



market
simplified

Personal Finance Management App For the 3rd largest Indian private sector conglomerate

Case Study

About Aditya Birla Financial Services Group

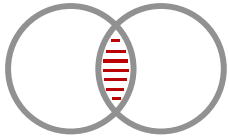
Aditya Birla Money
is a Subsidiary of
Aditya Birla Financial
Services Group

Ranks Among
**Top 5 Fund
Managers in
India**

USD 20.4 Billion +
Assets Under
Management

5.5 Million +
Customers

Challenges



Integrating multiple
data sources and
Banking systems



Aggregate and Categorize
customer spending data on
the mobile



Cross sell financial
products

Solutions



Mobile App



Middleware

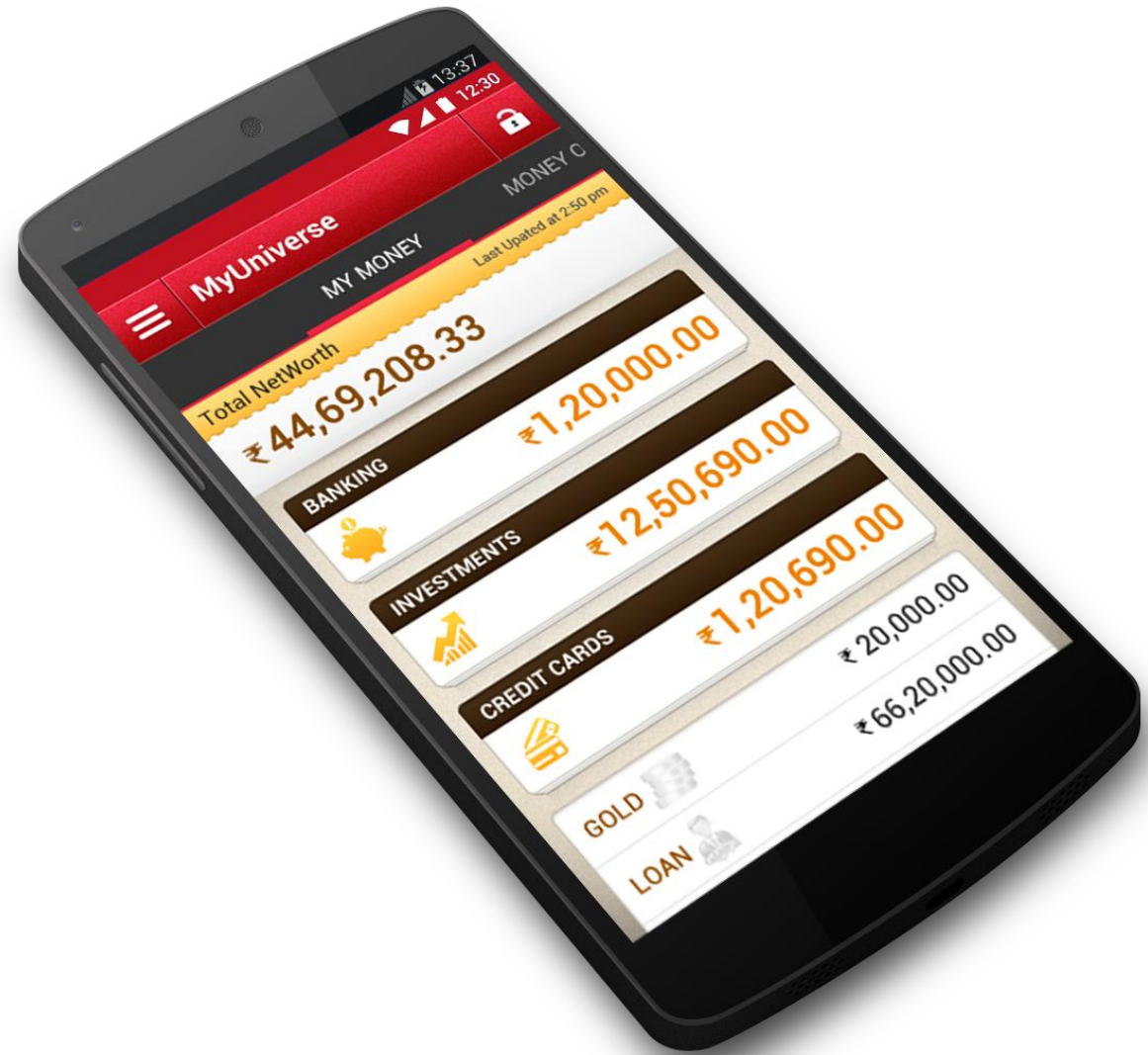


Mobile App

Native mobile app for iPhone and Android platform

My Money

Snapshot of all the finances consolidated in a single screen.



