

Press Release

Centrum Strengthens its Presence in Kerala; Launches First Branch in Thiruvalla

Thiruvalla, January 19, 2017 – CentrumDirect, India’s leading Foreign Exchange company, offering a wide range of Forex and Travel services has further expanded its presence in Kerala with the launch of its 1st branch in Thiruvalla and the 5th branch in the state of Kerala. The state-of-the-art branch at Cross Junction was inaugurated by **Mr. Varghese K. V., Municipal Chairman, Thiruvalla** and will further leverage the growing business opportunities in the city, provide its customers with customized offerings in Travel & Visa related services and Foreign Exchange facilities at competitive rates.

Commenting on the launch, **Mr. T.C Guruprasad, CEO & Managing Director, CentrumDirect Ltd.** said, “We are committed to further strengthen our presence in Kerala through our branches, offering comprehensive travel solutions. We have strong relationships with Banks such as State Bank of Travancore, South Indian Bank, Federal Bank and Catholic Syrian Bank in Kerala with whom we work closely to facilitate remittances as well as Forex requirements. Thiruvalla is home to a large NRI population and we believe this new branch will help us reach out to a larger audience and enable us to offer them with tailor made solutions.”

Services offered at CentrumDirect Branches:-

Foreign Exchange

Travellers Cheques

Overseas & Inward Remittances

Travel Insurance

Visa Assistance

Multi Currency Travel Cards

The new branch at Thiruvalla will also service the nearby towns of Kottayam, Changanacherry, Pathanamthitta and Kumbanad. These towns have a large NRI population and also have a high potential for overseas travel.

About CentrumDirect Ltd.

Incorporated in 1998, CentrumDirect a subsidiary of Centrum Capital Ltd., has in a short span of 18 years, grown to become one of the largest players in retail Foreign Exchange Services with a turnover of approximately Rs. 5000 crores. CentrumDirect’s mission of reaching its customers wherever they are, and its tagline” Think Forex, Think Centrum” is articulated through it’s network of 125 branches in 48 cities including major airports and tourist destinations. It services a wide and growing customer base of corporates, business & leisure travellers and students. Centrum offers a wide range of services that include Foreign Exchange, Corporate & Leisure Travel, Insurance, Visa & E-business. The Company has many firsts to its credit, like introducing the first prepaid Forex card called the Centrum Travel card.

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