

Analysis of distribution channel of reliance communications

[Sociology](#), [Communication](#)



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have done my summer training project under “ RELIANCE COMMUNICATIONS

LTD. ”.

It is an integrated, convergent high capacity digital network, connecting people at affordable rates. Ranked #846 in 2008 Forbes Global 2000 list of companies, this telecommunication services company was a Dhirubhai Ambani brain child. OBJECTIVES The foremost objective of my work is studying the retailers' behaviour so that the other main objective of my project to promote the product and increase the visibility of the product throughout the market that I had been provided can be achieved. So far I had also done promotional activities through print media and also did market survey and try to find out that how the product is performing in the market and try to find out weakness of the product. METHODOLOGY

Research Type Exploratory, Descriptive Research Data Source Primary Data
Research Instrument Questionnaires Type of Questionnaire Structured
Sampling Unit Retailer Sampling Method Judgmental Contact Method
Personal Interview Sample size 90 Respondents FINDINGS Availability is at
23% retailers 60% Respondents are satisfied with Reliance Comm. Company
is very strict in providing POP to retailers. Company is slow in providing
claims pending on retailers. RECOMMENDATIONS Company should pay more
attention towards advertisement Company should use its potential for
distribution purpose through regular survey, quick solution, replacement and
by providing for credit. Company should work for the interest of retailers. It
can offer new schemes on sales and some occasional schemes also.

CHAPTER 1 “ INTRODUCTION TO THE SUBJECT” 1. 1) Theoretical Foundation
DISTRIBUTION EXPANSION” is the reason behind the growth and sale of the
company. To flourish a company needs to have a market and a proper
distribution channel. It begins right from the birth of the product to the
ultimate utilization. Distribution expansion doesn't mean that to increase the
number of retailers in the market, but it means the one who demands for
Reliance can get it easily. It also means to increase the market share of the
company and to capture and search for new market. While expanding the
market we should also keep on working to retain our old clients. Whole
distribution process is very systematic and complex. A delay in supply or
order can stop the whole working of the market.

There are many constraints in the market viz. shortage, distribution problem,
non availability, communication gap etc. that should be removed. Here I am

focusing only on one problem i. e. problem in distribution- How to remove it and help company in Distribution expansion. The whole task is oriented towards the retailer's survey, checking the availability of reliance mobile products, and what are their complaints regarding the company. In the project I tried to find out the answers to the questions like- why there is a gap in distribution process, why some retailers are not ready to deal in reliance, and why the company is losing its customers. 1. 2)Review Of Literature

Reliance Communications Limited - Financial and Strategic Analysis Review : Description Reliance Communications Limited (RCOM) is engaged in providing wireline and wireless and convergent digital network across India. The company's business includes wireless, broadband, rural communication, reliance world, internet data centers, carrier business and infrastructure business. RCOM services covers about 20, 000 towns and 450, 000 villages. The company provides services across the entire communication value chain including services and infrastructure for individual, enterprise, applications, and consulting. RCOM has recently launched digital television services for its customers.

Global Markets Direct's Reliance Communications Limited - Financial and Strategic Analysis Review is an in-depth business, strategic and financial analysis of Reliance Communications Limited. The report provides a comprehensive insight into the company, including business structure and operations, executive biographies and key competitors. The hallmark of the report is the detailed strategic analysis of the company. This highlights its

strengths and weaknesses and the opportunities and threats it faces going forward. Scope :

- Provides key company information for business intelligence needs.
- The company's strengths and weaknesses and areas of development or decline are analyzed. Financial, strategic and operational factors are considered. The opportunities open to the company are considered and its growth potential assessed. Competitive or technological threats are highlighted.
- The report contains critical company information – business structure and operations, the company history, major products and services, key competitors, key employees and executive biographies, different locations and important subsidiaries.
- The report provides detailed financial ratios for the past five years as well as interim ratios for the last four quarters.
- Financial ratios include profitability, margins and returns, liquidity and leverage, financial position and efficiency ratios.

Reasons to buy :

- A quick “ one-stop-shop” to understand the company. Enhance business/sales activities by understanding customers' businesses better.
- Get detailed information and financial and strategic analysis on companies operating in your industry.
- Identify prospective partners and suppliers – with key data on their businesses and locations.
- Capitalize on competitor's weaknesses and target the market opportunities available to them.
- Compare your company's financial trends with those of your peers / competitors.
- Scout for potential acquisition targets, with detailed insight into the companies' strategic, financial and operational performance.