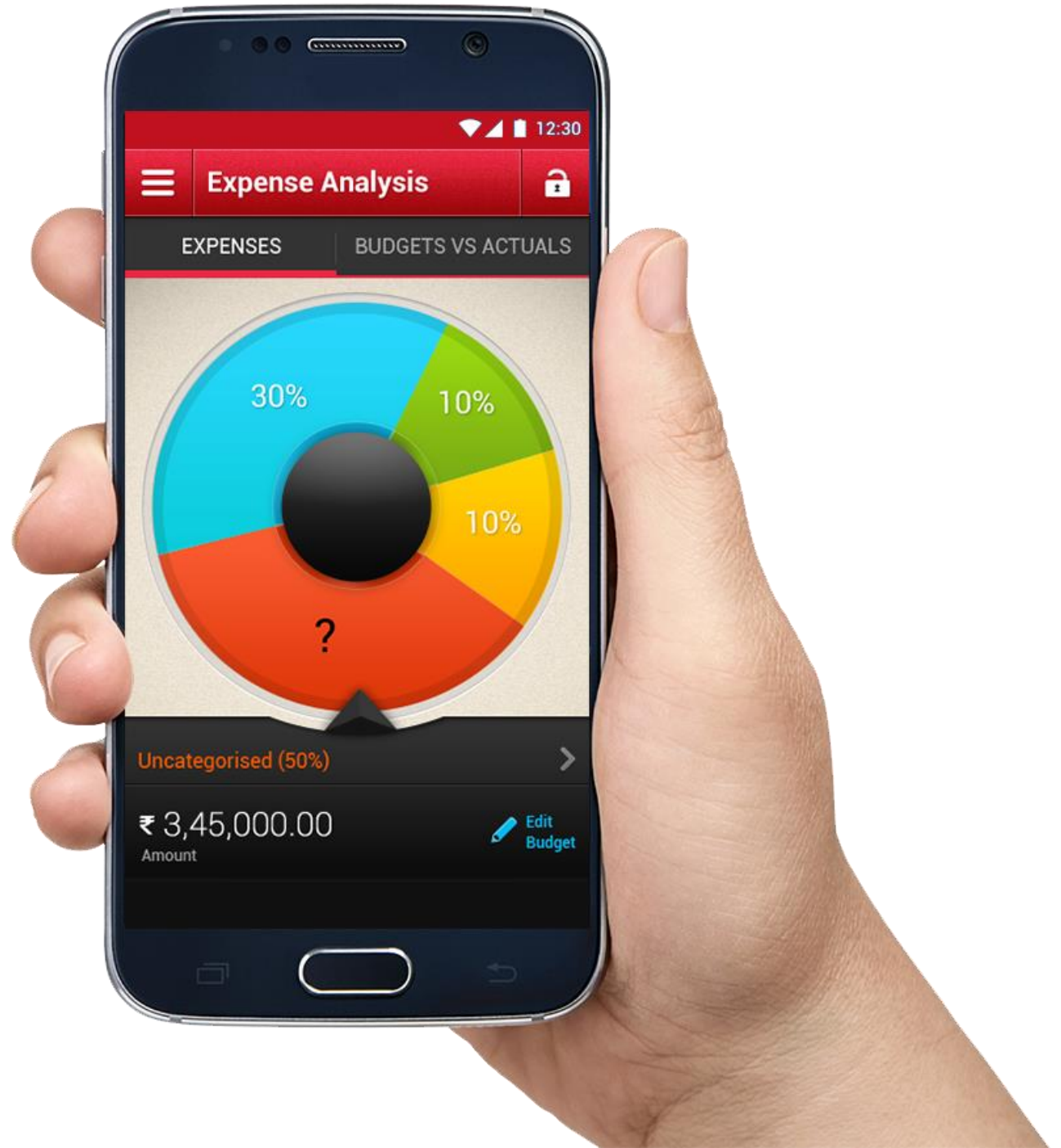
My Wallet

Categorize and add the expenses seamlessly on the go.



