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September 17, 2012

The Manager
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BSE Scrip Code : 500390

The Asst Vice President
Listing Department
National Stock Exchange of India Ltd
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Bandra-Kurla Complex, Bandra (East)
Mumbai 400 051
Telephone:26598235/26598236
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NSE Symbol : RELINFRA

Dear Sirs,

Sub: **RInfra Enters Cement Market under Brand Name '*Reliance Cement*'**

1. We enclose herewith a copy of Media Release being issued by the Company on the subject matter.

2. Kindly bring the above to the notice of the members.

Yours faithfully
For Reliance Infrastructure Limited

Ramesh Shenoy
Company Secretary

Encl: as above

RELIANCE

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Media Release

RInfra Enters Cement Market under Brand Name '*Reliance Cement*'

- *RInfra's first cement bag commercially launched in the Vidharbha market of Maharashtra*
- *Cement bags are currently produced from Butibori unit, Maharashtra*
- *Reliance Cement is of superior quality with higher strength and tamper proof packaging*
- *Strong Channel Network set-up to service customers in Vidharbha Market*
- *RInfra's 10 million tonne cement projects are under execution at Maharashtra and Madhya Pradesh - Investment of over Rs. 6,000 crore*

Nagpur, September 17, 2012: Reliance Infrastructure Limited (RInfra), part of the Reliance Group, through its subsidiary Reliance Cement Company Private Limited (RCC), today announced the launch of its first cement under the brand name **"Reliance Cement"**. The Company now commercially enters into Indian cement market that has been on a robust growth trajectory for more than a decade, led by buoyancy in sectors like real estate, infrastructure and construction.

Reliance Cement is a new-age Portland Pozzollona Cement, manufactured in its recently commissioned Butibori plant at Maharashtra and will mainly be delivered to Vidarbha market. A strong channel network has been set-up to service the retail customers of Vidarbha region.

Commenting on this development, **Mr. Sumit Banerjee, Vice Chairman, Reliance Cement**, said, "We are happy to announce the launch of Reliance Cement. It is a landmark event in the Indian cement industry. We will initially *cater to the entire Vidharbha market focusing on districts like Nagpur, Wardha, Chandrapur, Bhandara and Amrawati. Later, we will expand our marketing and distribution networks to other districts. In a short span of time, we have been able to set up a strong distribution network due to encouraging support from our new channel partners. All our business processes like manufacturing, sales & distribution, and customer service are fully automated and geared to meet the expectations of the NextGen consumers of India."*

Elaborating on plus points of Reliance Cement **Mr. Banerjee** further added, "*Reliance Cement is technologically advanced superior quality cement with some unique features that will help customers build stronger structures with reduced construction time. The product is also recommended as an alternative to Ordinary Portland Cement (OPC) 43 and (OPC) 53 grades.*"

Some of the unique features of Reliance Cement are:

- ***UPSD TECHNOLOGY: STRONGER BUILDINGS***

Reliance Cement introduces the Uniform Particle Size Distribution (UPSD) technology that produces cement with a high and smooth fineness and rapid setting property, which results in high initial strength.

- ***FAST-SETTING TIME: BUILDS HOMES FASTER***
  During construction, the cement setting-time is usually a cause of delay. Because of its chemical composition and finer particles, Reliance Cement sets faster than other cements and gives at the same time more strength.

- ***TAMPER-PROOF: 50 KG MEANS 50 KG***
  Reliance Cement is packed in Laminated Polypropylene (LPP) bags that are heat welded in factory and opened only once they reach the site. The special sealing makes it impossible to tamper with, so there is absolutely no wastage of cement and the customer gets 50 kgs of cement as promised.

- ***WEATHER-PROOF: FRESH CEMENT IN EVERY BAG***
  Reliance Cement LPP bags ensure that the cement is not exposed to moisture.

The company is currently executing its two integrated projects with a total capacity of 10 million tonnes in Madhya Pradesh and Maharashtra with connected satellite grinding plants. Pegged at 5 million tonnes each, these two projects will set the foundation for the upcoming projects thereon. All the manufacturing facilities of the company will be state-of-the-art in terms of technology and scale, and will also leverage best practices in logistics, distribution and last mile selling.

Reliance Infrastructure Limited

Reliance Infrastructure Ltd (RInfra) is the largest infrastructure company developing projects, through various Special Purpose Vehicles, in several high growth areas in the infrastructure sector i.e. Roads, Metro rail, Airports, etc. The Company is also a leading utility company having presence across the value chain of power businesses i.e. Generation, Transmission, Distribution, EPC and Trading.

The Company is developing two metro rail projects in Mumbai and operating Airport Metro Express in Delhi; awarded eleven road projects with total length of 1,000 kms; operating and maintaining five airports in Maharashtra and developing 2 cement plants of 5 Mn tons each in Maharashtra and Madhya Pradesh.

RInfra generates 940 MW of power through its five power stations; distributes power to 57 lakh consumers in Mumbai and Delhi; developing five transmission projects including the first Independent Private Transmission project in India.

RInfra also provides Engineering, Procurement and Construction (EPC) for developing power and road projects and currently has an orderbook of Rs.15,560 crore.

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