

10-12 DEC 2014

GREAT
ONLINE
SHOPPING
FESTIVAL

Aditya Birla Money
MyUniverse



Aditya Birla Money MyUniverse exclusively ties up as a preferred partner for Google's Great Online Shopping Festival 2014

• *GOSF to begin from 10th – 12th December 2014*

• *Designed to boost the adoption of online shopping in India*

Mumbai, 5th December, 2014: Aditya Birla Money MyUniverse (ABMMU), India's leading online money management portal, successfully managing money for over 9 lac clients in India, has joined hands with Google for the third edition of "Great Online Shopping Festival" (gosf.in). Coming on board as a preferred partner of gosf.in, ABMMU will aim to create awareness and engagement with the 35 million online shoppers in India during the festival. The association is a perfect opportunity to engage first time shoppers and create awareness about the benefits and ease of managing money and transacting online via unique portal of MyUniverse.

The **Great Online Shopping Festival (GOSF)** was created by Google India on 12 December 2012 in collaboration with a number of Indian online shopping portals. Last year, 16 million users visited gosf.in and this year 25 million users are expected to visit the festival.

"We think Great Online Shopping Festival is an excellent platform to promote & engage first time shoppers to enjoy the ease of transacting online via MyUniverse. As India's no. 1 Online Personal Finance platform, we are committed to empowering Indians to make better financial decisions and look forward to grow the digital eco-system through our partnership with GOSF " said **Mr. Sudhakar Ramasubramanian- Managing Director, Aditya Birla Money.**

Designed to boost the adoption of online shopping in India, the mega online shopping festival will feature over 450 partners offering their best deals for 72 hours this year. In addition to the best deals, this year gosf will also feature exciting exclusive launches from leading brands like Motorola Nexus 6, HP, Lenovo, Tata Housing, Karbonn, Van Heusen, Asian Paints and great deals on exclusive designer collection from Pernia's Pop up Shop.

Speaking about the plans for gosf.in, Nitin Bawankule, Industry Director, eCommerce, Local and Classifieds- Google India said, "We are delighted to have Aditya Birla Money - MyUniverse as a preferred partner for gosf.in. Last year over 30 percent of buyers shopped online for the first time during gosf, and this year we have worked hard to make it even more exciting for the first time shopper. We have created a special Rs. 299/- corner with free Shipping and cash on delivery option for the first time shopper and every player in the industry is gearing up to offer gosf shoppers a great experience on their site. We are hopeful that millions of buyers will enjoy thousands of deals and offers available on gosf this year and will set new benchmarks in daily sales."

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Focusing on the first time buyers, gosf.in will feature a special section of Rs. 299/- with heavily discounted products with free shipping and cash on delivery option. The section is designed to excite first time buyers and will feature products and offers from leading brands like Philips, Uber, JBL, Benetton, Alia Bhatt collection, EverPure water purifier and many exciting free rewards from My Universe.

About Aditya Birla Money MyUniverse

Aditya Birla Money MyUniverse is an online money management portal offered under the brand Aditya Birla Money (ABM).

ABM is a single brand offering the combined products and services of Aditya Birla Customer Services Pvt Ltd (ABCSP), Aditya Birla Money Mart (ABMM) and Aditya Birla Money Ltd (ABML) which offer a range of solutions for wealth management and broking. ABM also offers third party products like company deposits, mutual funds, insurance, structured products, alternate investments and property services. The services of Aditya Birla Money MyUniverse are offered by Aditya Birla Customer Services Private Limited. www.myuniverse.co.in

ABM is a part of the Aditya Birla Financial Services Group (ABFSG) which provides a wide gamut of financial offerings such as Life Insurance, Asset Management, NBFC, Private Equity, Broking, Wealth Management and Distribution and General Insurance Advisory Services suited to serve your financial needs.

Awards & Accolades

- Won 1st place on Google Bizdroid Hackathon 2013
- Won FINNOVITI 2012 for innovation in financial services
- Voted Product of the Year 2012

About Google Inc

Google is a global technology leader focused on improving the ways people connect with information. Google's innovations in web search and advertising have made its website a top internet property and its brand one of the most recognised in the world.

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