Expense Manager

All the transactions automatically categorized and visualized via an interactive pie chart.



Investment Tracker

Track all the investments such as Mutual Funds and Equity in a single place.

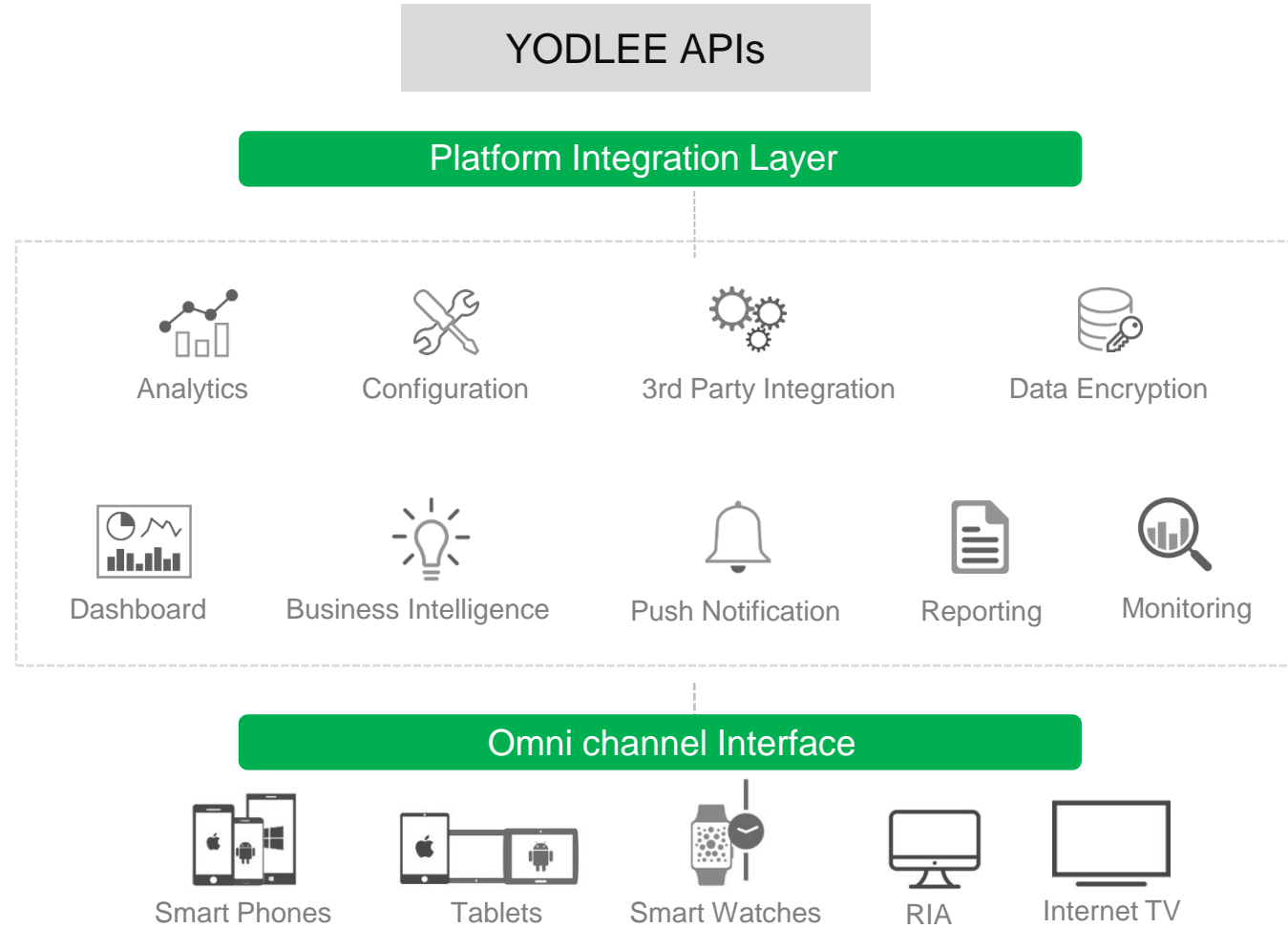




Middleware

An Omni-Channel platform interface that connects multiple backend systems to multiple access channels.

Architecture



Benefits



5 Million + Users



Reduced customer
acquisition cost



Cross selling of
investment products

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