

## CentrumDirect Gets ‘Best Foreign Exchange Company’ Award at Tamil Nadu Tourism Awards

**Chennai, March 15, 2018** – CentrumDirect Ltd., India’s leading Foreign Exchange company and part of the Centrum Group, has bagged the ‘**Best Foreign Exchange Company**’ award at the third Edition of the Tamil Nadu Tourism Awards. The award was presented by Shri. Sanjay Shrivats, Regional Director, Ministry of Tourism, Government of India to V. Prakash, Head – Retail & AD – II Business, CentrumDirect at a ceremony held on 14<sup>th</sup> March in Chennai.

CentrumDirect bagged the award basis a rigorous evaluation process across parameters such as Business Expansion in Tamil Nadu, Geographic Spread, Innovation & Technology and Track Record. The Tamil Nadu Tourism Awards are a highly coveted recognition in the Travel & Tourism industry. They are supported by the ‘**Incredible India**’ initiative under the aegis of the **Ministry of Tourism, Government of India**, ‘**Enchanting Tamil Nadu**’ – **Ministry of Tourism, Government of Tamil Nadu** and trade bodies such as **IATA, TAAI, TAFI and IAAI**.

Commenting on the win, **T.C Guruprasad, CEO & Managing Director, CentrumDirect Ltd.** said, “We are delighted to have been adjudged the ‘Best Foreign Exchange Company’. This recognition is a validation of our mission of providing innovative and efficient services to our customers. Tamil Nadu is a key market for us and we are committed to expanding both our airport and retail operations here, by leveraging technology and offering more digital solutions.”

CentrumDirect is present in Chennai, Trichy, Coimbatore, Madurai and Pondicherry and offers a wide range of travel services such as Currency Notes, Multi Currency Travel Cards, Remittance Services, Travellers Cheques and Travel Insurance. It also offers online sale & purchase of foreign exchange through its portal – [www.centrumforex.com](http://www.centrumforex.com)

### **About CentrumDirect Ltd.**

*Incorporated in 1998, CentrumDirect a subsidiary of Centrum Capital Ltd., has in a short span of 20 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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