

MEDIA COVERAGE REPORT

JAMMU & KASHMIR

COVERAGE SYNOPSIS

RLI-ELECCTRONIC INSURANCE POLICIES COVERAGE DETAILS

JAMMU				
S. No.	Publications	Language	Circulation	Date
1.	Kashmir Image	English	75695	29/11/2013
2.	Udaan Express	English	68415	29/11/2013
3.	The North lines	English	59236	29/11/2013
4.	Truly Times	English	57362	29/11/2013
5.	J&K Business Echo	English	29000	29/11/2013
6.	J&K Business Echo	English	29000	29/11/2013
7.	Shankh Dhun	English	25330	29/11/2013
8.	Mercury Times	English	25000	29/11/2013
9.	Financial Explorer	English	26000	29/11/2013
10.	Early Post	English	25500	29/11/2013
11.	Shree Times	English	21000	29/11/2013
12.	Amar Ujala	Hindi	45799	28/11/2013
13.	Daily Takseen	Urdu	75000	29/11/2013
	TOTAL		562337	

JAMMU MEDIA COVERAGE

Publication	Kashmir Images	
Date	28 th November, 2013	Reli
Page No	06	RELIAINCE
Edition	Jammu	Life Insurance
Headline	RLI TIES UP WITH INSURANCE REPOSITORIES TO OFFER ELECTRONIC INSURANCE POLICIES	
www.kashmirimagesjammu.com	Kashmir*Imag	ges

RLIC ties up with insurance repositories to offer electronic policies

JAMMU, NOV 28: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today announced that the company has tied with all five insurance repositories to provide life insurance policies in electronic form across all its products.

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

The Insurance Regulatory and Development Authority (IRDA) has approved five companies -Database Management Limited, Central Insurance Repository Limited, SHCIL Projects Limited, CAMS Repository Services Limited and Karvy Insurance Limited - as Insurance Repositories (IR).

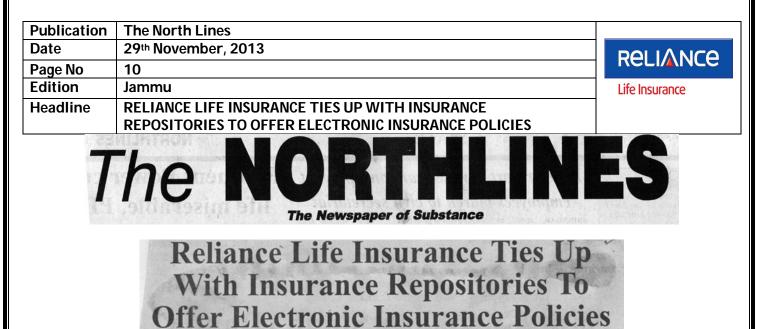
Reliance Life Insurance has tied up with all these insurance repositories to enable and encourage policyholders to hold their insurance policies in demat form. The company is amongst the first few private insurers to offer policyholders the option to hold their insurance policies in electronic form.

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As per the process, a policy holder can choose to open an E-Insurance (EI) Account with any one of the five approved insurance repository by providing their (KYC) documents, which include address and identity proof etc. Thereafter, the policy holder would be allotted a unique EI Account number and will have the choice to dematerialize existing policies in the EI Account. "The electronic insurance account will eliminate repetitive KYC requirements and provide one view of policies, premium paid and claim history and nominee details and bring in all the benefits of demat to the life insurance business, including automatic reminders for premium," said Mr Rau.

Reliance Life Insurance would encourage its over nine million customers to convert their insurance policies from physical format to demat form. The novel system will also undertake changes, modifications and revisions in the insurance policy with speed and accuracy.

"Dematerialization of policies will bring greater transparency and convenience to customers and it will also help reduce cost in issuing and maintaining life insurance policies. More importantly, it will also ease the problem of customer-contactability, which is a huge challenge faced by the industry," he added.