Review Analysis [pic] Review Analysis [pic] CHAPTER 2 “ INTRODUCTION OF THE INDUSTRY” 2.)Overview Of Industry Telecom Industry in India • history The telecom industry is one of the fastest growing industries in India. India has

nearly 200 million telephone lines making it the third largest network in the world after China and USA. With a growth rate of 45%, Indian telecom industry has the highest growth rate in the world. History of Indian Telecommunications started in 1851 when the first operational land lines were laid by the government near Calcutta (seat of British power). Telephone services were introduced in India in 1881. In 1883 telephone services were merged with the postal system. Indian Radio Telegraph Company (IRT) was formed in 1923.

After independence in 1947, all the foreign telecommunication companies were nationalized to form the Posts, Telephone and Telegraph (PTT), a monopoly run by the government's Ministry of Communications. Telecom sector was considered as a strategic service and the government considered it best to bring under state's control. • Growth The first wind of reforms in telecommunications sector began to flow in 1980s when the private sector was allowed in telecommunications equipment manufacturing. In 1985, Department of Telecommunications (DOT) was established. It was an exclusive provider of domestic and long-distance service that would be its own regulator (separate from the postal system).

In 1986, two wholly government-owned companies were created: the Videsh Sanchar Nigam Limited (VSNL) for international telecommunications and Mahanagar Telephone Nigam Limited (MTNL) for service in metropolitan areas. In 1990s, telecommunications sector benefited from the general opening up of the economy. Also, examples of telecom revolution in many other countries, which resulted in better quality of service and lower tariffs,

long distance and international long distance services. The state operators (BSNL and MTNL), account for almost 90 per cent of revenues from basic services. Private sector services are presently available in selective urban areas, and collectively account for less than 5 per cent of subscriptions.

However, private services focus on the business/corporate sector, and offer reliable, high- end services, such as leased lines, ISDN, closed user group and videoconferencing. Cellular services can be further divided into two categories: Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA).

||| | GSM Subscribers - July 2009 ||| |

Total GSM subscriber base reached 325. 0 million ||| | Service Provider

Name	Subscriber (Mn)	Market Share (%)
Bharti Airtel	105. 18	32. 9
Vodafone Essar	78. 68	24. 16
BSNL	50. 70	15. 57
IDEA	48. 2	14. 9
Aircel	23. 10	7. 09
Reliance Telecom	12. 4	3. 94
MTNL	4. 33	1. 33
Loop Mobile	2. 5	0. 72
All India	325. 70	100

• CURRENT MARKET SCENARIO

Reliance Communications (formerly Reliance Communications Ventures) is one of India's largest providers of integrated communications services.

The company has more than 20 million customers and serves individual consumers, enterprises, and carriers, providing wireless, wireline, long distance, voice, data, and internet communications services through a number of operating subsidiaries. The company sells communications and digital entertainment products and services through its chain of Reliance Web World retail outlets. The company's Reliance Infocomm subsidiary provides wireless communications services throughout India. Reliance

Communications is part of the Reliance - Anil Dhirubhai Ambani Group. The current network expansion undertaken by Reliance is the largest wireless network expansion undertaken by any operator across the world. It was with this belief in mind that Reliance Communications (formerly Reliance Infocomm) started laying 60, 000 route kilometres of a pan-India fibre optic backbone.

This backbone was commissioned on 28 December 2002, the auspicious occasion of Dhirubhai's 70th birthday, though sadly after his unexpected demise on 6 July 2002. Reliance Communications has a reliable, high-capacity, integrated (both wireless and wire line) and convergent (voice, data and video) digital network. It is capable of delivering a range of services pning the entire infocomm (information and communication) value chain, including infrastructure and services — for enterprises as well as individuals, applications, and consulting. Today, Reliance Communications is revolutionizing the way India communicates and networks, truly bringing about a new way of life.

We will leverage our strengths to execute complex global-scale projects to facilitate leading-edge information and communication services affordable to all individual consumers and businesses in India. We will offer unparalleled value to create customer delight and enhance business productivity. We will also generate value for our capabilities beyond Indian borders and enable millions of India's knowledge workers to deliver their services globally. 2.

