

CentrumForex Enters into Alliance with TASAasia To Offer International Payment Services To Students Travelling Abroad

Mumbai, October 09, 2017 – CentrumForex.com, India’s leading digital money exchange portal and part of the Centrum Group, has entered into an alliance with TASAasia, a leading player in International Education, Study Abroad & Career Counseling in South Asia, to offer Money Exchange & Remittance related services to students travelling abroad for education. Under the alliance, TASAasia through its channel partners will refer Centrum’s money exchange services for remitting the university fees and related expenses to students they counsel.

TASAasia currently has over 500 recruiting partners and represents over 30 international universities of repute. They have advised over five lakh students and sent over 21,000 for higher studies abroad since 2000. The alliance will add another value added service to the bouquet of offerings from TASAasia.

The alliance will enable Centrum to expand its reach and provide its remittances, prepaid forex cards, currency notes and travel insurance services to the large customer base of TASAasia. Centrum is the market leader in servicing students travelling overseas for education. Currently it’s market share in overseas education segment is over 20% and is growing at a rapid pace.

Commenting on the development, **T.C. Guruprasad, CEO & MD, CentrumDirect Ltd.**, said, “We are delighted to partner a reputed player like TASA. The alliance will enable us to further expand our customer base and TASA’s students will benefit from our special exchange rates for students along with value added services such as free ATM withdrawals on prepaid forex cards, convenient online & offline reload options, complimentary international SIM cards and scholarships.”

Speaking on the occasion **Dr. Rajev B Sharma Group MD & CEO** stated “TASAasia has the pleasure of launching international payment services in association with CentrumForex.com for its partners and students. With these services TASAasia is taking one more step in fulfilling its vision of providing one stop shop for international education services. I am sure our students and their parents will be benefited from the seamless service and competitive rates being offered by TASAasia in association with CentrumForex.com.

Students applying for Graduate, Post Graduate, Doctorate, Exchange Programs, Summer Programs, Immersion or Short-Term Programs and Internship programs, can approach **TASAasia's** Education Counseling partners in 53 cities pan India or can directly log on to **TASAasia** website **www.tasaasia.com** and express their interest for availing the international payment services. The **TASAasia** team, in turn, will touch base with the students and help them procure the required foreign exchange to study abroad.

About TASA ASIA

TASAasia (Earlier known as TASMAL) is one of the largest B2B international education company of South Asia. It has a network of 500 plus Recruitment Partners across India, Nepal, Bangladesh, Sri Lanka, Pakistan, Maldives, Myanmar, and Bhutan. TASA ASIA is rapidly increasing its presence in Far East through its Singapore office and Middle East and North Africa (MENA) region through its Dubai office. It works very closely with 30 plus prominent international universities and colleges of repute in US, the UK, Canada, Europe, Australia, Dubai and Singapore as their South Asia/ India office. For more details please login www.tasaasia.com.

About Buyforex India Limited.

Buyforex India Limited a subsidiary of CentrumDirect Ltd., an online platform that offers foreign exchange and overseas remittance services. With more than 125 delivery centres spread in more than 46 cities, they have an enviable record of integrating innovative technology and service quality to bring out the best experience this industry has to offer.

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