Publication	Truly Times	
Date	29 th November, 2013	Reliance
Page No	03	RELIAINLE
Edition	Jammu	Life Insurance
Headline	RLI TIES UP WITH INSURANCE REPOSITORIES TO OFFER	
	ELECTRONIC INSURANCE POLICIES	
	Fruly Time	es

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RNI NO. JKENG / 2005 / 16623, Postal Regd. No. JK 304/12 e-mail: trulytimes47@gmail.com

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Publication	JK Business Echo	
Date	29 th November, 2013	RELIANCE
Page No	01	
Edition	Jammu	Life Insurance
Headline	RLI TIES UP WITH INSURANCE REPOSITORIES TO OFFER ELECTRONIC INSURANCE POLICIES	
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Reli

Life Insurance

Jammu Headline **RELIANCE LIFE TIES...**

Edition



RLIC ties

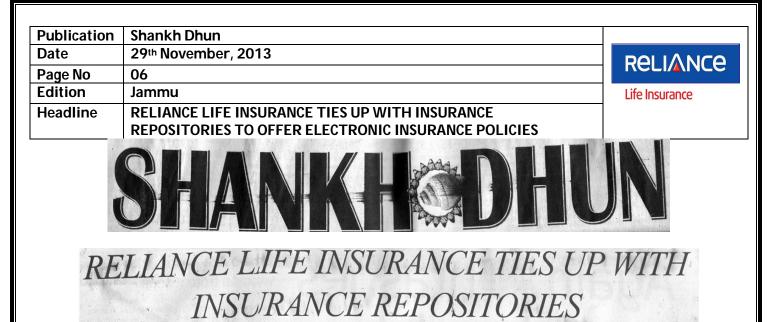
This green initiative will make it easier for the customers to buy and monitor multiple life insurance policies in a single demat account," said Rau.

As per the process, a policy holder can choose to open an E-Insurance (EI) Account with any one of the five approved insurance repository by providing their (KYC) documents, which include address and identity proof etc. Thereafter, the policy holder would be allotted a unique EI Account number and will have the choice to dematerialize existing policies in the EI Account.

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TO OFFER ELECTRONIC INSURANCE POLICIES

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Publication	Mercury Times	
Date	29th November, 2013	
Page No	03 Ret	
Edition	Jammu	surance
Headline	RELIANCE LIFE INSURANCE TIES UP WITH INSURANCE	
	REPOSITORIES TO OFFER ELECTRONIC INSURANCE POLICIES	
	Reliance Life Insurance ties up with insurance	
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	MT News Service Jammu, November 28: Reliance Life Insurance Company (RLIC), part of, with all these insur- Reliance C apital ince repositories to provide in electronic form across all its products. This was announced by Mr. Anup Rau, Chief Executive Officer, Reliance Life Insurance Company, there. The Insurance Regulatory and D e v e l o p m en t Athchity (IRDA) has approved five company nies - Database Maagement Limited, Athchity (IRDA) has approved five company nies - Database Maagement Limited, Repository Limited, Repository Limited, Repository Cartal Insurance timited and Karvy Insurance Limited and Karvy Repository Cartal Repository Limited, Repository Limited, Repository Cartal Repository Cartal Repository Cartal Repository Cartal Repository Cartal Repository Cartal Repository Cartal Repository Limited, Repository Cartal Repository Limited, Repository Cartal Repository Cartal Re	

Publication	Financial Explorer	
Date	29th November, 2013	Reliance
Page No	09	
Edition	Jammu	Life Insurance
Headline	RELIANCE LIFE INSURANCE TIES UP WITH INSURANCE REPOSITORIES TO OFFER ELECTRONIC INSURANCE POLICIES	
	Financial Explore	er

Reliance Life Insurance Ties Up With Insurance Repositories To **Offer Electronic Insurance Policies**

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Offee Electronic Insurance Policies
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Publication	Early Post	
Date	29 th November, 2013	Reli
Page No	03	RELIAINCE
Edition	Jammu	Life Insurance
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EPNEWS

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Publication	Shree Times		
Date	29th November, 2013		Reliance
Page No	07		RELIAINLE
Edition	Jammu		Life Insurance
Headline	RELIANCE LIFE INSURANCE TIES UP W REPOSITORIES TO OFFER ELECTRONIC		
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Publication	Amar Ujala	
Date	28 th November, 2013	RELIANCE
Page No	09	
Edition	Jammu	Life Insurance
Headline	RELIANCE LIFE TIES UP WITH FIVE REPOSITORIES	



रिलार्यस लाइफ का ५ रिपॉजिटरी से करार

नई दिल्ली। रिलायंस कैपिटल लिमिटेड की संबद्ध रिलायंस लाइफ इंश्योरेंस कंपनी ने पांच इंश्योरेंस रिपॉजिटरी के साथ अपने करार की घोषणा की। कंपनी अब अपने सभी उत्पादों की रेंज में जीवन बीमा उत्पादों को इलेक्ट्रॉनिक रूप में उपलब्ध कराएगी। यह घोषणा कंपनी के सीईओ अनूप राव ने की।

