

Media Release:

RIinfra adds 23071 consumers in April – June 10 quarter

- **Last fiscal, RIinfra added 1 lakh new consumers**
- **Total consumer base stands at 2.7 million**

Mumbai, August, 20, 2010: Reliance Energy, the distribution arm of Reliance Infrastructure Limited (RIinfra), an ADAG group company, added 23071 consumers during the first quarter of this fiscal, April - June 2010. These included approximately 78% residential consumers and approximately 22% commercial consumers. Currently RIinfra has a consumer base of 2.7 million.

The details of new consumers added are as follows:

Sr. No.	Consumer Category	New Additions During April to June 2010.	%
1.	Residential	17970	77.89
2.	Commercial	5022	21.77
3.	Industrial	79	00.34
	Total	23071	100.00

In an interesting trend, the migration of consumers away from RIinfra has seen a dip by 60% to 80% in unit items when compared with initial figure of as high as 2200 consumers a week to only 500-600 consumers a week. This is against the backdrop of switchover protocols in place and consumers having the option to choose the service provider of their own choice.

Spokesperson for Reliance Infrastructure said: "It is encouraging to see more consumers conferring the trust in us and opting for RIinfra as their preferred service provider. This growth is truly overwhelming and we reiterate our commitment to serve them better. RIinfra believes in best practices and constantly thrives for increased service efficiencies".

The reliability of RIinfra network stands at a global best of 99.97%, one of the key reasons due to which consumers of Mumbai never had to use Gensets, Invertors or Stabilizers which are a common phenomenon in other parts of India.

In the interest of its consumers, Rlnfra has deployed best practices namely: Uninterrupted power supply, Billing in the language of choice, Proactive communication about billing, payments & schedule outages, and 2000 plus payment avenues. Besides, Rlnfra provides 'Braille bill' for the visually challenged.

About Reliance Infrastructure Limited

Reliance Infrastructure Limited is part of the Reliance Anil Dhirubhai Ambani Group. The group currently has a market capitalization of around Rs 1,40,000 crore (US\$ 30 Bn), net worth in excess of Rs 64,000 crore (US\$ 13.6 Bn), operating cash flow of Rs 13,000 crore (US\$ 2.8 Bn) and net profit of around Rs 8,400 crore (US\$ 1.8 Bn) and zero net debt.

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