



Media Release

Reliance Life Insurance to train one lakh aspirants to become certified agents

- **To provide required training, skills, industry inputs and mock tests to help them become certified agents**
- **Initiative aimed to create large agent pool to meet industry's growth ambition**
- **RLIC pan-India branches to help prospective candidates avail life-long income generation opportunity**

Mumbai, January 10, 2011: Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, on Monday said the company would help one lakh aspirants become certified insurance agents in the year 2011.

This initiative is part of its program to help create a large pool of certified agents to serve the insurance industry's growth ambition in the coming years.

This was announced by Mr. Malay Ghosh, Executive Director and President, Reliance Life Insurance, here today. This is one amongst the best-in-class initiatives by any insurance company in the private sector.

"We will train about one lakh aspirants to help them become certified life insurance agents within a year by providing them with the necessary knowledge, skills and behavior that will be required to be successful in this field. The initiative is aimed at creating self-employment in a sustainable manner across the country while adding a pool of qualified agents to our workforce," said Mr. Ghosh.

"Since the current training and licensing process has some logistical challenges, we are easing the whole registration process by equipping our branches to accept and enable the

aspirants to complete the required official formalities to get all assistance required to become the certified agent," he added.

As per norms, a prospective agent needs to undergo mandatory 50 hours of training. Reliance Life Insurance, in addition to the norms, will also put them through three-day refresher training and mock tests at its respective branches in different regions of the country.

"We will help them get accustomed to online examinations process and even put mock online tests on our training portal and agents' portal. We believe this will help large number of agents, who are not very tech savvy, overcome any difficulty while appearing for online examination" said Mr. Ghosh.

RLIC supplements classroom training with fieldwork experience that gives prospective candidates a realistic picture of what the job entails, and helps the prospective agents avail life-long income generation opportunity.

"Through our training programs, we are attempting to give them a balanced picture of opportunities as well as responsibilities and challenges. This helps them take an informed view and take the training seriously," he said.

Over the past five years, Reliance Life Insurance has been strengthening its agent base year on year. At present, the company has 2.13 lakh insurance advisors.

Its training and assistance drive through pan-India branches will take the total number of agents of the company to over three lakh in the next one year.

Life Insurance is one of the largest employment generating industries in the country, including direct employees and commission-based agents. The insurance industry in the country employs over three million people.

About Reliance Life Insurance Company Limited

www.reliancelife.com

Reliance Life Insurance Company Limited, a part of Reliance Capital, is one of India's top private sector life insurance companies with business premium including renewal premium of over Rs 6,605 crore (as on 31st March 2010).

The company has sold over 7 million policies and has an Asset Under Management base of more than Rs 17,000 crore (as of 30th November, 2010).

It has an extensive distribution network of 1,247 offices and over 2,13,000 advisors (as of 30th November, 2010).

Reliance Life Insurance offers a comprehensive range of innovative and need-based products, including protection, investment and retirement, targeted at individuals and groups.

For Media queries

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