



UNLOCK A WORLD
OF POTENTIAL

25 September 2024

RLG LAUNCHES IN INDIA WITH NO. 1 RETAILER, RELIANCE RETAIL'S JIOMART

- RLG to launch Australian Pavilion with India's Number 1 retailer Reliance Retail's, JioMart
- JioMart & RLG to work together to introduce Australian food, health, and wellness products to the Indian market, leveraging its customer base and distribution footprint
- New partnership with Indian company, Globali, to provide importation, warehousing and logistics and in-market services
- Launch Event in Bangalore, India with Reliance Retail, JioMart, Globali & Austrade
- Attended and supported by the state Investment & Trade organisations from WA, QLD, NSW and VIC
- Leverages the opportunity under the Australia India Trade Agreement, with more than 85% of Australian goods set to become duty-free in India

e-Commerce company Roolife Group Ltd (ASX:RLG) ("RLG" or "Company") is delighted to announce the launch of its RLG Marketplace platform in India in partnership with India's Number 1 retailer, Reliance Retail's e-commerce platform operator JioMart, as the Company delivers on its global expansion plans.

The new **Australian Pavilion** online platform to market and sell premium Australian products to Indian consumers on the dedicated "A Taste of Australia" store, was announced in Bangalore, India in partnership with and supported by **Reliance Retail, JioMart, Globali, Austrade, Invest & Trade WA, Trade & Investment Queensland, NSW Trade & Investment and Global Victoria.**



Reliance Retail & JioMart Key Facts (www.relianceretail.com/key-facts.html, www.relianceretail.com/reliance-jiomart.html)

1.26 billion
Number of transaction FY2024

> 304 Million
Registered customer base
As on March 31, 2024

18,918
Retail Stores
As on June 30, 2024

The RLG Marketplace, which delivers proven digital marketing and product sales, now also covers the rapidly growing Indian consumer market, delivering Australian and international brands and products access to this rapidly developing market of over 1.4 billion consumers, with more information available at www.roolifegroup.com.au/services/india.

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With 85% of Australian products set to become duty free in India under the Australia-India Economic Cooperation and Trade Agreement, the opportunity for Australian brands to service and meet the needs of a growing middle class, with an increasing awareness and focus on health and nutrition has never been greater.

RLG has appointed and partnered with Indian services company, Globali, to provide importation, logistics, warehousing and in-market capabilities in India with the platform targeting the selection of 20 brands to be sold directly in India in the first 12 months, focusing on the food and functional food sector, health, wellness and cosmetics and skincare products. The store will be launching with five Australian brands, including the Company's own VORA Health range.

In recognising the significance of the new partnership to bring Australian products to Indian consumers, **Munish Sharma, Trade and Investment Commissioner, Australian Trade and Investment Commission**, said, "We are delighted to support the RLG Group venture into India with Reliance Retail/JioMart. This tie up with Reliance Retail and JioMart means that Australian products are easily accessible to consumers across India.

Australian brands are keen to partner with Indian companies to support the ambitions of the rising Indian middle class seeking high quality products. It's great to see this venture to bring some great Aussie products to India. Many of these products are now subject to progressive reduction in tariffs thanks to the Australia-India Economic Cooperation and Trade Agreement.

We look forward to the RLG / JioMart venture to create a platform for many more Australian FMCG, consumer brands to be launched in India and accessible to all consumers across India—a win for everyone!"

RooLife Group CEO, Bryan Carr said: "RLG is delighted to be partnering with JioMart and Reliance Retail to bring quality Australian products direct to Indian consumers. India represents a tremendous opportunity for Australian producers to service a growing middle class and the increasing demand for high-quality, premium goods.

By leveraging the combined capabilities and customer bases of RLG and our partners, we can introduce a wide range of Australian products to Indian consumers, fostering cross-cultural appreciation and driving growth for our Australian brands.

We are excited and delighted to be launching the Australian Pavilion in India with such high-quality partners as Reliance, JioMart and Globali as our team on the ground - and to be making this platform available to all Australian companies seeking to enter this lucrative market."

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**(Source: <https://relianceretail.com/key-facts.html>)*

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RLG China Channel Network



Social/E-commerce



Online & Offline B2B



E-commerce Platforms



High End Retail Grocery



High End Retail Trade



Government Organizations/Events/Seminars/Training

Specialty Retail (Gyms/Clubs/Hotels)



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