2)Company's profile Reliance Industries Limited (RIL) is India's largest private sector company on all major financial parameters. It has emerged as

the only Indian company in the list of global companies that create most value for their shareholders, published by Financial Times based on a global survey and research conducted by PricewaterhouseCoopers in 2004.

RIL features in the Forbes Global list of world's 400 best big companies and in FT Global 500 list of world's largest companies. Reliance Infocomm is the outcome of late Dhirubhai Ambani's dream of bringing about a digital revolution in India that will bring to every Indian's doorstep an affordable means of information and communication. " Make the tools of infocomm available to people at an affordable cost. They will overcome the handicaps of illiteracy and lack of mobility", was how Dhirubhai, as he was fondly called, spelt out Reliance Infocomm's mission in late 1999. He firmly believed the country could use information and communication technology to overcome its backwardness and underdevelopment.

It was with this belief that Reliance Infocomm began laying its 60, 000 route kilometres of pan-India fibre optic backbone in 1999. The backbone was commissioned on December 28, 2002, Dhirubhai's 70th birth anniversary, first since his sad demise on July 6, 2002. " India 's leading integrated telecom company". India 's leading integrated telecom company Reliance Communications is the flagship company of the Anil Dhirubhai Ambani Group (ADAG) of companies. Listed on the National Stock Exchange and the Bombay Stock Exchange, it is India's leading integrated telecommunication company with over 85 million customers. Our business encompasses a complete range of telecom services covering mobile and fixed line telephony.

It includes broadband, national and international long distance services and data services along with an exhaustive range of value-added services and applications. Our constant endeavour is to achieve customer delight by enhancing the productivity of the enterprises and individuals we serve.

Reliance Mobile (formerly Reliance India Mobile), launched on 28 December 2002, coinciding with the joyous occasion of the late Dhirubhai Ambani's 70th birthday, was among the initial initiatives of Reliance Communications. It marked the auspicious beginning of Dhirubhai's dream of ushering in a digital revolution in India. Today, we can proudly claim that we were instrumental in harnessing the true power of information and communication, by bestowing it in the hands of the common man at affordable rates.

We endeavour to further extend our efforts beyond the traditional value chain by developing and deploying complete telecom solutions for the entire spectrum of society. " A dream come true" The Late Dhirubhai Ambani dreamt of a digital India — an India where the common man would have access to affordable means of information and communication. Dhirubhai, who single-handedly built India's largest private sector company virtually from scratch, had stated as early as 1999: " Make the tools of information and communication available to people at an affordable cost. They will overcome the handicaps of illiteracy and lack of mobility. " It was with this belief in mind that Reliance Communications (formerly Reliance Infocomm) started laying 60, 000 route kilometres of a pan-India fibre optic backbone.

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- Vision Of The Company We will leverage our strengths to execute complex global-scale projects to facilitate leading-edge information and communication services affordable to all individual consumers and businesses in India. We will offer unparalleled value to create customer delight and enhance business productivity. We will also generate value for our capabilities beyond Indian borders and enable millions of India's knowledge workers to deliver their services globally. ”
- Corporate Governance Organizations, like individuals, depend for their survival, sustenance and growth on the support and goodwill of the communities of which they are an integral part, and must pay back this generosity in every way they can... This ethical standpoint, derived from the vision of our founder, lies at the heart of the CSR philosophy of the Reliance – ADA Group.

While we strongly believe that our primary obligation or duty as corporate entities is to our shareholders – we are just as mindful of the fact that this imperative does not exist in isolation; it is part of a much larger compact

which we have with our entire body of stakeholders: From employees, customers and vendors to business partners, eco-system, local communities, and society at large. We evaluate and assess each critical business decision or choice from the point of view of diverse stakeholder interest, driven by the need to minimize risk and to pro-actively address long-term social, economic and environmental costs and concerns. For us, being socially responsible is not an occasional act of charity or that one-time token financial contribution to the local school, hospital or environmental NGO. It is an ongoing year-round commitment, which is integrated into the very core of our business objectives and strategy. Because we believe that there is no contradiction between doing well and doing right.

Indeed, doing right is a necessary condition for doing well. • Chairman's Profile: Anil D. Ambani [pic] Regarded as one of the foremost corporate leaders of contemporary India, Shri Anil D Ambani, 48, is the chairman of all listed companies of the Reliance ADA Group, namely, Reliance Communications, Reliance Capital, Reliance Energy and Reliance Natural Resources limited. He is also Chairman of the Board of Governors of Dhirubhai Ambani Institute of Information and Communication Technology, Gandhi Nagar, Gujarat. Till recently, he also held the post of Vice Chairman and Managing Director of Reliance Industries Limited (RIL), India's largest private sector enterprise.

