

MEDIA RELEASE

**RELIANCE CONSUMER PRODUCTS EXPANDS
ITS FMCG BRAND 'INDEPENDENCE' TO NORTH INDIA**



'INDEPENDENCE' includes several product categories such as staples, processed foods, packaged drinking water and other daily essentials

Mumbai, June 21, 2023: Reliance Consumer Products Limited (RCPL), the FMCG arm and wholly owned subsidiary of Reliance Retail Ventures Limited (RRVL), today announced the expansion of its indigenous made-for-India consumer packaged goods brand 'INDEPENDENCE' to North India.

With the aim of providing truly Indian solutions for real Indian problems, 'INDEPENDENCE' offers a wide range of products including edible oils, grains, pulses, packaged foods and other items for daily needs. Post its highly successful initial launch in Gujarat, 'INDEPENDENCE' products are now available to consumers across Punjab, Haryana, Delhi NCR, Uttar Pradesh, Uttarakhand and Bihar.

Drawing on Reliance Industries' (RIL) ethos, RCPL aims to empower Indian consumers with indigenously developed quality products at affordable price points. 'INDEPENDENCE' products, for instance, are tailor-made with a distinct understanding of local consumer needs. A large cross section of the Indian population is looking for a dependable consumer goods brand that offers a wide range of high-quality products at affordable prices and 'INDEPENDENCE' aims to fill that gap.

With offerings such as atta, edible oil, rice, sugar, glucose biscuit and energy toffee, 'INDEPENDENCE' is set to help offer nutritious tasty food for every Indian household. In addition, RCPL is collaborating with trade partners including manufacturers and kirana stores with the aim of shared prosperity, to empower them with enhanced business opportunities.

Reliance Retail Ventures Limited



In the coming months, the company plans to scale up its distribution reach across online and offline channels to reach more consumers across the country. This will further bolster its versatile FMCG portfolio that comprises heritage brands from Sosyo Hajoori, confectionary range from Lotus Chocolates, Sri Lanka's leading biscuit brand Maliban, as well as daily essentials under its own brands including Independence, among others.

About Reliance Retail Ventures Limited (RRVL):

RRVL, through its subsidiaries and affiliates, operates an integrated omni-channel network of 18,040 stores and digital commerce platforms across Grocery, Consumer Electronics, Fashion & Lifestyle and Pharma consumption baskets and has partnered with over 3 million merchants through its New Commerce initiative. Its FMCG subsidiary, Reliance Consumer Products Ltd, aims to provide a wide range of products under a versatile brand portfolio that serve the daily needs of millions of Indians.

RRVL reported a consolidated turnover of ₹ 260,364 crore (\$ 31.7 billion) and net profit of ₹ 9,181 crore (\$ 1.1 billion) for the year ended March 31, 2023.

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