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About Sav

Sav is an autonomous consumer fintech built on open banking rails that enables users to manage all their financial accounts in one place, while Sav AI helps them save more, reduce debt, and build wealth.

Sav is a UAE Future100 Company, recognized by the Ministry of Economy, backed by Google for Startups (Top 10 Women in AI, MENA), backed by 500–Sanabil (Riyadh, 2024), and awarded as the Best Fintech Startup at Seamless Middle East 2023.

Our Purpose & Belief

Empower global professionals with financial intelligence that adapts seamlessly to their ever-changing aspirations across borders and life transitions.

To transform money into a dynamic asset that evolves with our users, providing adaptable financial solutions that address immediate needs while building long-term prosperity across markets and life stages



**Money that
moves with you**

Founders



Purvi Munot

Co-founder and CEO

[LinkedIn](#) 

Mithil Ajmera

Co-founder and COO

[LinkedIn](#) 


Products

Smarter money, powered by AI. Sav helps you track, spend, invest, and grow your wealth—all in one intelligent platform. Whether you want to understand your spending, optimise your cash, earn cashback, buy gold, or invest in US equities, Sav gives you the tools to take control effortlessly.

Sav Card

5% cashback on your spends*

Get your Sav card for free in under 2 mins.

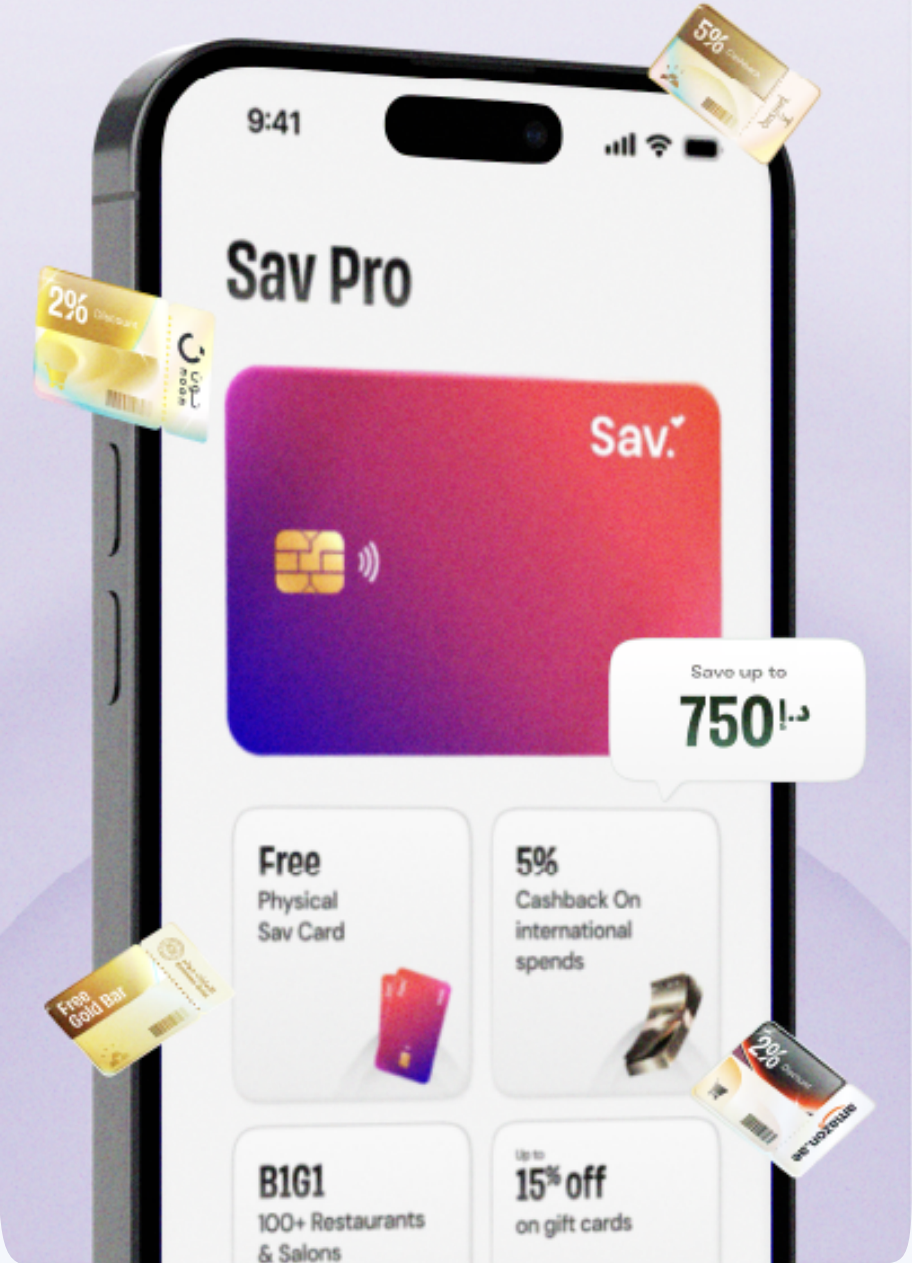


Sav Technologies Limited ("Sav") is licensed and regulated by the Dubai Financial Services Authority (DFSA), and the Sav Card is a prepaid card issued by NymCard Payment Services LLC under a Visa license and regulated by the Central Bank of the UAE.

Sav Pro

Access 100+ leading brands

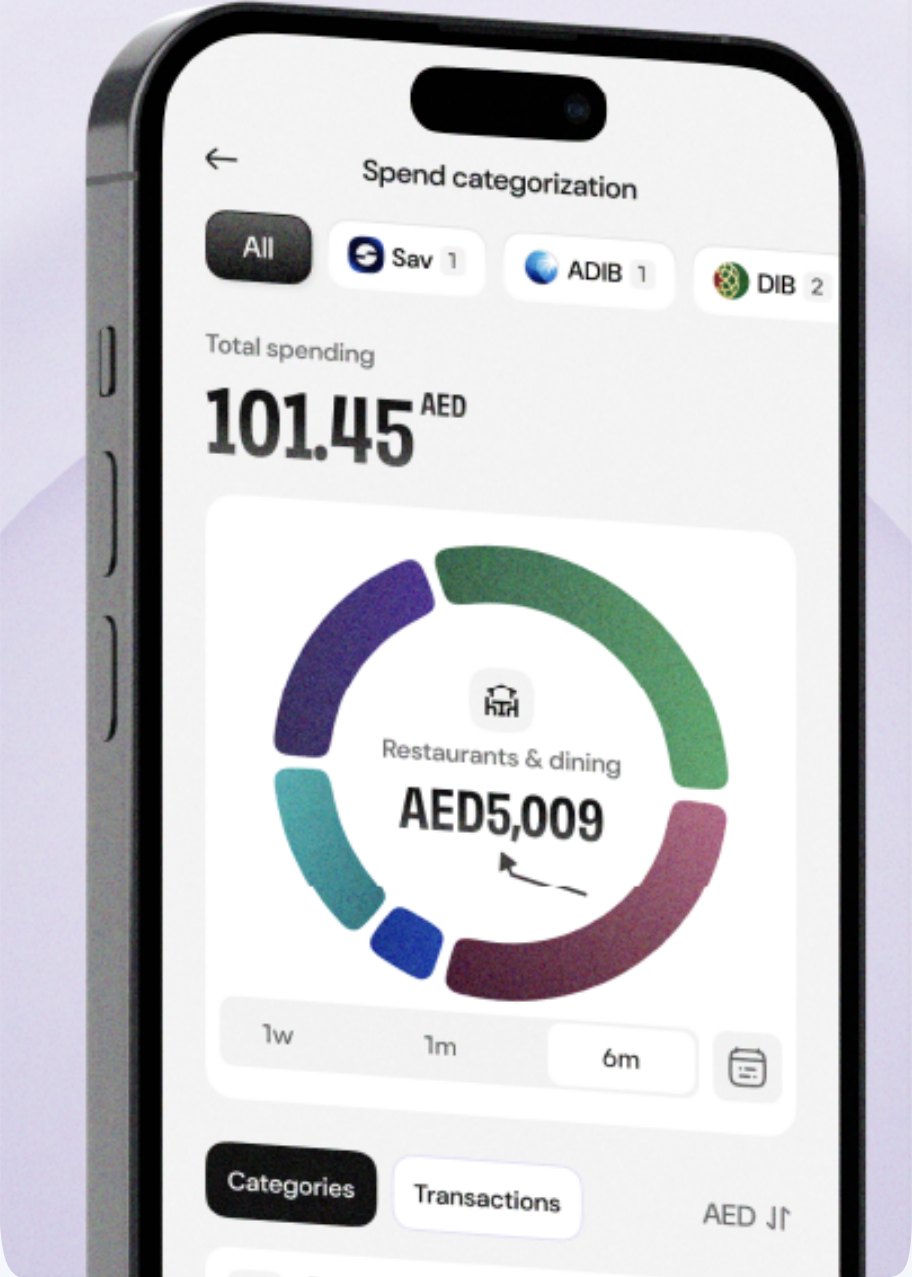
Earn rewards, buy gift cards from your favorite brands.



