

## Edelweiss expands its footprints in Uttar Pradesh

***Launches Edelweiss Asset Management office in Lucknow, the key financial hub of UP.***

**Lucknow, May 06, 2015:** Edelweiss Asset Management Ltd., a part of Edelweiss Group, today announced the

### **Edelweiss Asset Management**

***Lucknow, key financial hub amongst investors in UP***

***Aims to cater to HNI investors and Independent Financial Advisors in the region***

launch of its first branch in Lucknow. The branch aims to offer further opportunities to customers, especially since Lucknow is a key financial hub in UP. The branch will be located at Cabin No. 102, "Trade Point", Ground Floor, Saran Chambers, 5- Park Road, Hazratgunj, Lucknow - 226001.

The Branch was inaugurated by **Mr. Vikaas. M. Sachdeva**, CEO, Edelweiss Asset Management Ltd. The event witnessed the

presence of several industry leaders and opinion makers gracing the occasion.

Edelweiss Mutual Fund through its offerings focuses on providing better risk-adjusted returns which has made it a pioneer in providing volatility managed/low volatility investment solutions. The fund house has a diverse product portfolio straddling the risk spectrum with an offering for just about every investor.

Speaking on the occasion of the branch launch, **Mr. Vikaas. M. Sachdeva, Edelweiss Asset Management Company Ltd.** said, "Edelweiss Asset Management Ltd. is committed to strengthening SEBI/ AMFI's agenda of widening the overall Mutual Fund reach amongst potential investors by spreading awareness and capacity building. Lucknow was the obvious choice for us since 60% of Uttar Pradesh's financial potential lies in this region. Moreover we cater to the exact asset class that Lucknow offers which is private HNI clients and Independent Financial Advisors (IFA's). With this branch launch we aim to tap the investment opportunities of one of the leading and upcoming financial hub of India"

**Mr. Seemant Shukla**, Head of Sales and Business Development, said. "With the launch of this branch we want to establish our franchisee in this growing market. Lucknow-Kanpur is the centre of primary economic activity and hence we want to tap the potential of this market through our differentiated client centric offerings".

The Edelweiss Financial Services Group presence covers 227 offices in 121 cities including six international offices. Together with a strong network of nearly 4,900 Authorized Persons and Sub-brokers, Edelweiss presence covers almost all major towns and cities in India. In Lucknow Edelweiss offers its Insurance services through Edelweiss Tokio Life and Equity & Commodity Broking services.

***About Edelweiss Mutual Fund /Edelweiss Asset Management Limited:***

*Edelweiss Mutual Fund has been constituted as a trust with Edelweiss Financial Services Limited as the Sponsor/ Settlor and Edelweiss Trusteeship Company Limited as the Trustee. Edelweiss Asset Management Limited has been appointed as the Asset Management Company of Edelweiss Mutual Fund.*

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