

OUTLOOK MONEY

Date : 9-Apr-08
Headline : Artha Money to offer personal finance products
Event : Press conference to announce the launch of Arthaeon Financial Services
Location : Mumbai

Mumbai, Apr 9 (PTI) Arthaeon Financial Services today launched Artha Money, which will offer financial products, services and guidance under a single roof.

With an initial capital of Rs 200 crore, Artha Money will open 50 branches this year to offer various personal finance services like stock broking, mutual fund, credit card, insurance or small ticket loans.

Apart from branches, the services will be offered on the internet and telephone, Arthaeon Financial Services (AFS) MD & CEO Suresh Rangarajan told reporters here.

Initially, the revenues will come largely from commission and brokerages but going forward we will charge customers for advisory services, he said.

The promoters hold 25 per cent in the company while Times Private Treaties and an international private equity player together hold 75 per cent stake, he said.

Arthaeon would acquire five subsidiaries, which hold regulatory licenses for equity broking, commodity trading, depository services, insurance selling, money remittance and forex management, he said.

There are about 42 million households with an income of Rs 2 lakh per annum, even if we corner five per cent, it will be big enough, he said.

Artha Money would open its branches in Tamil Nadu, Karnataka and Andhra Pradesh. It would also open four branches in New Delhi.

It expects to recruit a staff of 600 people, mostly money managers, over the next two quarters.