

MONEY CONTROL

Date: 4-Aug-08

Headline: Artha Money launches Gold Promotion for Customers

Event: Press Conference to announce the launch of Artha Money and Products

Artha Money launches Gold promotion for customers

[Artha Money](#), India's first [financial](#) supermarket has now officially opened its doors to customers in Chennai. The multi-product, multi-brand financial services company is all set to offer a unique single-stop service that caters to each and every financial need of the retail Indian customer - right from investments like mutual funds, gold, equity, to life and general insurance, loans and cards to services like tax filing, bill payments and foreign exchange.

The company's services are available to customers from its branches in Alwarpet, Adyar, Anna Nagar, T-Nagar, Chromepet and Mount road. Customers can also access Artha Money's services over the phone or internet.

Since the announcement of its ambitious foray into the retail Indian space three months ago, Artha Money has rapidly forged partnerships across all its products. Some of the partnerships include Reliance General Insurance, Bajaj Allianz, TATA AIG, ICICI Lombard, New India Assurance, and Iffco Tokio for General Insurance; Life insurance partnerships like Reliance life insurance, ICICI Prudential, Shriram life insurance and Bajaj Allianz life insurance; Partnerships with top AMC's of the country including DSP Merrill Lynch, Franklin Templeton, ICICI Prudential AMC, Birla Sun Life AMC, SBI Mutual Fund, Sundaram BNP Paribas, Mirae AMC and Reliance Mutual Fund; Barclays Bank for personal loans and [credit cards](#) and many such.

With a range of these products under one roof, Artha Money is hoping to usher in a retail revolution in the personal [finance](#) space by positioning itself as a financial supermarket.

Says Suresh Rangarajan, MD & CEO of Artha Money: "While the Indian consumer has moved from the small neighborhood store to the super-mall, such a revolution has not yet touched the financial space. We still 'shop' for financial products like our parents did - interacting with multiple experts - one for every product category. With the launch of our financial super market we hope to change that".

The company is so confident of the 'financial super market' concept that it has announced a unique promotion where customers get an assured Silver coin on opening an Artha Money account and one winner gets a 1 sovereign gold coin every day for thirty days.