



February 21, 2017

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001

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

Scrip Code: 500325

Trading Symbol: "RELIANCE EQ"

Dear Sirs,

**Sub: Media Release and a copy of the speech delivered by Chairman and Managing Director of the Company, Shri Mukesh D Ambani**

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We enclose a copy of Media Release dated February 21, 2017 by Reliance Jio Infocomm Limited (RJIL), subsidiary of the Company, titled "**JIO FAMILY 100 MILLION STRONG IN 170 DAYS**" and a copy of the speech delivered by Chairman and Managing Director of the Company, Shri Mukesh D Ambani.

Kindly take the same on record.

Thanking you,

Yours faithfully,  
For Reliance Industries Limited



Sandeep Deshmukh  
Vice President  
Corporate Secretarial

Encl.: As above

Copy to:

The Luxembourg Stock Exchange  
Societe de la Bourse de  
Luxembourg  
35A boulevard Joseph II  
B P 165, L-2011 Luxembourg

Singapore Stock Exchange  
2 Shenton Way, #19-00  
SGX Centre 1,  
Singapore 068804

Taipei Stock Exchange  
15F, No.100,  
Sec.2, Roosevelt Road,  
Taipei, Taiwan, 10084.



## **MEDIA RELEASE**

# **JIO FAMILY 100 MILLION STRONG IN 170 DAYS ANNOUNCES LAUNCH OF 'JIO PRIME MEMBERSHIP' UNLIMITED DATA CONTINUE HOYENGA**

**Mumbai, February 21, 2017:** Reliance Jio Infocomm Ltd. ("Jio") announced today that the Jio family of subscribers is a 100 million strong! Jio's offering saw record additions of 7 new members per second, every single day for the last 170 days, enabling it to cross the 100 million mark within six months of commencement of services. This is the fastest achieved by any start-up technology company in the world including the likes of Facebook, WhatsApp and Skype.

Facilitated by a revolutionary on-boarding process through an Aadhar based eKYC solution, a Jio SIM today resides in the SIM slot of a majority of 4G smartphones in India. In addition, Jio's proprietary app 'Jio4GVoice' and its utilitarian Jiofy Wifi devices are enabling lacs of 3G and 2G smartphone owners to enjoy a 4G voice and data environment without having to invest in a new handset. A series of similarly thoughtful, customer-oriented solutions and applications have helped create a unique digital life experience for Indian consumers and added to the excitement for the Jio offering.

An evidence of the consumer enthusiasm, lakhs of customers have utilised Mobile Number Portability (MNP) facility to move to Jio. With Aadhaar-based signup process, MNP too has become a simple and fast process and will facilitate customers who want to retain their existing numbers to use MNP to port-in to Jio.

### **World's Largest Data Carrier**

With 100 Cr GB of data traffic per month and 200 Cr voice and video minutes a day, Jio has become the largest network globally in terms of data carried and contributed to India becoming the leading country in the world for mobile data usage! Jio users are today consuming nearly as much data as the USA and 50% more data than China in a clear indication that India can and will adopt digitisation and Digital Life faster than anyone else in the world.

### **Largest 4G Network**

Jio's network is literally present in every city, town and village of the country with more than double the number of 4G base stations when compared to those of all the other Indian operators put together. By the end of 2017, the Jio network will be present in nearly all the cities, towns and villages of India covering 99% of our country's population.

In terms of network speeds, reports by TRAI's speed analytics portal and other independent agencies have qualified Jio's data speed as the best in the industry on an ongoing basis. Jio provides an average speed of 9.8 Mbps as against incumbents range of 4.2 to 5.9 Mbps.



## Tariff Plans

Jio announced that its tariff plans will become applicable from 1 April 2017. In addition to its offer of FREE VOICE (domestic) on its network – No Local, STD, Roaming charges, to any operator, anywhere in the country, Jio also provides the BEST DATA EXPERIENCE with the LOWEST PRICE GLOBALLY. The best-in-class tariff plans range from MRP 149 to MRP 4,999 for long-term plans, Jio announced two unique propositions for its customers– (i) Promise of the most affordable broadband data at all times via “Everyday More-Value” offer and (ii) “Jio Prime Membership” for its 100 million plus existing customers.

