

TAMILNADU ENTERTAINMENT

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 Super Market

Artha Money has now officially opened its doors to customers in Chennai. The 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 Equity, Mutual Funds, Commodities, Gold, Real Estate, to Life Insurance, Pension Policy, General, Health Insurances. Under the Assets - Credit Cards, Home Loans, Personal Loans, Secured Loans and services include Forex Services, Tax Services, Bill Payments and Will Management.

Artha Money services are available to customers from its branches in Alwarpet, Adyar, Anna Nagar, T.Nagar, Chromepet and Mount Road. Also, Customers can access the services over the phone or Internet.

Artha Money has partnered with the leading players in the respective areas. Some of their Partners 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, Bajaj Allianz; 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.

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 super market.

"While the Indian consumer has moved from the typical Malligakadai stores to the super-mall, such a revolution has not yet touched with 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 Artha Money we will change that " - Says Suresh Rangarajan, MD & CEO of Artha Money.

Suresh added, "We recognize that each customer has unique needs which need special attention. Which is why we have an empanelled team of Industry Experts and Certified Financial Planners who are always there to answer just about any financial query or concern."

The company is confident of the 'Financial Super Market' concept and has announced a unique promotion where customers get an assured Silver Coin on opening an Artha Money Account. In Addition, one winner wins a 1 sovereign gold coin everyday for the next 25 days. The company was set up in Feb 2008 and is capitalized for Rs. 200 Crore. The company is headquartered at Mumbai with regional offices in Chennai, Bangalore, Hyderabad and Delhi.