

# My Iris

Date: 30-Jul-08

Headline: Artha Money launches India's first financial supermarket

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

## **Artha Money launches India's first financial supermarket**

**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, life and general insurance, loans and credit cards to services like tax filing, bill payments and foreign exchange.

Since its 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 and partnerships with top AMCs 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 as well as Barclays Bank for personal loans and credit cards.