Reliance Capital Limited
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Naigaum Cross Road
Wadala (W), Mumbai - 400 031
CIN : L65910MH1986PLC165645

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April 24, 2015

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai 400 001
BSE Scrip Code: 500111

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai 400 051
NSE Scrip 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.

MEDIA RELEASE

RELIANCE CAPITAL ASSET MANAGEMENT SIGNS MOU FOR STRATEGIC ALLIANCE WITH SAMSUNG ASSET MANAGEMENT, KOREA

SAMSUNG ASSET MANAGEMENT IS THE LARGEST AMC IN KOREA MANAGING ASSETS OF OVER US$ 165.8 BILLION (AS OF FEB 2015)

MOU PART OF RELIANCE CAPITAL ASSET MANAGEMENT'S STRATEGY TO EXPAND ITS PRODUCT PORTFOLIO AND OFFER WORLD CLASS PRODUCTS TO INDIAN AND OVERSEAS INVESTORS

MOU PART OF SAMSUNG ASSET MANAGEMENT'S GLOBAL STRATEGY TO EXPAND AND STRENGTHEN ITS PRESENCE IN THE GLOBAL MARKET

SAMSUNG ASSET MANAGEMENT HAS 18 PER CENT MARKET SHARE IN KOREA AND LEADS ACROSS MAJOR CATEGORIES – ETF, FIXED INCOME, EQUITIES

BOTH COMPANIES TO DEVELOP AND EXPLORE BUSINESS OPPORTUNITIES IN ACTIVE AND PASSIVE STRATEGIES IN INDIA AND KOREA

BOTH COMPANIES TO LEVERAGE THEIR SPECIFIC INVESTMENT AND DISTRIBUTION REACH IN INDIA AND KOREA

RELIANCE CAPITAL ASSET MANAGEMENT TO ACCESS SAMSUNG'S EXPERTISE ACROSS EQUITIES, FIXED INCOME AND ETF

RELIANCE CAPITAL ASSET MANAGEMENT TO PROVIDE BEST-IN-CLASS INDIA INVESTMENT CAPABILITIES TO SAMSUNG'S GLOBAL RETAIL AND INSTITUTIONAL INVESTORS

RELIANCE CAPITAL ASSET MANAGEMENT CURRENTLY MANAGES AND ADVISES OVER US$1.5 BILLION IN OFFSHORE ASSETS

April 24, 2015, Mumbai/Seoul: Samsung Asset Management Co., Ltd, Korea, the largest Asset Manager in Korea, today signed a Memorandum of Understanding with (MOU) for strategic alliance with Reliance Capital Asset Management, a part of Anil-Ambani led Reliance Capital and India's largest asset manager.

Samsung Asset Management, the asset management arm of Korean-chaebol Samsung Group, is the largest asset management firm in Korea managing Assets of over US$ 165.8 billion (as of February 2015).

The agreement was signed between Mr. Sundeep Sikka, CEO, Reliance Capital Asset Management and Dr. Sung Hoon Koo, CEO, Samsung Asset Management in Seoul, South Korea, today.

As part of the MOU, both Samsung Asset Management Co., Ltd, and Reliance Capital Asset Management Ltd will use their expertise to explore areas for developing, managing, marketing and distributing each other's investment products in India and Korea.

Both companies will seek to develop and explore business opportunities in active and passive strategies, leveraging upon their specific investment and distribution reach, in India and Korea

Comment from Reliance Capital Asset Management:

"We are delighted to begin our business relationship with Samsung Asset Management, the leader in asset management space in Korea. We are confident that this relationship between two leading asset management companies will provide both Korean and Indian investors, seeking exposure in global equities, with enhanced investment opportunities and significant diversification benefits"

Comment from Samsung Asset Management Co Ltd:

"We are delighted to begin our business relationship with Reliance Capital Asset Management, the leading asset manager in India. India is one of the biggest economies in the world with strong growth potential in the mutual fund market and, with this relationship, both firms will seek to explore business opportunities in active strategies and ETF business, leveraging both firms' experiences and know-how in the respective market. India's economic growth is forecast to grow around 7.5%, according to IMF. At the same time, its international mutual fund market is in the early stage and has strong growth potential in the future. A total AUM for international mutual funds are around USD811mn while a total AUM for mutual fund market is around US$195 billion".

The MOU is part of Samsung Asset Management's global business strategy to expand/strengthen its presence in the global market. Samsung Asset Management has its overseas subsidiaries in Hong Kong and U.S and plans to acquire Samsung Life's London subsidiary within this year.

The MOU is part of Reliance Capital Asset Management's strategy to expand its product portfolio and offer world class products to Indian and with global investors.

In recent years, Reliance Capital Asset Management has been expanding its offshore capabilities and has managed and advised assets of over USD$1.5 billion.

"Indian asset management market has grown by around 12 per cent per annum since 2008 to US$ 190 billion and offers tremendous potential to overseas investors. Samsung's leadership experience in Korea, with over 51 per cent market share in ETFs, and our complementary expertise in investment strategies will help us expand the market for Indian funds globally," said Mr. Sikka.

Reliance Capital Asset Management would be offering best-in-class India investment opportunities to Samsung Asset Management's retail and institutional investors.

Samsung Asset Management Co, Ltd, is the leader across all major investment categories in Korea including: ETF, Fixed Income and Equities. The company has over 51 per cent market share in ETF across 16 ETF managers in Korea (as of August 2014).

About Reliance Capital Asset Management
www.reliancemutual.com

Reliance Capital Asset Management Limited (RCAM) is India's leading AMC in India in terms of AUM and profitability. The company managed over Rs. 2,44,000 crore (US$ 40 billion) as of 31st March 2015 across mutual funds, government sponsored public funds, managed accounts, AIF and offshore 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 leading and amongst most valuable financial services companies in the private sector with interests in asset management and mutual funds; life and general insurance; commercial and home finance; stock broking; wealth management services; distribution of financial products; private equity; asset reconstruction; proprietary investments and other activities in financial services..

Reliance Capital, a part of the Reliance Group, is one of India's leading private sector financial services companies. It ranks amongst the top private sector financial services and banking groups, in terms of net worth. The Company is a constituent of CNX Nifty Junior and MSCI India.

Reliance Group is amongst India's leading business houses with over 230 million customers. The Group has a strong presence across a wide array of high growth consumer-facing businesses of financial services, telecom, energy, power, infrastructure and Defence.

About Samsung Asset Management
http://www.eng.samsungfund.com/

Samsung Asset Management Co., Ltd, ("Samsung AM"), asset management arm of Samsung Group, is Korea's leading investment management company providing investment trust & mutual fund management, advisory and related services.

The company managed over US$ 165.8 billion as of Feb 2015 across array of investment products, ranging from domestic and overseas equities, fixed income, alternative investments, hedge funds and ETFs.

For Media Queries

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