



January 19, 2015

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

Attn: Shri Amit Phatak
Assistant Manager, Listing Compliance

Dear Sirs,

Sub: News Clarification_RELIANCE

We refer to your e-mail seeking clarification on the news item that appeared in the "The Mint" dated January 19, 2015 captioned "'Reliance to restart all fuel outlets by year-end'".

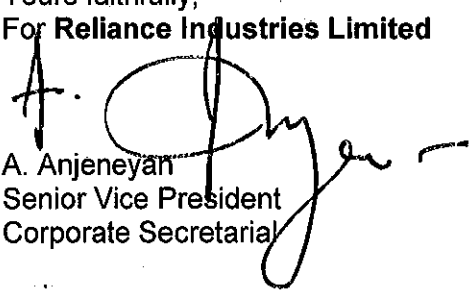
In this regard, we would like to inform you that the above mentioned report refers to our financial presentation made on Friday, January 16, 2015 after announcement of our financial results for the quarter and nine months ended December 31, 2014 made on that day. This financial presentation is uploaded on our website.

The relevant pages of this presentation based on which this news report is published is attached for easy reference.

We trust this clarifies the matter.

Thanking you,

Yours faithfully,
For Reliance Industries Limited


A. Anjeneyan
Senior Vice President
Corporate Secretarial

Petroleum Retail Plan



■ Success Story of 2006

- Achieved market share of 14.3% in HSD and 7.2% in MS

■ 2015 and beyond

- 230 Outlets already commissioned
- Plan to commission entire network within a year
- Launch of aggressive consumer schemes for quick ramp up of volumes
- Target to replicate 2006 performance levels
- Leverage technology to provide superior customer value across the network



Petroleum Retail Value Proposition



- Right Quantity and Quality of fuel at the Right price
- Consistent customer experience across all touch points through efficient mix of People, Processes and Technology
- Unique Value Added Services
 - Fleet management program to help Customers with Fleet Control, Cash Flow Management, Cashless transactions and Information
 - Customized loyalty program for different customer segments
 - Aggressive automation based “Instant Reward scheme” providing an edge over the competition, which lacks Nationwide Automation