## Everyday More Value Offer

Jio announced today that in addition to its own market leading tariff plans, it will also offer its customers the option to choose the highest selling tariff plan of any of the other leading Indian telecom operators, but with 20% more data than what any other operator provides. Jio is instituting a comprehensive process of monitoring all publicly announced plans from other operators across the country on a regular basis to enable this. With this, Jio will ensure that consumers do not have to ever suffer from ‘data anxiety’ and remain assured of the best value for the price paid.

## ‘Jio Prime Membership Programme for founder members:

As a token of its gratitude, the existing 100 Million plus Jio subscribers can avail of the special ‘Jio Prime Membership’ programme which comes with several special benefits. First, Jio Prime Members will be able to enjoy the unlimited benefits of the existing Jio Happy New Offer for another full year or till 31 March 2018 for a nominal, **one-time enrolment fee** of just Rs. 99/- and a rock-bottom introductory price of only Rs. 303/- per month or effectively at just Rs. 10/- per day!

Second, the programme will enable Jio Prime Members to enjoy the full bouquet of Jio’s applications absolutely free till 31 March 2018. This translates to additional benefit worth over Rs. 10,000/- for the Jio Prime Members.

In addition, there will be many other attractive deals and offers from both Jio and its partners that the Jio Prime Members will enjoy under this programme.

The Jio Prime Membership is available only for existing Jio customers and the enrolment window will remain open from 1–31 March, 2017. Enrolment for Jio Prime Membership can be done through MyJio app, the [www.jio.com](http://www.jio.com) website or by simply walking into any Jio or Jio partner store.

Customers will also enjoy a completely digital recharge and billing experience to provide further convenience and ease of usage.

## About Reliance Jio Infocomm Limited:

Reliance Jio Infocomm Limited (“Jio”), a subsidiary of Reliance Industries Limited (“RIL”), has built a world-class all-IP data strong future proof network with latest 4G LTE technology. It is the only network conceived and born as a Mobile Video Network from the ground up and supporting Voice over LTE technology. It is future ready and can be easily upgraded to support even more data, as technologies advance on to 5G, 6G and beyond.



Jio will bring transformational changes in the Indian digital services space to enable the vision of Digital India for 1.2 billion Indians and propel India into global leadership in digital economy. It has created an eco-system comprising network, devices, applications and content, service experience and affordable tariffs for everyone to live the Jio Digital Life. As part of its customer offers, Jio has revolutionised the Indian telecom landscape by making voice calls for Jio customers absolutely free, across India, to any network, and always. Jio makes India the highest quality, most affordable data market in the world so that every Indian can do Datagiri.

**Reliance Jio Infocomm**

[Jio.CorporateCommunication@ril.com](mailto:Jio.CorporateCommunication@ril.com)

022-44753603

## CHAIRMAN'S "JIO 100 MILLION" SPEECH

– 21<sup>st</sup> February 2017

**My fellow Indians... my 100 million Jio customers... and the larger Jio Family.**

A very warm Good Afternoon to you.

Today is a historic day.

Jio launched its services on Sept 5<sup>th</sup> of last year.

Today... just 170 days later...

Jio has crossed the 100 MILLION CUSTOMER mark on its 4G LTE, all-IP wireless broadband network!

A heartfelt THANK YOU to each and every one of our customers... from all of us at Jio.

This milestone belongs to you.

This milestone belongs to everyone who believed in Jio.

This milestone belongs to the entire Jio community...

Of nearly 60,000 employees... of lakhs of team members of our technology partners... and over tens of lakhs of our retail partners...

involving a community from all across India... and creating sustainable employment for more than 50 lakh people.

This record is an achievement of India... and of Indians.

Just think about it.

For 170 days... Jio has added... on average... nearly 7 customers on its network every single second... of every single day.

This is an unprecedented level of acceptance for any technology company anywhere in the world!

We are grateful for... and truly humbled by... the enormous belief and unwavering trust that you have placed in us.