MyMoney

All Your Accounts in 1 Place

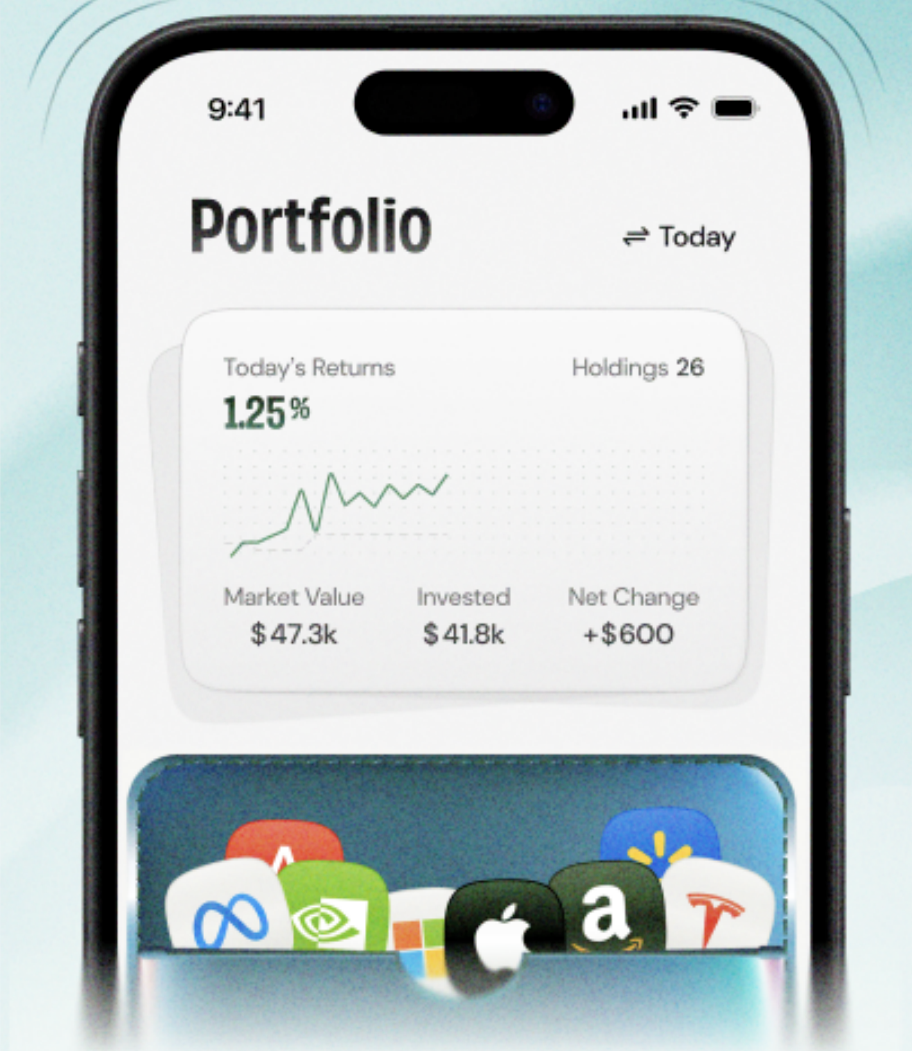
MyMoney let's you track, analyse, and manage your finances all in one place.



