

Date : 9-Apr-08  
Headline : ArthaEon forays into retail Finance  
Event : Press conference to announce the launch of Arthaeon Financial Services  
Location : Mumbai

### **Arthaeon forays into retail finance**

Arthaeon Financial Services announced an ambitious foray into India's retail personal finance industry by launching a unique money management service, on Tuesday. Launched under the brand name of 'Artha Mony', 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 channels, including a branch network, the internet and the telephone.