

Date : 9-Apr-08  
Headline : Arthaeon launches money mgmt services  
Event : Press conference to announce the launch of Arthaeon Financial Services  
Location : Mumbai

### **Arthaeon launches money mgmt services**

**MUMBAI:** Keeping an eye on the increasing investor interest in different kinds of financial products, Arthaeon Financial Services today launched — Artha Money — a money management service. The company will provide customers access to insurance and investment products along with currency exchange and loan facilities. Calling the venture, "a supermarket for financial services," Artha Money's managing director and CEO Suresh Rangarajan said, "the company will offer a single-stop, multi-product, multi-brand financial services." The company intends to set up 50 branches across the country in 2008, a majority of which will be located in Andhra Pradesh, Tamil Nadu and Karnataka.