



July 6, 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"**

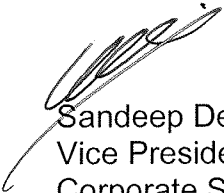
Dear Sirs,

Sub.: Media Release - GenNext Hub accelerated startup DSYH raises \$250K from Venture Catalysts

We enclose a copy of the Media Release being issued by the Company, titled **"GenNext Hub accelerated startup DSYH raises \$250K from Venture Catalysts"** for your perusal and information.

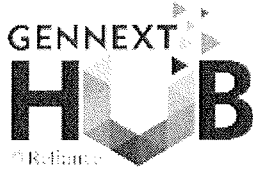
Thanking you,

Yours faithfully,
For **Reliance Industries Limited**



Sandeep Deshmukh
Vice President
Corporate Secretarial

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



MEDIA RELEASE

GenNext Hub accelerated startup DSYH raises \$250K from Venture Catalysts

Mumbai, 6th July 2016: Dont Scratch Your Head (DSYH), a SaaS-based reconciliation platform for e-commerce channels, has raised \$250,000 funding from Venture Catalysts (VCats). The round was led by Gaurav Singhi of Venture Catalysts (Surat) and Zaffiro Ventures.

About DSYH

By the end of 2016, e-commerce industry is likely to touch \$38 billion in India. It is projected to surge to \$100 billion by 2020, with over 5 lakh sellers joining the bandwagon. Sellers selling on multiple platforms, such as Flipkart, Snapdeal and Amazon, get their payments only after the marketplaces have deducted charges as per policies.

Some of the major hassles faced by a seller while selling across multiple marketplaces are: reconciling accounts, payments, returned orders, promotional amounts, reimbursements, etc. DSYH, with its e-commerce seller ecosystem of 'reconciliation' across multiple marketplaces through a single window, removes these hassles. Solving the reconciliation pain point makes marketplaces more efficient, and helps sellers service Indian consumers better and faster.

[You can watch the DSYH pitch from the GenNext Hub-sponsored NextBigWhat UnPluggd event [here](#)]

The Team

DSYH CEO Suraj Vazirani, one of the first e-sellers in India, is also the president of the All India Online Vendors Association (AIOVA). Hari Vaag, DSYH Co-Founder & CTO, belonged to the core team of Travelguru.com, and has been the CTO at ManiacStore since 2012. Sumit Karanji, Co-Founder & COO, is a business management professional who have worked with Maruti Suzuki and Bajaj Allianz, and has founded two startups in automotive & healthcare sectors.

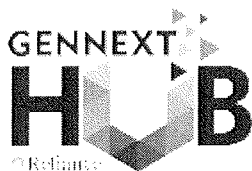
DSYH Funding

Speaking about the \$250,000 raised, Vazirani says, "We will use the funds to upgrade our technological infrastructure and customer support team – both key to our business growth.

GenNext Hub, Reliance Corporate Park, MAB - 1st Floor, Near Gate-B,
Thane-Belapur Road, Ghansoli, Navi Mumbai – 400701, Maharashtra, India.

www.gennexthub.com

Phone: (+91) 22447 76592



Praising Venture Catalysts (VCats), he adds, "Venture Catalysts has stood true to its name, acting as true catalysts in our journey right from the start. In India, where there are very few seed-stage venture platforms, VCats has been a great mentor – its quick evaluation process, and even quicker decision to invest in DSYH, giving Indian e-commerce a great boost."

Sharing his experience of being a part of the four-month Scalerator Program at the Reliance-backed GenNext Hub, Sumit Karanji says, "DSYH owes its success to top RIL senior executives, mentors, investors and industry connects. Together they have helped us refine our business model and products, as well as scale up strategy and funding. We have also received great technological inputs through the Microsoft Accelerator partnership with GenNext Hub. It is helping us shape our product offerings."

About GenNext Hub & Venture Catalysts

GenNext Hub is a 4-month startup Scalerator Program backed by RIL and powered by Microsoft Accelerator India. We help high-growth startups scale up fast through mentoring, funding, the RIL-Microsoft connect, and other resources. Applications for 2016 Winter Program are now open.

Venture Catalysts invests \$100K – \$250K in early-stage startups that has potential to create enduring value for over a long period of time. In less than six months, Venture Catalysts successfully added 9 companies to its kitty and is looking to add more in coming months. Even though, we are open to all sectors; we prefer companies in IoT, Artificial Intelligence, Ad Tech, Education, E-Commerce and Retail sectors. The startups that we fund get other benefits including mentoring, investor & industry network.

Key Contact:

Tushar Pania
Reliance Industries Ltd.
+ 91 9820088536
tushar.pania@ril.com