



(Gomantak Times)

Date : 10-Apr-08
Headline : Money management service by Arthaeon
Event : Press conference to announce the launch of Arthaeon Financial Services
Location : Mumbai

Money management service by Arthaeon

GT NEWSROOM: Arthaeon Financial Services yesterday announced an ambitious foray into India's retail personal finance industry by launching a unique money management service. Launched under the brand name 'Artha Money', the company proposes to offer a single-stop, multi-product, multi-brand financial services for the retail Indian consumer, whether living in India or abroad. These services will be available to the customer across multiple distribution channels, including a branch network, the internet and the telephone. The availability of all products under one roof will enable consumers to "learn about personal financial products, compare between various brands and finally, execute their informed choice. Simply put, this will be a Supermarket for personal finance products, with personalized services offered by Artha Money's trained money managers. This is the first time that an Indian company is launching a holistic money management service in India.

With India growing consistently at 9% for the past three years, there is an unprecedented demand for financial services. A part of this demand is being catered to by banks, asset management companies, insurance companies, but each in isolation and with a limited focus. However, the concept of a branded personal financial services company that offers holistic solutions to the customer under one roof is relatively new.