

Date: 22nd October, 2019

To,
The Manager (CRD),
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400 001

Scrip Code: 508954

Subject: Press Release

Dear Sir,

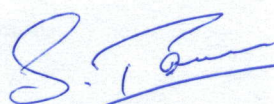
Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are sending herewith copy of the Press Release of the Company titled "**Same old trust, New Brand name: Arvog**", which is self-explanatory. The same is submitted for public dissemination and for your records

Kindly take the same on your record and acknowledge the receipt of the same.

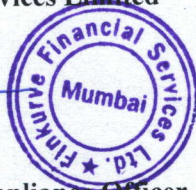
Thanking you,

Yours faithfully,

For Finkurve Financial Services Limited



Sunny Parekh
Company Secretary & Compliance Officer
M.No.: A32611



Encl: A/a

Press Release

Same old trust, New Brand name: Arvog

Finkurve Financial Services Limited (Finkurve), a Non-Banking Financial Company (NBFC) registered with the Reserve Bank of India, listed on BSE Limited, and established in 1984 will soon be recognized with the brand “Arvog”(without any change in the legal name of the company i.e. Finkurve Financial Services Limited) This management decision was taken in October 2019 with the vision of offering different financial services under one roof for our customers and make our foothold in the market even stronger. Apart from the above, the following two subsidiary companies have undergone the change of name and will also be included under the brand Arvog:

- 1) Supama Forex Private Limited, which was formed in 1996, will now be known as Arvog Forex Private Limited and
- 2) Aether Leisure Private Limited, a leading outdoor activity-providing company based out of Mumbai, will now be known as Arvog Leisure Private Limited.

This strategic move has been made to diversify the service portfolio and offer better solutions to customers.

Arvog Forex Private Limited offers money-changing services and caters to both wholesale and retail foreign exchange currency requirements of corporates, travel agents, private clients, etc. The company also has a License for the import and export of all major currency notes in association with global foreign exchange trading houses. RBI has recently upgraded the status of Arvog Forex Private Limited from Full Fledged Money Changer to Authorized Dealer – Category II. This certification permits the forex company to undertake dealings in a wide array of foreign exchange transactions.

On the other hand, Arvog Leisure Private Limited is into providing world-class sporting facilities for a wide variety of sports such as cricket, soccer, bubble soccer, etc. via its popular sports activity brand ‘Aether Sports’. This venture has been a huge success in Mumbai with numerous outdoor activity events being held on their turfs and customers availing their professional sports facilities and services.

Addressing about the new identity of Finkurve, Mr. Ketan Kothari, Chairman, said, *“Re-positioning ourselves with a new brand name ‘Arvog’ is a key strategic decision taken after a careful thought over a couple of months and we finally decided to go ahead with the decision in October 2019. With Arvog Forex and Arvog Leisure joining us, the combined entity Arvog will not only be able to offer different financial and leisure solutions under one roof but also delight our customers. This key strategic decision will shape our business landscape completely and further strengthen our already established business.”*

In Finnish, 'Arvokas' means 'worth' and by extension, 'worthiness', and Arvog is all set to offer great solutions and services to its wide variety of investment and finance customers. And not to forget, great services are in store for those seeking outdoor leisure activities for their entertainment needs.