

Mohit Sachdev appointed as Chief Marketing Officer of DBS Chola Amc

DBS Cholamandalam Asset Management Limited (DCAM) announced that Mohit Sachdev has joined the company as Chief Marketing Officer.

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DBS Cholamandalam Asset Management Limited (DCAM) announced that Mohit Sachdev has joined the company as Chief Marketing Officer.

Mohit Sachdev, 42, is a B.Tech from IIT Delhi and PGDBM from IIM Bangalore. He was earlier with UTI as President looking after Institutional Business. In his nineteen years of experience in financial services, he has dealt closely with changing debt and equity markets, using his knowledge of markets to guide customers on the right approach to their investments.

Welcoming him on board **Mr. N Srinivasan, Director Finance on the Murugappa Corporate Board and Lead Director for the Asset Management Business** said, "The AMC has aggressive plans for growth. We are delighted to have Mohit with us to lead the sales and marketing initiatives. His vast experience and insights of the mutual fund markets will be an asset to the company".

Commenting on his appointment **Mr. Mohit Sachdev** said, "I am very excited by this opportunity to be part of the leadership team that will take DBS Chola Mutual Fund to a higher level. The Murugappa Group and DBS Bank are solid institutions and I eagerly look forward to this challenging assignment".

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DBS Cholamandalam Asset Management Limited

DBS Cholamandalam Asset Management Limited (DCAM), a subsidiary of Cholamandalam DBS Finance Limited, a joint venture between the Murugappa Group and DBS of Singapore, is the investment Manager of DBS Chola Mutual Fund. Known for its prudent and disciplined investment philosophy, DCAM offers products across asset classes in equity, debt and money market. Within each asset class, the funds adhere to distinct investment styles, offering investors options to build a portfolio that best suits their goals and objectives.

Cholamandalam DBS Finance Limited

Cholamandalam DBS Finance Ltd., a joint venture between the Murugappa Group and DBS of Singapore. The Company, along with its subsidiaries and affiliates offers individual and institutional customers a range of financial services - personal loan, vehicle finance, home equity loan, capital market finance, corporate finance, mutual funds, securities broking and distribution of investment and insurance products.

DBS

Headquartered in Singapore, DBS and is one of the largest financial services group in Asia. The largest bank in Singapore and the fifth largest banking group in Hong Kong as measured by assets,

DBS has leading positions in consumer banking, treasury and markets, asset management, securities brokerage, equity and debt fund raising. Beyond the anchor markets of Singapore and Hong Kong, DBS serves corporate, institutional and retail customers through its operations in Thailand, Malaysia, Indonesia, India and The Philippines. In China, the Bank has branches and representative offices in Shanghai, Beijing, Guangzhou, Shenzhen, Fuzhou, Tianjin, Dongguan and Hangzhou. The Bank's credit ratings are one of the highest among banks competing in the Asia-Pacific region, and the highest among banks in Singapore.

About the Murugappa Group

Headquartered in Chennai, the Rs.9582 Crore (USD 2.4 billion) Murugappa Group is India's leading business conglomerate. Market leaders in diverse areas of business including Engineering, Abrasives, Finance, General Insurance, Cycles, Sugar, Farm Inputs, Fertilizers, Plantations, Bio-products and Nutraceuticals, its 29 limited companies have manufacturing facilities spread across 13 states in India. The organisation fosters an environment of professionalism and has a workforce of over 32,000 employees. The Group which has forged strong joint venture alliances with leading international companies like DBS Bank, Mitsui Sumitomo, Cargill, China Engineering & Exploration Bureau and Groupe Chimique Tunisien, has consolidated its status as one of the fastest growing diversified business houses in India.

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