



SUSTAINABILITY STEWARDS ZOURNII

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Integrity : Zournii



Anand Rathi is the founder of the Anand Rathi Group. The Gold Medallist chartered accountant of 1966 is a leading financial and investment expert in India. Before laying the foundation of the Anand Rathi Group, Mr Rathi had an illustrious and fruitful career with the Aditya Birla Group and DCM Ltd. Mr Rathi was the president of BSE (Bombay Stock Exchange) during 1999-2001. He spearheaded the task of setting up and expansion of BSE Online Trading System (BOLT). During his tenure of President and member of group Board, major reforms like setting up of Central Depository Services (CDSL), Trade Guarantee Fund, BSE Surveillance System etc. BSE reached new records during his tenure. He was also Central Council Member from 1985-1991.



Priti Rathi Gupta is founder of Lxme and one of the foremost ladies championing the cause of financial freedom for women. Priti comes with over two decades of experience in the Financial Services industry. An alumni of Harvard Business School, Priti has been awarded for setting up the Commodities desk, Currency and Forex Advisory Business. Priti's aspirations lie in fostering equitable access to wealth for women. Priti & Lxme were featured in Her Majesty the Queen's Official Platinum Jubilee Pageant Commemorative Album. Lxme was awarded the 'Warrior of Change' at 'The Annual Impact Creator Awards 2021'. She is passionate about film making and aspires to go to Film school someday. Lxme, India's leading financial platform for women, has raised funding led by Kalaari Capital through its CXXO initiative, which invests in emerging women entrepreneurs. The round also saw participation from notable

investors including Yash Kela of Founders Collective Fund, Amaya Ventures, the family office of Amit Khanna, Capri Holdings, Aditi Kothari of DSP, and others. Lxme's vision is to help India's 280 million working women save, spend, borrow, and achieve financial independence for better financial outcomes via an all-in-one financial platform, built specifically for them.