Reliance
Industries Limited

May 03, 2018

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001

National Stock Exchange of India Limited
Exchange Plaza
Plot No C/1, G Block
Bandra-Kurla Complex
Bandra (East)
Mumbai 400 051

Scrip Code: 500325

Trading Symbol: "RELIANCE EQ"

Dear Sirs,

Sub: Media Release

We enclose a copy of Media Release issued by Reliance Jio Infocomm Limited, subsidiary of the Company, titled **"Jio Launches "Jiointeract" – The World's First Artificial Intelligence (AI) Based Brand-Engagement Video Platform."**

Kindly take the same on record.

Thanking you,

Yours faithfully,
For Reliance Industries Limited

Sandeep Deshmukh
Vice President
Corporate Secretarial

Encl.: As above

Copy to:

The Luxembourg Stock Exchange
Societe de la Bourse de Luxembourg
35A boulevard Joseph II
B P 165, L-2011 Luxembourg

Singapore Stock Exchange
2 Shenton Way, #19-00
SGX Centre 1,
Singapore 068804

Taipei Stock Exchange
15F, No.100, Sec.2,Roosevelt Road,
Taipei, Taiwan, 10084.

MEDIA RELEASE

JIO LAUNCHES "JioInteract" – THE WORLD'S FIRST ARTIFICIAL INTELLIGENCE (AI) BASED BRAND-ENGAGEMENT VIDEO PLATFORM

AMITABH BACHCHAN FIRST ON THE PLATFORM TO PROMOTE HIS UPCOMING COMEDY-DRAMA '102 NOT OUT'

MULTIPLE BRANDS TO PARTNER FOR VIRTUAL SHOWROOM, VIRTUAL CATALOGUE, VIDEO E-COMMERCE AND MORE

Mumbai, 3rd May 2018: Reliance Jio Infocomm Ltd. ("Jio") today announced the launch of the world's first Artificial Intelligence (AI) based brand engagement platform – **JioInteract.**

The first of many services to be launched on this platform is the **Live Video Call** that features India's favourite celebrities. To kick-start, Jio has on-boarded none other than Bollywood's biggest star, Amitabh Bachchan, who will promote his upcoming comedy-drama film **'102 Not Out'** in the most innovative way.

With Jio's base of over 186 million subscribers and another 150 million smartphone users, JioInteract is poised to become the largest platform for movie-promotion and brand engagement. Over the next few weeks, Jio will introduce services such as video call centres, video catalogue, and virtual showrooms to the forefront redefining customer experience.

Such use of artificial intelligence is a first across the world and will reposition the way brands and customers think of engagement.

ABOUT JioInteract's FIRST SERVICE – LIVE VIDEO CALL:

JioInteract's first service "Live Video Call" will allow all Jio and other smartphone subscribers to make a video call with their favourite superstar, Amitabh Bachchan anytime during the day, starting on 4th May 2018.

Users can ask questions related to his upcoming comedy drama film, 102 Not Out and even book their movie tickets in real-time through the ticketing-partner BookMyShow.

HOW TO USE:

To experience JioInteract,

1. Download MyJio app
2. Click on JioInteract icon inside the MyJio app
3. Start your video call and chat with Amitabh Bachchan
4. Additionally, subscribers can also share their video call experience with their family and friends using the "Share" option

This unique and innovative service uses a powerful artificial intelligence based platform to listen to user questions and respond to them in the most appropriate way.

In addition, the platform has a unique auto-learning feature that helps improve the answering accuracy. Leveraging the strength of Jio's strong mobile video network and its 186Mn+ strong subscriber base along with new technologies like artificial intelligence & machine learning, JioInteract has created a compelling brand engagement solution for businesses.

Positioned as VCBaaS (Video Call Bot as a Service), JioInteract with its full scale multimedia capabilities attempts to democratise Artificial Intelligence & Video Call technologies in a simplified way for effective brand engagement. This technology has wide scale applications across B2C space. Using it, Jio is also tapping developer ecosystem to create innovative applications like virtual showrooms, product demonstrations, ordering cart for e-commerce, etc.

About Reliance Jio Infocomm Limited:

Reliance Jio Infocomm Limited ("Jio"), a subsidiary of Reliance Industries Limited ("RIL"), has built a world-class all-IP data strong future proof network with latest 4G LTE technology. It is the only network conceived and born as a Mobile Video Network from the ground up and supporting Voice over LTE technology. It is future ready and can be easily upgraded to support even more data, as technologies advance on to 5G, 6G and beyond.

Jio will bring transformational changes in the Indian digital services space to enable the vision of Digital India for 1.2 billion Indians and propel India into global leadership in digital economy. It has created an eco-system comprising network, devices, applications and content, service experience and affordable tariffs for everyone to live the Jio Digital Life. As part of its customer offers, Jio has revolutionised the Indian telecom landscape by making voice calls for Jio customers absolutely free, across India, to any network, and always. Jio makes India the highest quality, most affordable data market in the world so that every Indian can do Datagiri.

Reliance Jio Infocomm Ltd
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