Wealth

Trade 10,000+ Stocks and ETFs

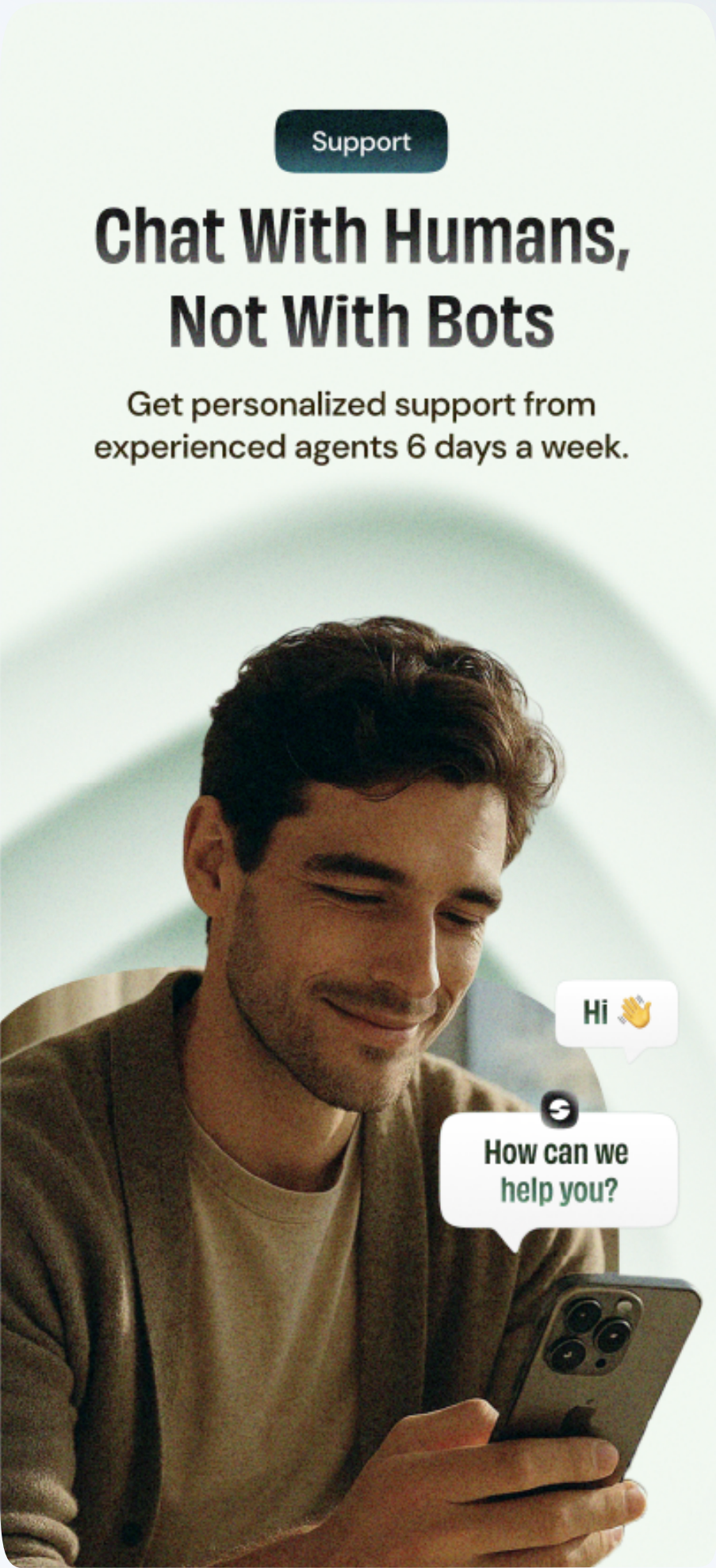
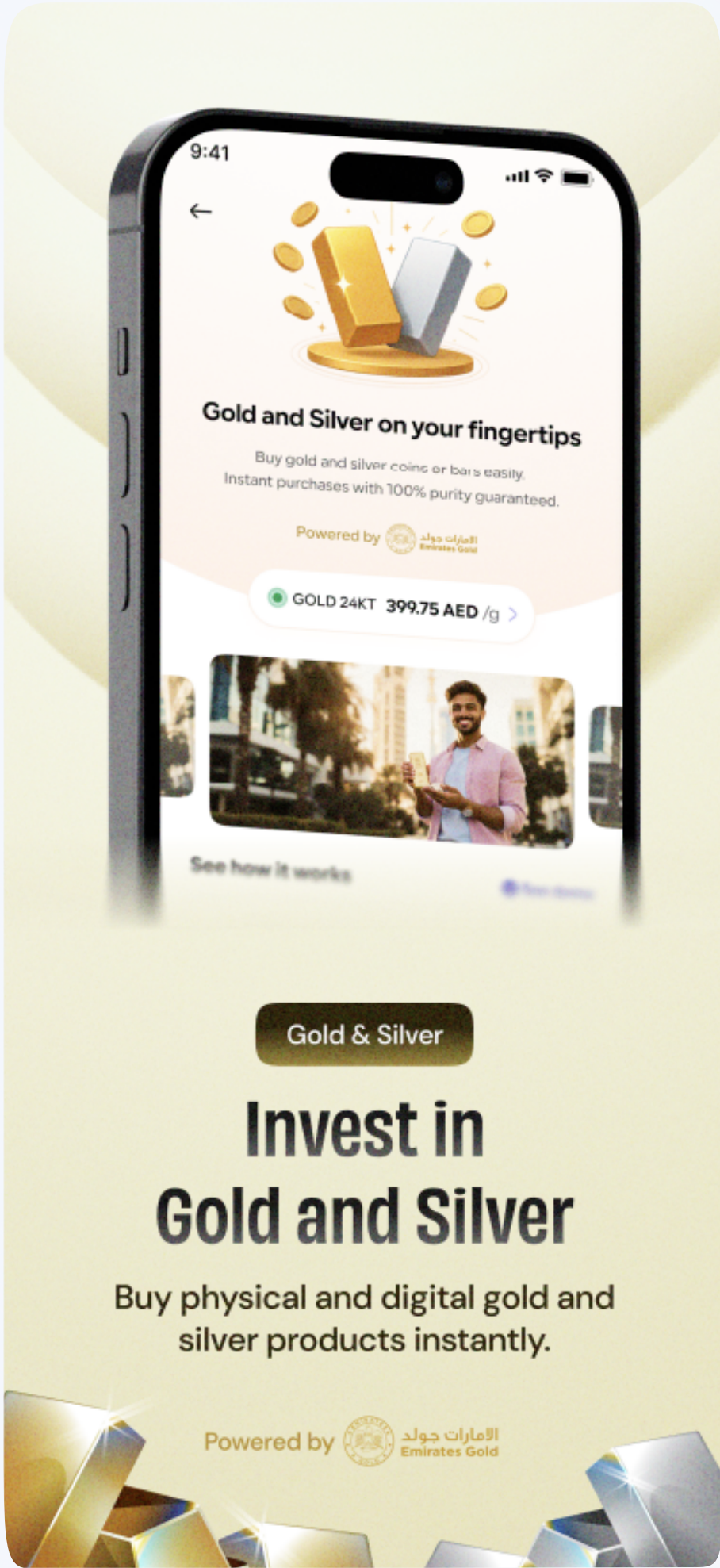
