

## TRINITY MIRROR

Date : 27-Jul-08  
Headline ; Artha Money begins operations in city  
Event : Press conference to announce the launch of Artha Money and Products offered  
Location : Chennai

# Artha Money begins operations in city

Chennai, July 26: Artha money india's first financial supermarket has now officially opened its doors to customers in Chennai.

Artha Money Managing Director and CEO Suresh Rangarajan said The multiproduct, multibrand 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, real estate, to life and general insurance, loans and cards to service like tax filling, bill payments and foreign exchange.

Artha Money has rapidly forged partnerships across all its products.

Some of the partnerships include Reliance General insurance, Bajaj Allianz, Tata Aig, ICICI Lambard, New India Insurance, and IFFCO Tokio for general insurance, life insurance partnership like Reliance Life Insurance, ICICI Prudential, Shriram life insurance and Bajaj Allianz Insurance, Partnership with top AMC, Birla Sun Life AMC, SBI mutual fund, Sundaram BNP Paribas, Mirae AMC and Reliance Mutual find Barclays Bank for personal loans and credit cards and many such. The Company services are available to customers from its branches in Adyar, Alwarpet, Anna Nagar, T.Nagar, Chromepet and Mount Road. Customer can also access Artha Money's services over the phone or internet.