

## CentrumDirect Awarded The Best Foreign Exchange Company at The India Travel Awards

**Lucknow, December 22, 2017** – CentrumDirect Ltd., India’s leading Foreign Exchange company and part of the Centrum Group, has bagged the ‘**Best Foreign Exchange Company**’ award at the 4<sup>th</sup> Edition of the India Travel Awards – North. The award was presented by **Shri. Vijay Goyal, Hon. Minister of State for Statistics, Programme Implementation and Parliamentary Affairs, Government of India** to Ripudaman Singh, Regional Head – North, CentrumDirect by, at a ceremony held on 21<sup>st</sup> December in New Delhi.

The India Travel Awards are highly coveted as they recognize achievers in the Travel & Tourism industry they are supported by the ‘**Incredible India**’ initiative under the aegis of the **Ministry of Tourism, Government of India** and trade bodies such as **PATA, OTOAI, ADTOI, TAFI and IAA**. CentrumDirect bagged the award basis a rigorous evaluation process that comprised of an online voting done by travelers from North India, as well as a jury judgement.

Commenting on the recognition, **T.C Guruprasad, CEO & Managing Director, CentrumDirect Ltd.** said, “We are delighted to have been adjudged as the ‘Best Foreign Exchange Company – North’. This recognition is a validation of our mission of providing innovative and efficient services to our customers. North India is a key market for us and we are committed to expanding both our airport and retail operations in the region.”

CentrumDirect 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 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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