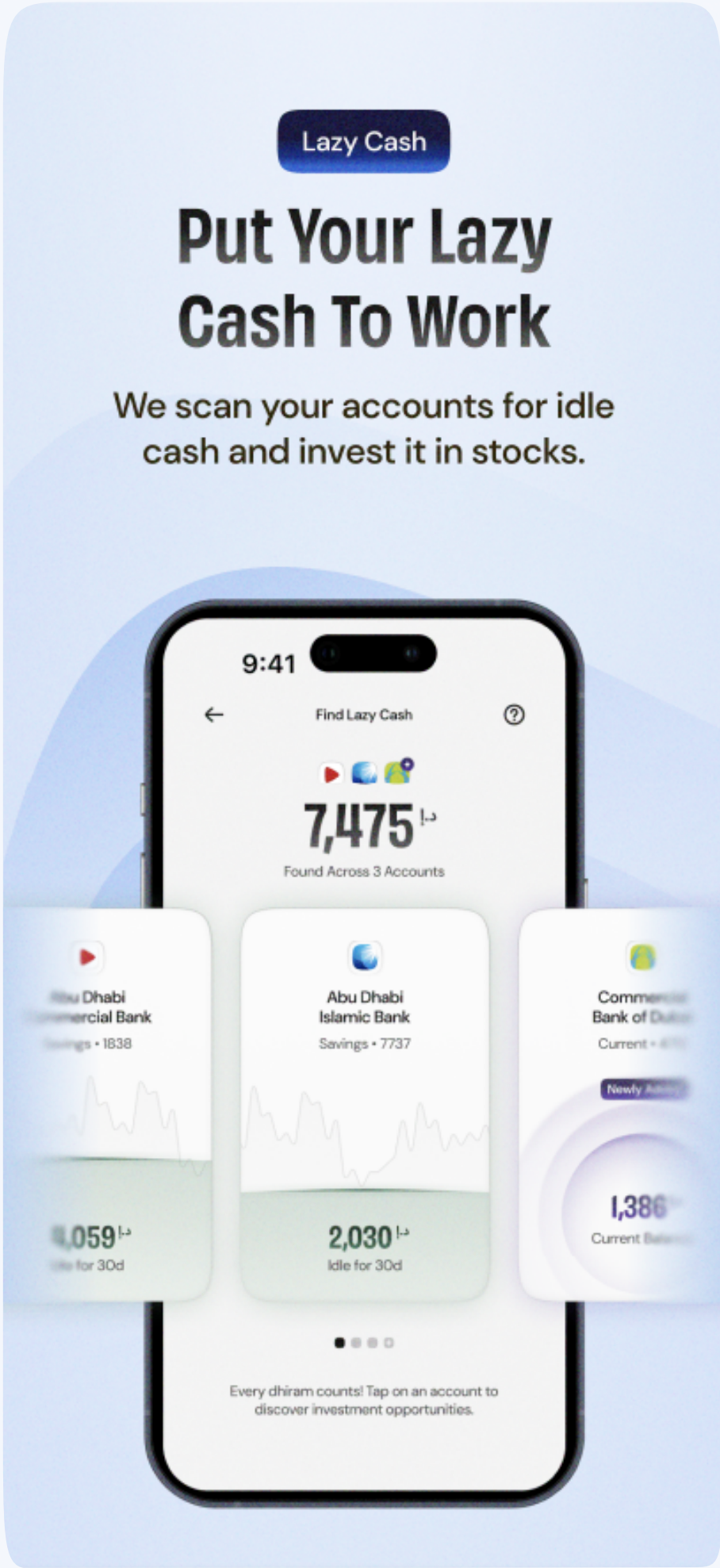
Create your account for free. Trade for \$1. No hidden charges.