Anil D Ambani joined Reliance in 1983 as Co-Chief Executive Officer, and was centrally involved in every aspect of the company's management over the next 22 years. He is credited with having pioneered a number of path-

breaking financial innovations in the Indian capital markets. He spearheaded the country's first forays into the overseas capital markets with international public offerings of global depositary receipts, convertibles and bonds.

Starting in 1991, he directed Reliance Industries in its efforts to raise over US\$ 2 billion. He also steered the 100-year Yankee bond issue for the company in January 1997. He is a member of: == Wharton Board of Overseers, The Wharton School, USA = Central Advisory Committee, Central Electricity Regulatory Commission == Board of Governors, Indian Institute of Management, Ahmedabad == Board of Governors Indian Institute of Technology, Kanpur In June 2004, he was elected for a six-year term as an independent member of the Rajya Sabha, Upper House of India's Parliament a position he chose to resign voluntarily on March 25, 2006. Awards and Achievements: == Conferred the 'CEO of the Year 2004' in the Platts Global Energy Awards == Rated as one of 'India's Most Admired CEOs' for the sixth consecutive year in the Business Barons – TNS Mode opinion poll, 2004 == Conferred 'The Entrepreneur of the Decade Award' by the Bombay Management Association, October 2002

Awarded the First Wharton Indian Alumni Award by the Wharton India Economic Forum (WIEF) in recognition of his contribution to the establishment of Reliance as a global leader in many of its business areas, December 2001 Selected by Asiaweek magazine for its list of 'Leaders of the Millennium in Business and Finance' and was introduced as the only 'new hero' in Business and Finance from India, June 1999. • Board of directors •

shri Anil D. Ambani – Chairman [pic] • Prof. J Ramachandran [pic] • Shri S. P. Talwar [pic] • Shri Deepak Shourie [pic] • Shri A. K.

Purwar [pic] 2. 3)History Of Company [pic] [pic] The Times of India reported on 5th May that [[Reliance]] Mutual Fund has kept its position as India's largest fund house with assets crossing INR 48, 000 crores. Reliance has the distinction of being the first Indian company to be named among the five hundred listed in Forbes. How did all this come about? Let us dig into the rags to riches story of Reliance. The one name associated with it from its foundations is Dhirubhai Ambani. What is Reliance? The Reliance Group is India's largest business house with total revenues being more than \$22. 6 billion. This is equal to 3. 5% of India's GDP.

Reliance contributes to 10% of India's total indirect tax and 6% of her total exports. Reliance network of exports spread out to more than one hundred countries across the globe. What are the activities of Reliance? It is involved in oil exploration and production, gas refining and marketing, petrochemicals, textiles, financial services, insurance, power, telecommunications and infocom initiatives. The names of Reliance and Dhirubhai Ambani go hand in hand. He was born on 28th December 1932, in Chorwad, Gujarat. He belonged to the Hindu Modh Bania community. Dhirubhai built India's largest private sector empire, Reliance, and created an equity cult. His father was a schoolteacher.

Dhirubhai started off by selling fried snacks to pilgrims in Mount Girnar during weekends. After school he became a dispatch clerk at A. Besse &

Company. The latter became distributors of Shell and Dhirubhai was sent to manage an oil filling station at Aden. For some time he also worked in Dubai. In 1958 he returned to India with INR 50, 000/- in his pocket. With this he set up a textile trading company. A This was the first chapter of the story of Reliance. Aptly helped by his wife and two sons Dhirubhai diversified his interests to petrochemicals, telecommunications and information, technology, energy, power, finance, capital markets and logistics. Reliance gave new dimensions to India's equity culture.

Till then the market had been dominated by financial institutions but with Reliance coming into the picture thousands of retail investors jumped into the fray by putting their trust in the name of Reliance. With innovative instruments like convertible debentures from the 1980's Reliance became a hot favorite in the Stock Market. Reliance was the pioneer Indian company to raise funds in the international markets. Only India's sovereign rating restricted its high credit taking in international markets. The Federation of Indian Chambers of Commerce and Industry named Dhirubhai Ambani of Reliance The Indian Entrepreneur of the 20th century. The Times of India conducted a poll in which he was acclaimed to be the greatest creator of wealth in the 20th century.

