

# Press Release

## Fincash.com Raises 100k in Funding Round

**February 2018:** Mumbai based Fintech start-up Fincash.com raised INR 1 Crore (~\$150,000) in funding from Angel Investors. The company will use this investment to expand their product solutions, customer base and widen the reach of its financial services across the country. “We plan to utilize this for team & product line expansion coupled with marketing”, says Gaurav Perti, CEO, Fincash.com.

Launched in 2016, Fincash has raised total \$250,000 funding to fund its business expansion, product expansion and team expansion. The angel investors include industry veterans like Mohammed Khan (Founder of Rediffusion), Sameer Narayan (ex- Fund Manager, BNP Paribas), and a couple of other industry stalwarts from financial services.

Right from KYC registration to suggesting right plans to selecting the best funds, the company actively participates in the entire investment journey of a user. “I think people to a large extent don’t have an idea about how to plan their investments. We aim to bridge this gap. We strategize customers’ investment goals and help them achieve within respective time frames. Liquid funds are a great Mutual Fund option to begin your investments with. It is the best fund to make money through an idle cash.”

Gaurav further says, “It is important to make a first-time investor comfortable with Mutual Funds. Once they gain confidence with short-term plans like liquid funds, we introduce them to equity funds via a SIP. Addressing customers risk-appetite and giving them better solutions, I think, is a great way to encourage their investment journey.”

Fincash will be soon expanding its existing product solutions— i.e., SmartSIP, SavingsPlus, and TaxSaver. There will be new categories within these solutions that will help customers to invest as per their financial goals and time frames. Investors will get wide choices to invest in different time frames, right from very short, short, mid to long duration, as per their investment needs & risk-appetite. They can simply make a goal-wise investment via these solutions.

Fincash was launched two-years back, and today, “We have crossed more than 5000+ investors and we are working exponentially towards adding users every month”, says Gaurav. The platform has 30% of active users and gains a monthly traffic of 3,00,000+ views. Currently, Fincash.com is present in 150+ cities across India.

### Fincash.com

Fincash.com was founded in 2016 by two individuals— Gaurav Perti & Pawan Kumar, from IIT Bombay having over in 12 years of experience each. The founders have extensive experience in the domain of financial services & technology. Nearly a year old, Fincash.com is a funded start-up in the Financial Technologies space (or FinTech). The startup aims to create an innovative online wealth management platform that is dynamic & differentiated in the marketplace.

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