Sharia Compliant

Banking & Financials

Artificial Intelligence



Astralis Continuum

Astralis Continuum, our first-ever showcase of what we believe is the future of money.

From a two-minute global onboarding to intelligent investing, autonomous credit, gold that earns, and a card that adapts to you, every moment that night was built to answer one question: "What if money could move the way you do?"

[Watch the event video](#) 



Logo Guidelines

Our brand's first impression—bold, memorable, and saying everything without a single word.

The primary logo (black on white) is the default for most uses. The symbol should generally appear within the squircle shape, featuring a subtle edge gradient for a neumorphic effect.



On a black background, the logo appears in reverse, with the symbol's edges tinted pure white for added depth.





Horizontal Unit



Vertical Unit



Symbol Only



Type Only

To maintain proper breathing space around the logo, follow these guidelines:

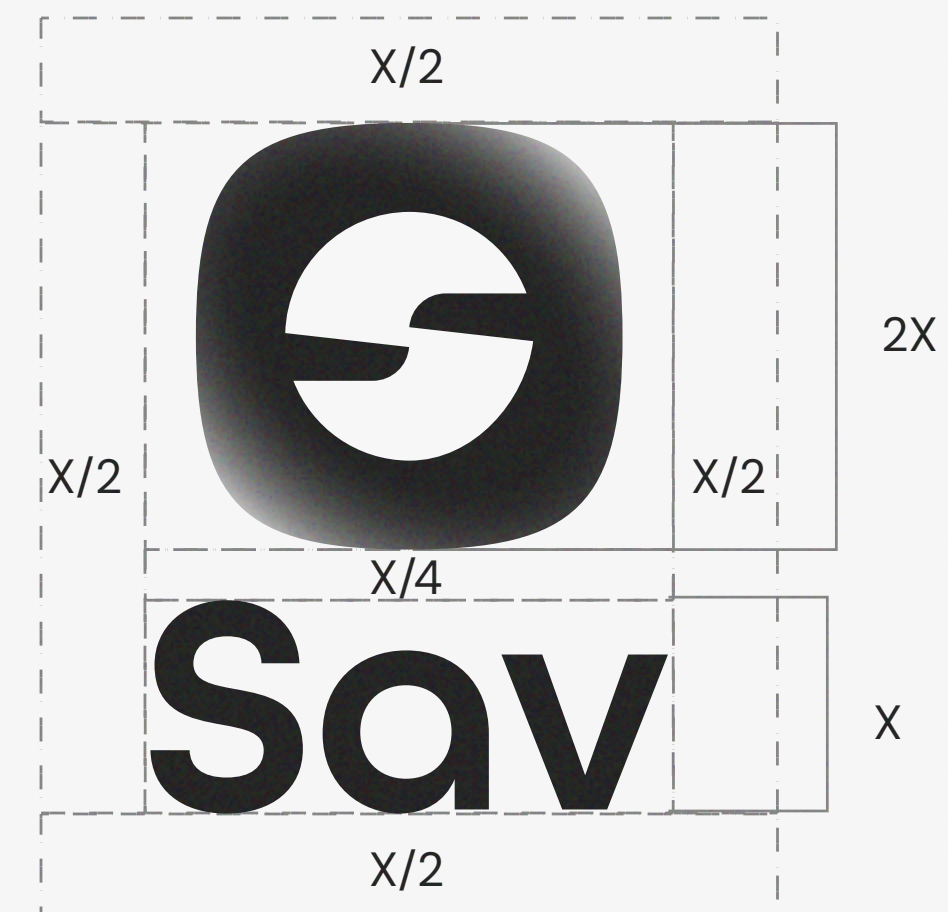
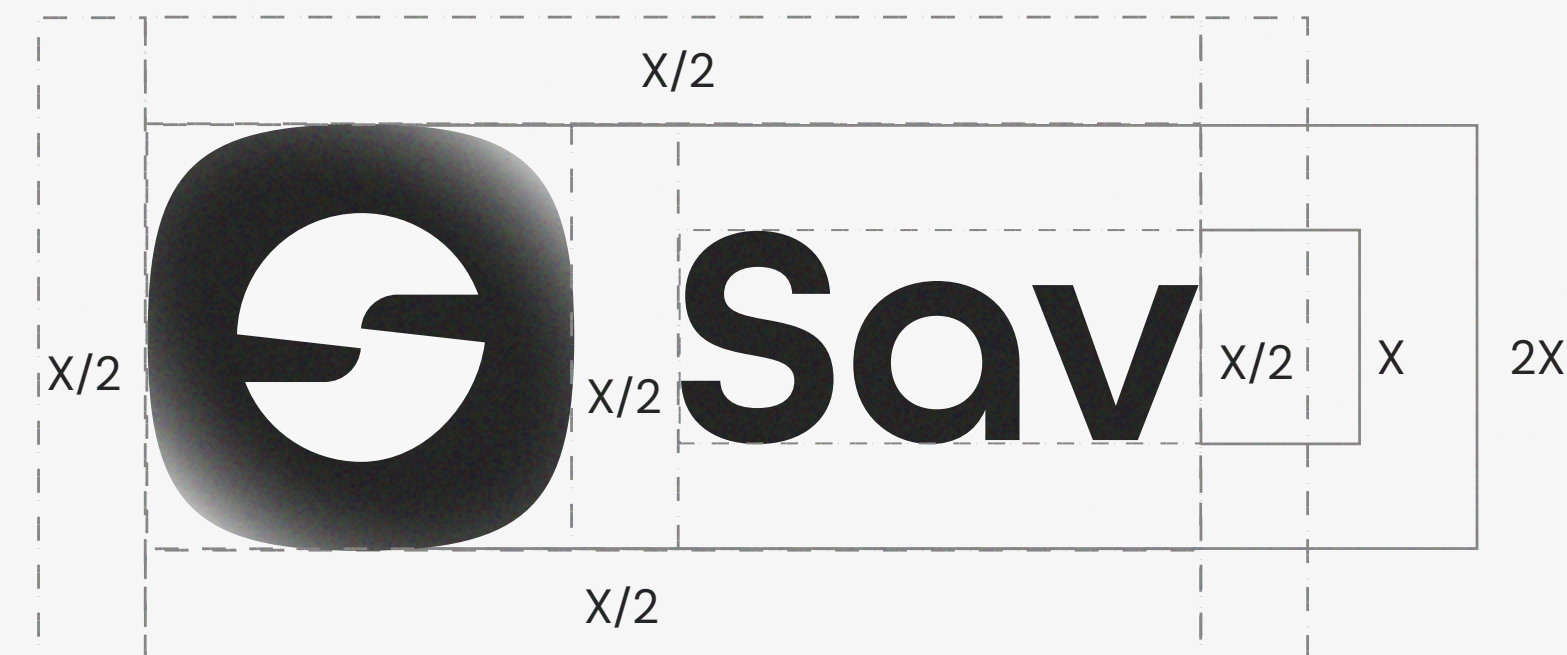
The logotype height is X .