Thus we see that Reliance Industries Ltd was the brainchild and product of the labors of Indian business tycoon, Dhirubhai Ambani alias Dhirajlal Hirachand Ambani. The story of Reliance makes fascinating reading. During the 1950's the administrators of Yemen discovered that a lot of their currency, the Rial, was disappearing through Aden because of a young man

placing unlimited buy orders for Rials. The Rials, at that time, were made of pure silver and was greatly in demand in the London Bullion Exchange. Dhirubhai bought and melted the Rials and sold it to the London bullion traders. Within three months his work came to a halt but by that time he had made few lacs.

In the 60's Dhirubhai returned to India and started Reliance Commercial Corporation with a humble capital. The business was related to the import of polyester yarn and export of spices. The first address of Reliance was in Narsinathan Street in Masjid Bunder “ a small 350 sq ft joint with a telephone, table and three chairs and only two assistants. The family too managed in a one room flat. The fortunes of Reliance soon began to change. In 1966 the first textile mill was set up at Naroda using polyester fibre. He branded his products Vimal and thanks to intensive marketing, Vimal became a household name. Financial retail outlets were set up where only Vimal brands were sold.

In 1975 a visiting World Bank team certified it to be excellent even by the standards of the developed world. The next step of Reliance was to enter the equity world. An equity cult came to be created. Nearly 60, 000 investors from all parts of India placed their trust in Reliance IPO in 1977. Rural India and first time investors learnt to place its trust and money in the name of Reliance. In 1982 Reliance Industries came up against a rights issue about partly convertible debentures. It was rumored that Reliance was making all efforts to see that their stock prices did not fall by even an inch. Ready to

strike, a Bear cartel consisting of a group of stockbrokers from Calcutta began to short sell Reliance shares.

Another group, friendly towards Reliance began to buy the short sold shares on the Bombay Exchange. The Bears were confident that the Bulls would soon run out of cash and be prepared for an understanding under the badla-trading scheme prevalent in the Bombay Stock during that time. But the tables came to be turned in favor of Reliance. Dhirubhai himself provided the required cash when the Bulls demanded a physical delivery of shares. The net result was that Reliance shares shot up from INR 152/- to 180/- within a few minutes. The market was in uproar with Dhirubhai as the uncrowned king. The Bombay Stock Exchange came to be closed for three full days.

Authorities intervened and brought down the unbadla rate to 2/- with a ruling that the Bear cartel would have to deliver the shares within the next few days. The Bears bought Reliance shares from the market at higher price levels and most probably Dhirubhai himself supplied these shares and earned a healthy profit from the great adventure. Questions naturally arose around Reliance. How could a yarn trader within a few years cough up such huge amounts of cash during a crisis? Parliament began to face queries. The Finance Minister gave the information that a non-resident Indian had invested nearly 220/- million INR in Reliance from 1982/83. These had been channelized through many companies all registered in the Isle of Man. The peculiarity was that all the owners had the common surname or Shah.

However, Reserve Bank investigations did not find anything wrong done by Reliance and its friends. Keeping its core in petrochemicals Reliance soon diversified its activities to telecommunications, information technology, energy, power, retail, textiles, infrastructure services, capital markets and logistics. BBC described it as a business empire with an estimated annual turnover of \$12bn, and an 85, 000- strong workforce. Reliance has the distinction of being the only public limited company whose many annual general meetings had to be held in stadiums with more than 350, 000 shareholders in attendance. Success creates jealousy. Reliance had to suffer its share.

Nusli Wadia of Bombay Dyeing group was once the biggest competitor of Reliance. Wadia was known for his clout in political circles during the time when the economy had not been liberalized. Competition took an ugly turn when during the seventies Wadia got a permission from the then Janata Party ruled government to build a DMT (Dimethyl Terephthalate) plant. Then Ramnath Goenka of Indian Express turned his pen against Reliance. It seemed that Goenka was using a national newspaper for his own personal vendetta. But despite everything people did not lose faith in Reliance. Reliance ran into rough weather also with the V. P. Singh government. The license for importing Purified Terephthalic Acid was cancelled.

