

HDFC ASSET MANAGEMENT COMPANY LIMITED

CIN: L65991MH1999PLC123027

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100 Days Campaign - "Saksham Niveshak": April 1, 2026 to July 9, 2026

Update Your KYC Details and Claim Your Unpaid/Unclaimed Dividends

In continuation of the earlier campaign, the Investor Education and Protection Fund Authority ('IEPFA'), Ministry of Corporate Affairs vide its letter dated March 27, 2026, requested companies to initiate the second phase of the 'Saksham Niveshak' 100 Days Campaign from April 1, 2026 to July 9, 2026 with an expanded scope to further facilitate direct credit of unpaid/unclaimed dividends to rightful shareholders.

In connection with the above, we would like to inform you that, the Company has been from time to time taking proactive steps to assist shareholders in claiming their unpaid/unclaimed dividends which includes sending reminder emails, making periodic calls and sending SMS on their registered mobile numbers for encouraging them to update their KYC details and claim their entitlements well in advance. Also, the Company has been from time to time voluntarily undertaking the process of crediting the unclaimed dividend to the shareholders who had subsequently updated their KYC details with the Registrar and Share Transfer Agent / Depository Participants.

These efforts will continue also under the umbrella of the Second 100 days Campaign - "Saksham Niveshak". Accordingly, the Company is continuing this initiative to enable shareholders to claim unpaid or unclaimed dividends.

Purpose of Second 100 days Campaign - "Saksham Niveshak":

To create awareness among shareholders to update their KYC & other details and claim any unpaid or unclaimed dividends directly from the Company and thereby to prevent unnecessary transfers of dividends/shares to IEPF.

Since dividends on shares are payable only through electronic mode the amount will be credited to the shareholder's bank account only after the required information/documents are updated. Shareholders are requested to update their bank details with their Depository Participants, in case the shares are held in dematerialised mode, and with KFinTech as per details given below, in case the shares are held in physical mode.

Information / documents to be submitted	Mode of dispatch
Form ISR-1: Filled and signed, with self-attested KYC documents	By post: Physical copies, self-attested and dated to KFin Technologies Limited, Selenium Tower B, Plot Nos. 31 & 32, Financial

<p>Form ISR-2: Filled and signed, with banker's attestation of your signature + original cancelled cheque [with your name printed] or self-attested bank passbook/statement</p> <p>Form SH-13: For adding a nominee</p> <p>Form ISR-3: If you wish to opt out of nomination.</p> <p>Shareholders can download the forms from the website of the Company at: https://www.hdfcfund.com/information/forms-circulars-physical-shareholders or from the website of KFin at: https://ris.kfintech.com/clientservices/isc/isrforms.aspx</p>	<p>District, Nanakramguda Serilingampally Mandal, Hyderabad – 500032, Telangana</p> <p>By email: From your registered email ID, with digitally signed documents [first joint holder must sign in case of joint holdings] to: einward.ris@kfintech.com;</p> <p>Online: Upload via KFintech's portal: https://www.kfintech.com/</p>
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We urge all shareholders to make use of this opportunity to update their records and secure their rightful benefits.

We solicit your kind cooperation in this important shareholders' awareness initiative.

For **HDFC Asset Management Company Limited**

Sonali Chandak

Company Secretary & Nodal Officer for IEPF and Head – Legal

To
The Nodal Officer
[Company's Name]

Subject: Request to Initiate Second 100-Day Campaign – “Saksham Niveshak” – for KYC and Related Updatons and Shareholder Engagement to Prevent Transfer of Unpaid/Unclaimed Dividends to IEPF – regarding

Dear Sir/Madam,

In continuation of the earlier campaign, the Authority proposes to relaunch the initiative with an expanded scope to further facilitate the direct payment of unclaimed/unpaid dividends to the rightful shareholders by the companies.

Aligned with the objectives of the Niveshak Shivar and IEPFA's broader mandate of investor education, awareness, and facilitation, it is proposed to launch the **Second 100-Day Campaign – “Saksham Niveshak”** – focusing on shareholders whose dividends remain unclaimed, with an emphasis on KYC updation and related compliance measures.

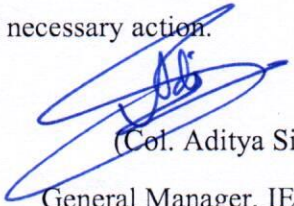
This campaign should focus on the following key actions:

1. **Proactive Engagement:** Reach out to shareholders to update their KYC, bank mandates, and contact information.
2. **Timely Dividend Processing:** Ensure swift processing of dividend claims and related requests.
3. **Prevent Unnecessary Transfers:** Avoid the transfer of shares to IEPFA by ensuring all eligible shareholders make necessary claims.
4. **Direct Claim Settlement:** Enable shareholders to receive their rightful claims directly from the Company.

In view of the above, you are requested to initiate the Second 100-Day Campaign during the period from **1st April, 2026 to 9th July, 2026**. You are also requested to submit **three periodic Progress Reports** and one final consolidated **Action Taken Report**, detailing the steps undertaken during the campaign period, as per the schedule below:

- **1st Progress Report:** 30th April, 2026
- **2nd Progress Report:** 25th May, 2026
- **3rd Progress Report:** 20th June, 2026
- **Final Report (Campaign Summary & Outcomes):** 15th July, 2026

The reporting format is enclosed herewith for your reference and necessary action.


(Col. Aditya Sinha)

General Manager, IEPFA