



Media Release

Reliance provides growth capital to Deccan 360 as a strategic investor

Mumbai, April 16, 2010 – Reliance announced their investment in Deccan 360, India's new delivery and distribution network, an initiative which will provide a remarkable boost in transforming the logistics spectrum in India. This investment will help Deccan 360 to increase the air and surface network coverage across the country. Deccan 360 will introduce world class services & systems to India's express end-to-end supply chain logistics space in both business-to-business and retail sector. This investment is being made by a wholly owned subsidiary of Reliance Industries Ltd.

Deccan 360 is the first logistics company in India to adopt and develop a hub and spoke model. Deccan 360 has appointed National Service providers on a franchisee model and has already set up over 80 service centers and 8 surface hubs to service the operations. It has currently deployed 8 freighter aircrafts, covering 15 airports, with a fleet of over 300 trucks and 850 vehicles nationwide. It has a capacity of more than 300 tonnes per night by air, with over 60 warehousing hubs, delivering overnight services to 50 cities, all driven by 60 plus franchisee nationwide. Deccan 360 has integrated a multi modal capability ensuring clock-work precision in its operations and offers a never before reach.

Commenting on the initiative, **Mr. Mukesh D. Ambani**, Chairman & Managing Director, Reliance Industries Ltd. said, "We believe that our collaboration with Deccan 360 will see a transformation in the logistics domain in India. I have full faith in Capt. G.R. Gopinath and his team to make this a big success. We are sure that this initiative will propel the customer experience to the next level in India in the logistics domain."

On the occasion, **Capt. G.R. Gopinath**, Chairman & Managing Director said, "Deccan 360's strategic partnership with Reliance will enable us to realize our dream faster - a dream of creating world class logistics reach to every nook and corner of India. Our air and surface network would open up backward reaches of India and integrate these with the Metros. We all know that supply chain is the lifeblood of a country's economy. This logistics capability will help setting up both small scale industries & large manufacturing centers wherever resources are available and in turn reduce cost of the product and expand the consumer base. For an existing business, an efficient, just-in-time supply chain will reduce business cycle and help reduce manufacturing cost in turn making India a globally formidable economy."

The core of Deccan 360's hub and spoke model is the state-of-the-art hub being developed across a total area of 50 acres at MIHAN, Nagpur. This central hub in Nagpur will form an extensive state-of-the-art multimodal (surface and air) storage, transportation and delivery network bringing connectivity to every corner of the country. To ensure enhanced customer



service, a central call centre has been set up at Bangalore, the single national telephone number being 30 360 360.

Deccan 360's pan India Air & Surface transportation network supports an extensive service portfolio catering to differentiated express transportation needs of various industry verticals – Pharmaceuticals, Machinery, Manufacturing, Retail, Electronics, Textiles, Banking, etc., depending on the time & value criticality of the products they ship. Unlike other express companies, Deccan 360's focus will be on delivering innovative customized express solutions nationwide. This would include reducing transit times between small towns and the rest of the nation. Deccan 360's air & surface network offers unmatched next day connectivity and will offer higher capacity and twice the reach than any other express transportation & logistics company in the country.

About Deccan 360

Deccan 360, founded by Capt. G.R.Gopinath, is India's new delivery and distribution network with a seamlessly integrated multimodal set up, comprising both air and surface transport to offer single window solutions for a wide range of cargo handling and express logistics requirements across multiple industries. Deccan 360's USP is to provide a world class service offering, right from the planning stages catering to the shipping requirements of various high growth industry verticals offering them a great customer experience at every touch point.

About Reliance Industries Limited

Reliance Industries Limited (RIL) is India's largest private sector company on all major financial parameters with a turnover of Rs. 1,46,328 crore (US\$ 28.85 billion), cash profit of Rs 22,365 crore (US\$ 4.41 billion), net profit (excluding exceptional income) of Rs. 15,637 crore (US\$ 3.02 billion) and net worth of Rs 126,373 crore (US\$ 24.92 billion) as of March 31, 2009.

RIL is the first private sector company from India to feature in the Fortune Global 500 list of 'World's Largest Corporations' and ranks 117th amongst the world's Top 200 companies in terms of profits. RIL ranks 75th in the Financial Times FT Global 500 list of the world's largest companies. RIL is rated as the 15th 'Most Innovative Company' in the World in a survey conducted by the US financial publication-Business Week in collaboration with the Boston Consulting Group.

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