This was essential as a raw material for manufacturing polyester yarn. The first stroke had paralyzed Dhirubhai but the second stroke spelt out the death sentence for him. He died in 2nd July 2002 leaving behind at the helm of Reliance his two sons Mukesh and Anil, wife and two daughters. His

funeral was attended not only by big business and politicians but also by thousands of ordinary folks. He is an example of what a common person can do to help himself as well as the economy of his country. At the time of his death the Reliance group had a gross turn over of INR 75, 000 crores from 70 crores in 1976/77. In 2003 Government of India issued a postal stamp (denomination 5/- INR) in Dhirubhai's honour.

Reliance began to flow through two channels after the death of Dhirubhai. Differences broke out between his two sons over ownership issues as well as private matters. It was expressed that this would have no impact on the functioning of the company “ it being a company managed aggressively by professionals. This is of great importance to the Indian economy as a whole. The wife of Dhirubhai, Kokilaben mediated for her sons. Mukesh was awarded Reliance Industries and IPCL and this group came to be known, as Reliance Industries Ltd. Anil became head of Infocomm, Reliance Energy and Reliance Capital known as the Anil Dhirubhai Ambani Group (ADAG) 2.)

Reliance Group and Products Looking back, looking forward Reliance – Anil Dhirubhai Ambani Group, an offshoot of the Reliance Group founded by Shri Dhirubhai H Ambani (1932-2002), ranks among India's top three private sector business houses in terms of net worth. The group has business interests that range from telecommunications (Reliance Communications Limited) to financial services (Reliance Capital Ltd) and the generation and distribution of power (Reliance Infrastructure Limited). Reliance – ADA Group's flagship company, Reliance Communications, is India's largest

private sector information and communications company, with over 85 million subscribers.

It has established a pan-India, high-capacity, integrated (wireless and wireline), convergent (voice, data and video) digital network, to offer services pning the entire infocomm value chain. Other major group companies — Reliance Capital and Reliance Infrastructure — are widely acknowledged as the market leaders in their respective areas of operation. | [pic] |[pic] | | Reliance Mutual Fund | | Reliance Energy Ltd. | | | |[pic] | [pic] | | Harmony | Reliance Communications | | | |[pic] |[pic] | | Reliance Life Insurance | Reliance Anil Dhirubhai Ambani Group | | | |[pic] |[pic] | | Reliance General Insurance | Reliance Portfolio Management Service | | | | [pic] | | | Reliance Big Entertainment | | • RELIANCE PRODUCTS ? Reliance Base Phone ? Reliance Mobile ? Reliance Data Card ? Reliance Voucher, E-Recharge ? Reliance PCO ? Reliance Broad Band 2. 5) Milestones 2008 | |[p] | January 12 | | | | ic| | Reliance Communications receives Start-up GSM Spectrum | | |] | | | | |[p] | January 16 | | | | ic| | Yahoo partners with Reliance Communications to provide Yahoo One Search for its CDMA and GSM customers. | | |] | | | | |[p] | January 31 | | | | ic| | RCOM's Q 3 Net Profit increases by 48. 5% and Revenues Up by 29. 8 %. Remains the most profitable Telecom Company in | | |] | | India. | | |[p] | February 4 | | | | ic| | Reliance Communications offers Lifetime Validity at Rs 199 | | |] | | RCOM's subsidiary Infratel files Draft Red Herring Prospectus with SEBI | | | |[p] | February 5 | | | | ic| | Reliance Mobile strengthens its religious content portfolio on Mobile by tie-up with Sadhana

