



MEDIA RELEASE

RELIANCE LIFE INSURANCE INAUGURATED ITS FIRST LIBRARY IN CHHATTISGARH TODAY

RELIANCE LIFE INSURANCE PARTNERS WITH ROOM TO READ FOR SETTING UP LIBRARIES IN SCHOOLS ACROSS INDIA

RELIANCE LIFE INSURANCE TO SET UP OVER 100 LIBRARIES IN GOVERNMENT PRIMARY SCHOOLS ACROSS INDIA

RELIANCE LIFE PLANS TO REACH OUT TO OVER 10,000 CHILDREN UNDER THIS INITIATIVE

WITH STRONG BUSINESS PRESENCE IN CHHATTISGARH, RELIANCE LIFE TO STRENGTHEN PRESENCE IN THE STATE

MUMBAI, March 12, 2015: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today inaugurated its first library in the state in partnership with Room to Read.

Room to Read is a global non-profit organization committed to promoting literacy and gender equality in education across Asia and Africa by providing libraries in schools.

The partnership between Reliance Life and Room to Read aims to set up over 100 libraries in government primary schools and reach out to over 10,000 children across the country through this initiative.

The library was inaugurated here by Mr Manoranjan Sahoo, Chief Agency Officer, Reliance Life Insurance.

“We are delighted to partner with Room to Read in a bid to empower children with books and knowledge. Education, like insurance, protects the long-term future of the family. Libraries provide children an environment of knowledge and inculcate habits of learning and curiosity amongst the young minds. We are happy to compliment and support the initiatives of the government towards improving the quality of education in India. We believe that setting up libraries in schools is a small but an important step towards making a difference in the lives of the children and thereby leading them to a better future,” said Mr Sahoo while inaugurating the first library in Government Primary School at Champajhar Village, Raipur District, Chhattisgarh, today.

Reliance Life Insurance and Room to Read will create and maintain libraries in Municipal Corporation Schools across Uttarakhand, Rajasthan, Andhra Pradesh, Chhattisgarh and Maharashtra in the first year of their programme.

The partnership, which is part of Reliance Life Insurance’s Corporate Social Responsibility (CSR) endeavour, will support more schools with such libraries in the following years.



Through this initiative, Reliance Life Insurance aims to compliment, support and strengthen the efforts of the government to improve the quality of education in India.

“Chhattisgarh is a key state for the company as it enjoys a strong market position and strong distribution of 10 branches, over 50,000 customers and 1350 advisors,” said Mr Sahoo.

Earlier, Reliance Life Insurance had joined hands with the International Cricket Council (ICC) and Room to Read to launch the 'Boundaries for Books' campaign in 2011. Under the 'Boundaries for Books' campaign, Reliance Life Insurance contributed Rs. 25,000 for every six hit during the ICC Cricket World Cup 2011. This donation was given to Room to Read for setting up libraries and providing local language and English books to underserved children across India.

Established in 2003, Room to Read India currently has presence in nine states and has set up more than 6,421 school libraries across India.

Room to Read seeks to transform the lives of millions of children by focusing on literacy and gender equality in education. Working in collaboration with local communities, partner organizations and governments, Room to Read develops literacy skills and a habit of reading among primary school children, and supports girls to complete secondary school with the relevant life skills to succeed in school and beyond.

About Reliance Life Insurance Company Limited

www.reliancelife.com

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.

About Room to Read

www.roomtoread.org

Room to Read is a global non-profit organization seeking to transform the lives of millions of children in Asia and Africa by focusing on literacy and gender equality in education. Room to Read works in collaboration with local communities, partner organizations and governments to develop literacy skills and a habit of reading among primary school children and to ensure girls have the skills and support needed to complete their secondary education.



Life Insurance

FOR MEDIA QUERIES

Alok Kalra	Reliance Life Insurance	alok.kalra@relianceada.com	9820331866
Sharad Goel	Reliance Capital	sharad.goel@relianceada.com	9324984296