Reliance Capital Limited
570, Rectifier House
Naigaum Cross Road
Wadala (W), Mumbai 400 031

Tel : +91 22 3047 9243
Fax: +91 22 3032 7202
www.reliancecapital.co.in

July 17, 2013

The General Manager
Corporate Relationship Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai 400 001
BSE Scrip Code: 500111

The Manager
The National Stock Exchange of India Limited
Exchange Plaza, C/1, Block G
Bandra - Kurla Complex,
Bandra (East)
Mumbai 400 051
NSE Symbol: RELCAPITAL

Dear Sir,

Sub: MEDIA RELEASE

We enclose herewith the media release being issued by the Company which is self explanatory.

Kindly inform your members accordingly.

Thanking you,

Yours faithfully,
For **Reliance Capital Limited**

V. R. Mohan
President & Company Secretary

Encl: as above.

Mutual Fund

MEDIA RELEASE

RCAM INCREASES TOTAL AUM BY RS. 7,000 CRORE TO RS. 1,80,000 CRORE DURING Q1FY14

RECORDS 21 PERCENT INCREASE IN AVERAGE AUM IN MUTUAL FUNDS TO RS. 97,771 CRORE DURING Q1FY14

RCAM RANKS AMONGST THE TOP 2 AMCs IN INDIA IN TERMS OF SIZE AND PROFITABILITY

RCAM ADDED OVER 1,000 DISTRIBUTORS IN ITS NETWORK ACROSS THE COUNTRY IN Q1FY14

RCAM HAS COMPLETED OVER 10,000 INVESTOR AWARENESS PROGRAMS ACROSS NEARLY 400 LOCATIONS TILL Q1FY14

Mumbai, July 17, 2013: Reliance Capital Asset Management (RCAM), part of Reliance Capital Ltd., has increased its total Assets Under Management (AUM) by Rs 7,000 crore in Q1FY14. **The total AUM now stands over Rs 1,80,000 crore** across MFs, PMS, EPFO, Pensions Funds and Offshore Mandates. The Company registered **a 21 per cent increase in its Average AUM in Mutual Funds to Rs 97,771 crore during Q1FY14.**

"Our focus on increased retail participation and expanding our reach in Tier 2 and Tier 3 cities has helped us maintain high profitability in challenging times for the industry," said Mr. Sundeep Sikka, CEO, Reliance Capital Asset Management.

The Company has completed 10,000 Investor Awareness Programs, the highest in the industry, across the country till Q1FY14. The programs have been conducted **in nearly 400 locations covering 1.8 lakh investors**, with over 80% coverage beyond the top 15 cities. **RCAM added over 1,000 distributors in its network to 41,500 distributors in Q1FY14**, as compared to 40,500 during the same quarter last fiscal year.

Mutual Fund

About Reliance Capital Asset Management
www.reliancemutual.com

Reliance Capital Asset Management Limited (RCAM) is amongst top two AMCs in India in terms of AUM and profitability. The company managed approximately Rs. 1,73,129 crore (US$ 31.8 billion) as on 31st March 2013 across mutual funds, government, government sponsored public funds, managed accounts and hedge funds.

RCAM is the only AMC in India to have been chosen to manage both public funds sponsored by the Indian government - the Provident Fund and Pension Fund.

The company offers a well-rounded portfolio of products that meet varying requirements and constantly endeavors to launch innovative products and customer service initiatives to enhance value for its investors.

RCAM is part of Reliance Capital, one of India's largest financial services companies with over 20 million customers.

Media Queries

Sharad Goel	Reliance Capital	sharad.goel@relianceada.com	+919324984296
Shuporna Chakraborty	RCAM	shuporna.chakraborty@relianceada.com	+917498778184