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## **INDIAN BANK PARTNERS FISDOM FOR DIGITAL WEALTH MANAGEMENT PRODUCTS**

**Indian Bank**, Country's 7<sup>th</sup> largest Public Sector Bank, on **08/10/2021**, leveraged its existing partnership with leading Fintech Brand, **M/s Fisdом**, for adding new digital products to enrich the suite of wealth management products for its customers.

In addition to existing products of “**Mutual Fund Investment**” and “**e-NPS**”, new digital products of “**Mutual Fund HNI Advisory Products**”, “**Digital Gold**” and “**e-Tax Filing**” were on-boarded under the association by way of Addendum agreement executed by **Shri K. Chandra Reddy, General Manager, Indian Bank** and **Shri Anand Dalmia, Co-Founder, M/s Fisdом** in presence of **Executive Director of Indian Bank, Shri Imran Amin Siddiqui**.

Also present on the occasion were **Shri Mahesh Kumar Bajaj, General Manager, Indian Bank** and **Shri Rakesh Singh, Executive Director, M/s Fisdом**.

Speaking on the occasion, Shri Imran Amin Siddiqui, Executive Director, Indian Bank highlighted Bank's thrust in taking the customer experience with the Bank to the level of Delight through host of state of the art digital products in Bank's Mobile Banking platform, “**IndOASIS**” and Internet Banking platform. He also emphasized on Bank's latest initiatives to upscale Business generation through digital channels both for Liability and Asset products of the Bank.

Shri Anand Dalmia, Co-founder, M/s Fisdом, said, “We are thrilled to partner with Indian Bank to transform the way its customers experience wealth management. Considering our rich experience of working with various Banks and Indian Bank's commitment to delivering customer delight, we are confident that the partnership will be able to deliver great products, high quality service and a user friendly wealth management ecosystem to Indian Bank customers.

