



Date : 11-Apr-08
Headline ;
Event : Press conference to announce the launch of Arthaeon Financial Services
Location : Mumbai

Arthaeon Financial Services to launch Artha Money

PANJIM (HND) — Arthaeon Financial Services announced an ambitious foray into India's retail personal finance industry by launching a 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.

Arthaeon Financial Services' products include Investment Products like Equity, Mutual Funds, Commodities, Gold, Offshore Investments, Real Estate Life and General Insurance, Asset Products like Credit Cards, Personal, and Home Loans as well as related services like Foreign Exchange, Taxation Related Services, Bill Payment Services and Advisory Services.

The company intends to set up fifty branches in the country in 2008.