The symbol height is $2X$.

The gap between the symbol and logotype is $X/2$.

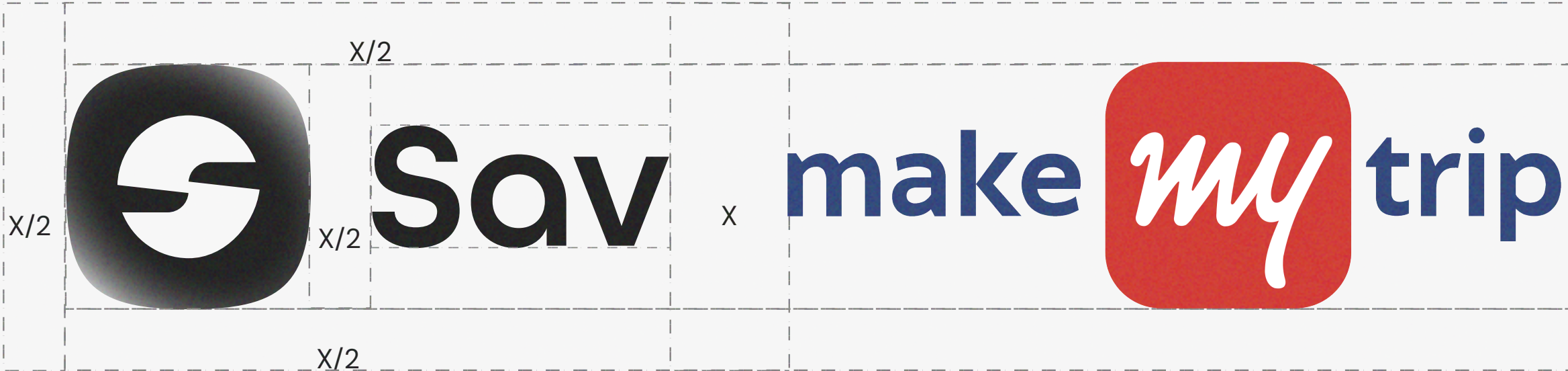
The clear space around the logo, on all sides, is $X/2$.

For the vertical version, the gap between the symbol and type is $X/4$.



These diagrams show how to create partner lockups.

The partner logo should be optically equal to ours.





Don't change the orientation of the logo to a diagonal position



Don't use any unapproved colour combinations



Don't distort the logo



Don't reconfigure the size of any of the logo elements



Don't apply any effects to the logo



Don't alter the wordmark



Don't crop the logo unit in odd proportions or sizes





Don't place the logo on top of images where it isn't clearly visible

Socials

 [sav.moneyapp](https://www.instagram.com/sav.moneyapp) 

 [Sav.MoneyApp](https://www.youtube.com/Sav.MoneyApp) 

 [sav-money](https://www.linkedin.com/company/sav-money) 

 [SavmoneyApp](https://twitter.com/SavmoneyApp) 

 comms@sav.money 