

“Stories of a Delhi-based shopkeeper who teaches children under a Metro bridge or Narayanan from Madurai who feeds the abandoned and homeless, for instance, are the acts of goodness that Reliance Life insurance will promote such narratives. There are many more such stories and we intend to share all such stories with our strong base of customers and fan base” said Mr Rau.

The company would also be building on this campaign by strengthening its presence across online and mobile platforms apart from holding various events that will enable to participate and get rewarded from the campaign.

Facebook: www.facebook.com/RelianceLifeInsurance

Twitter: @rel_life

About Reliance Life Insurance Company Limited

www.reliancelife.com



Life Insurance

Reliance Life Insurance Company Limited, part of Reliance Capital Limited, is one of India's top private sector life insurance companies with a total business premium, including new business and renewal premium, of over Rs. 4,283 crore for the year ended 31st March 2014.

The company sold over 5.8 lakh policies during the financial year 2013-14 and had an asset under management of Rs 18,328 crore as on 31st March 2014.

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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