Jio has risen to these lofty heights... only because of the affection and enthusiasm shown by you... our first 100 million customers.

You have joined us from across our great nation...all 29 states and 7 union territories of India.

Again... to all of you I say...

Dhanyawad... Shukriya... Thank you... from the bottom of my heart.

Friends,

In a few short months... Jio customers have created numerous records.

Every single day... Jio users make more than 200 CRORE MINUTES of voice and video calls.

And when it comes to data...

Remember... before Jio, India was 150<sup>th</sup> in the world in broadband penetration.

But, last month... just 5 months after Jio's launch...

Jio users consumed more than 100 Cr GB of data on the Jio network!

That is more than 3.3 Cr GB a day!

Today, India is the number ONE country in the world for mobile data usage.

Jio users consume nearly AS MUCH MOBILE DATA as the entire United States of America...

And nearly 50% more MOBILE DATA than all of China.

A significant portion of this data is consumed as video....

and Jio carries nearly 5.5 Crore hours of video daily on its network.

This makes Jio one of the largest mobile video networks globally.

In just 6 months, India and Indians have shown that we too can use data at par with the most advanced nations.

You have shown that India can... and will... adopt digitization and Digital Life faster than anyone else in the world.

I have always believed that India has the potential to be among the top 5 nations for broadband penetration.

The records that you have set in the last 170 days tells us... that we are well and truly on our way.

Friends,

We have spent the last 6 months... listening to you...

And learning from you... ways to improve our customer experience... and deliver impeccable quality.

At the same time, we have also continued to build on our strengths.

For instance... let's look at Jio's network coverage.

We have been building the Jio TRUE-4G NETWORK for the last 6 years.

This is a significant advantage we have over our existing Indian operators.

Today, we already have more than double the number of 4G base stations when compared to those ... of all the other Indian operators put together.

And we are making our network better, faster and stronger with each passing day.



In the coming months, we will more than double our data capacity... and this means even better quality for our customers

By the end of 2017... the Jio network will be present in nearly all the cities, towns and villages of India... and cover 99% of our country's population.

This kind of SUPERIOR NETWORK and CUSTOMER EXPERIENCE is already making Jio the operator of choice.

In fact, lakhs of Jio customers have already done Mobile Number Portability when moving to Jio.

And this trend is increasing every day.

With the Aadhaar-based process, initiating Mobile Number Portability has become a simple and fast process.

I hope that more Jio customers will opt for MNP, and make Jio their permanent home.

Ladies and Gentlemen,

Jio was conceived to be a steadfast partner to India... and Indians... in our digital transformation.

Because of this, Jio is trained to be a CUSTOMER OBSESSED organization.

We are obsessed to deliver world-class connectivity...

And we have unlimited passion to deliver a superior experience to all our customers.

Our investments and technology innovations have created a DATA STRONG network that delivers unmatched quantity and quality of data.

Data is the Oxygen of Digital Life and it is our promise that Jio will provide world-class quality and quantity of data, at prices that are affordable to all Indians.

It is our credo that while we are the best today... we will strive to be better tomorrow.

Ladies and Gentlemen,

Jio's extremely popular... Happy New Year Offer is approaching its end on 31<sup>st</sup> March of this year.

Starting 1<sup>st</sup> April, Jio will start offering its tariff plans.

On all of Jio's tariff plans, all domestic VOICE CALLS to any network will always remain FREE.

Across India... To any network... Always.

And no roaming charges... no blackout days... and no hidden charges.

In the last few months, hundreds of offers have been launched by the industry.

These plans have created a lot of confusion in the market... and customers are having what I call DATA and VALUE ANXIETY... whether they are getting the best value for the price that they are paying.

So, we have decided to do something that will remove this confusion once and for all.

Jio is instituting a comprehensive process of monitoring all publicly announced plans from all operators... across the country... on a regular basis.

And we will not only match the highest selling tariffs of each of the other leading Indian telecom operators... but we will provide 20% MORE DATA in each of these plans.

