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Publication : Free Press Journal
Date : 25/04/2008
Edition : Mumbai
Page No. : 11

Rel Money ties up with Triveni Group's retail chain

NEW DELHI: Reliance Money, a financial products distribution firm, today said it has tied up with Triveni Group-promoted retail chain, in a move aimed at tapping the potential of rural and semi-urban markets. Under the alliance, the Anil Dhirubhai Ambani group would distribute financial products and services through the outlets of Triveni retail chain, Khushali Bazaar, in Uttar Pradesh and Uttaranchal, a company statement said. "Financial retailing in rural India is still dominated by middlemen, money lenders and intermediaries. Concurrently, per capita income of rural population is expected to double by 2012. "Zeroing in on this opportunity of serving a burgeoning rural middle class, we at Reliance Money are happy to partner with Triveni Khushali Bazaar to enhance our reach and tap the rural potential," Reliance Money Director and CEO Sudip Bandyopadhyay said.