

Tata Capital's Moneyfy and Raise Financial Services collaborate to distribute Financial Products & Services
Moneyfy App users can now avail a gamut of services with Dhan's direct equity platform

Mumbai, October 18, 2022: Tata Capital's Moneyfy, the digital wealth management platform has partnered with Raise Financial Services' stock investing & trading platform - 'Dhan'. This collaboration will give Moneyfy users access to stock investing, trading and margin funding. Through Dhan's direct equity platform, Moneyfy app users can now open a Demat account, buy and sell Equity shares and trade in Futures & Options.

Moneyfy has a wide range of offerings including Mutual Funds, Loans, Credit Card, Insurance, National Pension System and Corporate Fixed Deposit. With this association, Moneyfy will become one of the few wealth management platforms to offer a large suite of financial products and services on a single platform.

Saurav Basu, Head – Wealth Management, Tata Capital said, "This association is in line with our vision to offer a comprehensive product suite on Moneyfy, keeping in mind the holistic financial requirements of customers. With this extension in offerings, we are proud to be the preferred one stop shop for people's personal finance needs. This alliance will help us strategically expand our horizon and achieve scale efficiently."

"Our partnership with Tata Capital is based on the core philosophy at Raise, wherein we aim to develop superior products for customers which help them make better investment decisions. We aim to create an exemplary offering via this partnership that will drive deep value creation in the Digital Wealth, Financial planning and Investments space," said **Jay Prakash Gupta, Co-Founder & COO of Raise Financial Services**

Moneyfy- the digital wealth management platform enables existing mutual fund investors to get onboarded in minutes, while also providing superior investing experience to first-time investors with our DigiLocker integrated KYC journey. Moneyfy is equipped with intelligent features like 'My watchlist, Fund comparison feature and investor risk profiling'. Today Moneyfy has large user base covering approximately 19,000 pincodes across India.

Dhan is a technology & product-led investment platform built for Long Term Investors & Super Traders in India. Headquartered in Mumbai and operated under Moneylicious Securities, Dhan is part of Raise Financial Services, which was incorporated in January 2021 to create technology-led consumer financial services and products. The organisation has successfully launched 5 products for Web, Mobile, TV, APIs, and India's first dedicated app for F&O Traders - Options Trader.

About Tata Capital: A holistic financial services provider that caters to the diverse needs of retail, corporate and institutional customers. Its range of offerings include Consumer Finance, Advisory Services, Commercial Finance, Infrastructure Finance, Microfinance, Project Finance, debt syndication, Investment Banking, Private Equity Advisory and Credit Cards. For more information about Tata Capital, please visit www.tatacapital.com

About Raise: Raise Financial Services, headquartered in Mumbai is a technology led Financial Services startup that owns and manages Dhan (an Investment Platform specially built for Long-Term Investors & Super Traders), DhanHQ (Super Fast Trading & Investing API Infrastructure) and Upsurge (a financial learning platform). Founded in 2021 by Pravin Jadhav, Jay Prakash Gupta and Alok Pandey, the company is backed by the best of technology entrepreneurs and leaders from the Indian Startup ecosystem. For details, visit: www.raiseholding.co | www.dhan.co | www.upsurge.club

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