



ACM appoints Mr. Anand Varadarajan as the Director -Innovation & Growth

Mumbai, 20 June 2022: Asit C. Mehta Financial Services Ltd (ACMFSL), (BSE-530723| ASITCFIN), one of the leading fintech conglomerates in Indian equity markets, today announced the appointment of Mr. Anand Varadarajan as the Director -Innovation & Growth for the group. In his new role, with a key focus on PMS, AIFs, ACM I-Basket and Chotta Nivesh, he will be spear-heading all the business development and marketing initiatives across both traditional and digital medium for the group.

ACMFSL under the leadership of Mr. Asit C Mehta and Mrs. Deena Mehta, for last three decades, is one of the oldest financial services companies in India. They have business across PMS, Stock broking, Mutual fund distribution, distribution of all other third-party investment instruments, Investment banking etc.

Welcoming Anand on board, **Mr Asit C. Mehta, Chairman ACMFSL** said *"We are excited to have Anand on board. His expertise across Mutual fund distribution, PMS, AIF, business development and sales functions has brought transformational changes in his past associations. I am sure with the technology platform and products that we have on offer coupled with Anand's experience; we will be able to grow and take our business to newer heights and maintain our leadership position in the market."*

Mrs. Deena Mehta, MD ACMIIL, said *"Over the past few years we have been working on our preparation to position ourselves as a leading Fintech company, built on homegrown technology prowess. With the financial services industry expanding leaps and bounds, our positioning as a Fintech player will prove essential for business outreach and growth. We are confident that, Anand with his experience of working across the length and breadth of the country and international markets will be able to drive the vision of the management and the board."*

Anand, winner of the **'40Under40 Investment Professionals'** award conferred by The Association of International Wealth Management of India (**AIWMI**), brings over two decades of experience in the domestic and US financial services sector across India and International markets. He is a well-known name across the financial product distribution and Fund management space. His expertise lies in dealing with distributors and building customized investment solutions for HNIs/ Family offices and Institutions across Indian and Global markets.

Commenting on his new role, **Mr. Anand Varadarajan** said *"I am honored and extremely delighted by the opportunity given by ACMIIL. The firm is aggressively metamorphosing into a new-age Fintech company and thereby opening gamut of opportunities to explore and grow. And I love challenging roles and responsibilities. With the kind of reputation, customer loyalty and the robust technology platform of the group, I look forward to contributing towards the overall growth of the company by establishing the newer verticals such as PMS, AIFs while taking the existing established businesses and offerings such as ACM I-Basket and Chotta Nivesh to the next level."*

In his last assignment, Anand was associated with NJ Asset Management for over 5 years, leading the distribution of the PMS and MF products across the NJ network. Prior to that he was associated with ArthVeda fund management again in a sales leadership role taking care of fund raising for the PMS and AIF funds.



About us

Asit C. Mehta Financial Services Ltd ,which was established in 1984 with a vision to become a trusted intermediary in the Indian financial markets, has successfully transitioned to be a leading fintech conglomerate in Indian equity market transforming investment complexity into compounding value.

The Company provides Indian investors with the access to appropriate financial products, services, and solutions to maximize returns through well-diversified investment planning and strategies.

The Company that is listed on BSE Ltd offers a wide variety of tech led financial services to support its diverse set of customers via its group companies such as Asit C. Mehta Investment Intermediates Ltd (ACMIIL), Pentation Analytics Pvt Ltd, AI platform provider Edgytal Fintech Investment Services Pvt Ltd, a full-service digital marketing solutions provider”.

Safe Harbor Statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further information, Please Contact

Company	PublicRelations Advisors
Asit C. Mehta Financial Services Ltd	Veritas Reputation Pvt Ltd Mr. Aryan Prem Rana, Mob : 9082348296 Email : aryan.rana@veritasreputation.com