

Press Release

Reliance Mutual Fund ties up with Financial Planning Standards Board India

Mumbai, April 8, 2010: Financial Planning Standards Board India (FPSB India) is pleased to announce that Reliance Mutual Fund (RMF), the largest fund house in India, its Charter Member, has taken the initiative to help its channel partners and intermediaries move up the value chain as part of its financial advisory model become CFP^{CM} professionals.

The arrangement would help over 40,000 channel partners to become CERTIFIED FINANCIAL PLANNER^{CM} professionals. RMF's in-house learning academy would help its channel partners for the CFP^{CM} certification examination and will also bear the cost of the registration once the distributor clears the examination. For availing the CFP^{CM} certification, the channel partner has to register online at the FPSB India website and send the relevant documents to 'EDGE' - Reliance Mutual Fund's learning academy. Once the documents have been verified and sent to FPSB India, the account will be activated and study material will be sent to the partner. The announcement was made by Mr. Sundeep Sikka, CEO, Reliance Capital Asset Management Ltd, and Mr. Ranjeet S Mudholkar, Principal Advisor and Member - Board of Directors, FPSB India here today.

"FPSB India is pleased to have associated with Reliance Mutual Fund for strengthening the agency force for client-centric advisory and product distribution by creating CFP^{CM} professionals. CFP^{CM} certification will certainly add value to the financial services industry, establish its credentials among all stakeholders and set benchmark of excellence in a process-based client advisory," said Mr. Ranjeet S Mudholkar, Principal Advisor and Member - Board of Directors, FPSB India.

"Intermediaries play a very crucial role in educating the investor and providing a sound investment advice. The CFP^{CM} certification initiative will enable the channel partners to move up the value chain and pass on their sound financial knowledge and advice to the end-investors. We are confident that our distributors spread across 1,000 towns and cities will capitalize on this initiative. We remain committed to support the distribution community, even in these changing times, through our various programs and initiatives and help them move up the value chain." said Mr. Sikka.

"We are confident that many other institutions would initiate the similar process" added Mr. Ranjeet S Mudholkar.

About FPSB India

www.fpsbindia.org

Financial Planning Standards Board India (FPSB India) is a Public–Private Enterprise and a Professional Standards Setting body, part of leading Global Confederation that proactively guides the development and promotion of standards for Financial Planning professionals to benefit and protect the public in the country. FPSB India closely works with all stakeholders – the government, regulators, industries/associations, corporates, media and general public to achieve its objectives.

About Reliance Mutual Fund

www.reliancemutual.com

RMF is the largest mutual fund house in the country with Rs. 1,15,753 crore Assets under Management (as on February 28th, 2010). Reliance Mutual Fund offers investors a well-rounded portfolio of products to meet varying investor requirements and has presence in over 200 cities and towns across the country. The fund house constantly endeavors to launch innovative products and customer service initiatives to increase value to investors. Reliance Mutual Fund (RMF) schemes are managed by Reliance Capital Asset Management Limited (RCAM), a subsidiary of Reliance Capital Limited.

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