

October 21, 2016

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

We enclose a copy of Media Release from Reliance Retail Limited (RRL), a subsidiary of the Company, titled as follows:

LYF Smartphone+ introduces special edition LYF F1

– a device designed to deliver enhanced experience over advanced 4G network

**Special Edition device features cutting-edge technology that works best with Jio
– the world's largest all-4G network**

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

**LYF Smartphone+ introduces special edition LYF F1
– a device designed to deliver enhanced experience over advanced 4G network**

**Special Edition device features cutting-edge technology that works best with Jio
– the world's largest all-4G network**

Mumbai, 21st October 2016: Reliance Retail today launched LYF F1, a Special Edition future-ready device from LYF Smartphone+.

From introducing VoLTE in smartphones across all price segments to offering advanced features, such as dual camera, smart gestures and voice command controls, LYF continues to spearhead the transition in smartphone technology.

With F1, LYF presents a future ready device designed to deliver an enhanced experience over advanced networks.

Equipped with carrier aggregation (CA) support, LYF F1 is designed to tap the fullest potential of Jio, the world's largest all-IP network. The CA technology gives users vastly improved data transfer rates and unmatched browsing experience. This feature is known to boost battery life.

Importantly, F1 comes equipped with Rich Communication Services – a set of evolved Messaging services and enriched calling features. The evolved Messaging feature, an enhancement of the existing SMS feature on LTE network, allows group chat, file and location sharing, and much more through the good old SIM-based messaging. Enriched calling lets the user set context to a call by adding location, image, urgency and customised message.

Loaded with a 16 MP rear camera, LYF F1 is designed for low-light photography, powered by advanced software technology. Other camera features include a unique multi-focus mode, and electronic image stabilisation that allows steady video recording while in motion.

LYF F1 is powered by a superior Snapdragon processor with 3GB RAM, and a powerful battery with day-long backup. The phone comes with a 5.5 inch full HD IPS display that will give an immersive viewing experience. A built-in video player helps you view two videos on one screen. Also there is Smart Play - the intelligent display feature that pauses your video the moment you look away from the screen, thereby ensuring that you won't miss a single moment.

LYF F1 comes with Smart Ring technology – a ringer so smart that it helps you trace your phone even when in silent mode.



Speaking about LYF F1, Mr Sunil Dutt, President – Devices, Reliance Retail, said, “LYF F1 smartphone+ is designed to take full advantage of the future ready Jio network. It is unmatched in speed, quality and product experience. LYF F1 is available in stores across the country now. With LYF F1, we welcome you to get future ready.”

F1 was unveiled by Indian actor and model Genelia D'Souza at the Reliance Digital store in Prabhadevi, Mumbai.

Reliance Digital, India's largest consumer electronics retailer with over 1900 stores across India, hosted the event. The showcasing of LYF F1 Smartphone+ fits the retail giant's core value proposition - to bring the latest and leading consumer technology products first to Indian customers.

Loaded with these features, plus many more, LYF F1 comes at an unbelievable Rs 13,399. To believe it, you must experience it.

About Reliance Retail Limited:

Reliance Retail Limited (RRL), a subsidiary of Reliance Industries Limited (RIL), opened its first retail store in November 2006, and has grown to 3,442 stores across 679 cities with an area of over 13 million sq.ft. as on 30th September, 2016. Reliance Retail is India's largest retailer in the country and has established leadership position across various focus sectors. Reliance Fresh, Reliance Digital, Reliance Trends and Reliance Footprint are market leaders with the largest number of showrooms in their respective format sectors.

For further information, please contact:

Franko William: +91 9819885458
Manish Bhatia: +91 7021247198