This is our promise of EVERYDAY MORE VALUE to Jio customers. You no longer have to worry if you are getting the best value with Jio.

In addition to these plans, we will of course have Jio's own tariff plans, which... we believe... are by far the best in the Industry.

**IT'S JIO'S SOLEMN PROMISE TO ALWAYS OFFER BETTER VALUE FOR THE BEST PRICE.**

Friends,

Our 100 million initial customers have a special place in our hearts.

You are the first believers in Jio.

You are Jio's foundation.

You are Jio's ambassadors.

In fact, you are the co-founders of the Jio movement.

YOU took the leap of faith to be among the first Indians to adopt 4G LTE... the most advanced broadband technology in the world.

YOU showed the enthusiasm to use broadband data... on par with OR better than users in the most advanced countries.

And YOUR invaluable and constructive feedback inspired us to set new benchmarks in customer experience and technical excellence.

DOSTON...

SARAL SHABDON MEIN KAHOON THO... AAP NE HUM PAR VISHWAAS KIYA...

AUR ISS LIYE MAIN AAP KA BAHUT BAHUT AABHARI HOON...

AUR HAMARA YE KARTAVYA BANTA HAI, KI JIO KE SAATH AAPKO SABSE ADHIK FAYDA MILEGA...

Today is the day for me to show my gratitude to you... and to ensure that you always continue to get extreme value with Jio.

So, today... I want to announce a custom-made program...

called the JIO PRIME MEMBERSHIP PROGRAM...

only for current Jio customers, and Jio customers who join us on or before 31<sup>st</sup> March of this year.

All of these Jio customers can enroll for the JIO PRIME MEMBERSHIP for a full year... for a nominal, one-time fee of only Rs. 99.

Enrolment will start from the 1<sup>st</sup> of March – and will remain open until the 31<sup>st</sup> of March 2017.

JIO PRIME MEMBERS are eligible for some amazing benefits.

One -

JIO PRIME MEMBERS can continue enjoying the unlimited benefits... that they have got used to during the JIO NEW YEAR OFFER... for another TWELVE MONTHS – until 31<sup>st</sup> March 2018.

Only JIO PRIME MEMBERS can get this tremendous value...

for a rock-bottom introductory price of only Rs 303/- PER MONTH... effectively just Rs. 10/- per day... for another FULL YEAR.

We will also offer other EXTREME-VALUE PLANS exclusively for our JIO PRIME MEMBERS, and you will be able to see their details via The MyJio app and Jio.com.

Two –

JIO PRIME MEMBERS can get the full bouquet of Jio's media services... worth over Rs 10,000 for an annual subscription... completely FREE... for one FULL YEAR... until 31<sup>st</sup> March 2018.

And, Three –

We are putting together a lineup of attractive deals and offers... from both Jio and its partners...

Again... only for our JIO PRIME MEMBERS.

Friends,

We are committed to returning your trust in us... and you can count on us to give you MANIFOLD more surprises in the coming days.

As they say in Mumbai... UNLIMITED MAZA... CONTINUE HOYNGA !!

Enrolling for the JIO PRIME MEMBERSHIP is a very simple process...

Starting 1<sup>st</sup> March...

**You can do this on your own... through the MyJio app, or the jio.com website.**

**OR you can simply walk into any Jio store or any Jio partner store.**

This is a limited time opportunity that we are launching only for our existing customers, and I invite all of you to enroll at the earliest.

Friends,

In less than 6 months, Jio and India have... together... taken mammoth strides on our journey towards GLOBAL DIGITAL LEADERSHIP.

We are committed to serving you and winning your confidence EVERY SINGLE DAY.

Once again, I thank you for being a part of the growing Jio family!

We are grateful for your trust, and we are obsessed, 24x7, with providing you a superior customer and service experience.

It is an honor for me to be a part of this journey...

And I am grateful to you for being a part of the Jio community... for being a part of the JIO TOGETHER movement.

I am confident that with Jio...

Your LIFE IS DIGITAL... And your LIFE IS BEAUTIFUL.

**May God bless you and your Family...**

**And may God continue to bless our great nation – India.**