TV | | |] | | | | | | [p] | February 14 | | | | ic] | RCOM in partnership with CanvasM, launches Multitplayer Mobile Games | | |] | | | | | | [p] | February 19 | | | | ic] | HDFC Bank ties up with RCOM, turns every Reliance Mobile into a credit card | | |] | | | | | | [p] | February 27 | | | | ic] | Reliance Communications consolidates Global Telecom Business under “ Business | | |] | | | Globalcom” | | | | | | Reliance Communications forays into International Mobile Market with GSM License in Uganda. | | [p] | March 3 | | | | ic] | Reliance Communications drops prices of Internet Data Cards | | |] | | | | | | [p] | | | | | | ic] | March 10 | | |] | | Reliance Communications announces ESOPs for over 20, 000 employees | | | [p] | March 20 | | | | ic] | Reliance Communications and HTC forge Strategic Alliance | | |] | | | | | | [p] | March 27 | | | | ic] | Corporation Bank Launches Banking Services on Reliance Mobile World | | |] | | | | | | [p] | April 1 | | | | | | ic] | Reliance Communications forays into IT space, launches Reliance Technology Services Company | | |] | | | | | | [p] | April 9 | | | | | | ic] | RCOM launches Educational Portal on Reliance Mobile Phones | | |] | | | | | | [p] | April 25 | | | | | | ic] | Reliance Globalcom unit Reliance Infocom BV, Netherlands acquires Global WiMAX Operator eWave World | | |] | | | | | | [p] | April 29 | | | | | | ic] | Reliance Communications Announces Unlimited Free STD calls | | |] | | | | | | [p] | April 30 | | | | | | ic] | Reliance Globalcom Launches Passport Global SIM | | |] | | RCOM's Net Profit up by 70. % to Rs 5, 401 crore | | | [p] | May 2 | | | | | | ic] | Reliance Communications' Net Profit up by 70. 8% to Rs 5, 401 crore (US\$ 1, 350 million), Revenues higher by 31. 8% to | | |] | | | Rs. 19, 068 crore (US\$ 4, 765 million) and EBIDTA increases by 43. 3% to Rs. 8, 199 crore (US\$ 2049 million) | | | | | | |

||[p] | May 12 | | | | ic| | Reliance Communications and Alcatel form Joint Venture to offer Managed

Network Services to telcos across the globe | | |] | | | | | [p] | | | | | ic| | May 26 | | |] | | Reliance Globalcom acquires UK based VANCO Group Limited | |

| [p] | June 24 | | | | ic| | Reliance Globalcom, Stealth Communications forge Strategic Alliance to extend VOIP Network across 50 countries | | |] | | | | | |

[p] | July 12 | | | | ic| | CA Exam Results on Reliance Mobile | | |] | | | | | | [p] |

July 22 | | | | ic| | Reliance Communications Mobile Subscriber base crosses

50 Million | | |] | | | | | [p] | July 29 | | | | ic| | CA Professional Exam Results

on Reliance Mobile | | |] | | | | | [p] | July 31 | | | | ic| | Reliance

Communications (RCOM) announces its financial results for the first quarter

ended June 30, 2008. Net Profit up | | |] | | | by 23. 9% to Rs. 1, 512 crore

(US\$ 352 million) | | 2007 | [p] | January 10 | | | | ic| | Reliance

Communications adds a record 1. 4 million subscribers in December ' 06 | | |

] | | | | | [p] | January 18 | | | | ic| | Reliance Communication launches unique

" Simply 2030" plan on Reliance Hello | |] | | | | | [p] | January 25 | | | | ic| |

Reliance Communications promotes Roger WatersMusicConcert | | |] | | | | |

| [p] | January 29 | | | | ic| | RCOM shareholders approve tower business

demerger with a 99. 9% overwhelming majority | | |] | | | | | | [p] | January 30

| | | | ic| | Overwhelming response to Reliance World's National Digital

Elocution Competition | | |] | | | | | | [p] | January 30 | | | | ic| | Reliance joins

Lenovo and Intel for " Internet on the Move" | | |] | | | | | | [p] | February 2 | |

| | ic| | Reliance Communications' market capitalization tops Rs 1 lakh crore (

1 trillion rupees or 24. 9 billion US dollars) on | | |] | | | | | Bombay Stock

Exchange | | | [[p] | February 16 | | | | ic] | Reliance Communications offers best value on roaming | | |] | | | | | | | [[p] | February 26 | | | | ic] | Search Jobs & Classified Ads from Reliance Mobile World - Reliance Communications ties up with Naukri. com | | |] | | | | | | | [[p] | March 6 | | | | ic] | Reliance Communications ushers in ' Virtual Global Conference Network' | | |] | | | | | | | | [[p] | March 7 | | | | ic] | DHIRUBHAI AMBANI - THE MAN I KNEW By KOKILABEN | | |] | | | | | | | Book on Founder Chairman launched. | | [[p] | March 8 | | | | ic] | Reliance Communications launches ' Roam Jamaica on Reliance Mobile | | |] | | | | | | | [[p] | March 16 | | | | ic] | Reliance Mobile launches ' Suno Zee' | | |] | | | | | | | [[p] | March 19 | | | | ic] | Demerger of Passive Infrastructure division Reliance Communications & Reliance Telecom approved by the Bombay High Court| | |] | | | | | | | | [[p] | M