

## HDFC Mutual Fund Launches 5<sup>th</sup> Edition of 'Barni Se Azadi' Campaign, Continuing a Legacy of Women's Financial Freedom

**Mumbai, August 14, 2025:** HDFC Asset Management Co. Ltd., investment manager to HDFC Mutual Fund, one of India's leading mutual fund houses, today announced the launch of the 5th edition of **#BarniSeAzadi** campaign on the eve of Independence Day. This flagship initiative continues to champion financial independence for women by encouraging them to move beyond traditional saving practices and learn the transformative power of investing.

At the center of this year's campaign is the emotionally resonant film "**Sapne Karo Aazad**," which tells the compelling journey of a young woman who grows up watching her mother secretly save money in a jar to meet family needs. Inspired by these memories of sacrifice and silent determination, she chooses a different path by investing through Systematic Investment Plans (SIPs) to ultimately achieve her mother's unfulfilled dream of starting a boutique. The narrative powerfully underscores that true independence stems not merely from saving money, but from enabling dreams to flourish through strategic investing.

Speaking on the campaign launch, **Mr. Navneet Munot, MD & CEO of HDFC Asset Management Company**, said, *"Over the past four years, 'Barni Se Azadi' has evolved from a campaign into a social movement, symbolizing freedom from traditional savings habits that often limit wealth creation. Launched in the year of Azadi ka Amrit Mahotsav, we reimagined the Barni (traditional storage jar) as a powerful symbol of change, inspiring women across India to achieve financial independence through informed, long-term investing. Goes without saying that true financial independence comes when your money works as hard as you do."*

To amplify the campaign's reach and on the occasion of 79<sup>th</sup> Independence Day, HDFC Mutual Fund will conduct 79 Nukkad Natak (street theatre) performances across multiple locations, bringing the campaign's message directly to communities nationwide.

Building on the momentum of 'Barni Se Azadi', HDFC Mutual Fund remains dedicated to creating an awareness on investment landscape where every woman can learn, grow, and prosper.

Campaign video: <https://www.youtube.com/watch?v=IWCNYnzjAVk>

### **An Investor Education and Awareness Initiative**

Visit <https://www.hdfcfund.com/information/key-know-how> to know more about the process to complete a one-time Know Your Customer (KYC) requirement to invest in Mutual Funds. Investors should only deal with registered Mutual Funds, details of which can be verified on the SEBI website ([www.sebi.gov.in/intermediaries.html](http://www.sebi.gov.in/intermediaries.html)). For any queries, complaints & grievance redressal, investors may reach out to the AMCs and / or Investor Relations Officers. Additionally, investors may also lodge complaints directly with the AMCs. If they are not satisfied with the resolutions given by AMCs, they may raise complaint through the SCORES portal on <https://scores.gov.in>. SCORES portal facilitates investors to lodge complaint online with SEBI and subsequently view its status. In case the investor is not

satisfied with the resolution of the complaints raised directly with the AMCs or through the SCORES portal, they may file any complaint on the Smart ODR on <https://smartodr.in/login>.

**About HDFC AMC:**

HDFC Asset Management Company Limited (HDFC AMC) is an Investment Manager to HDFC Mutual Fund, one of the largest mutual funds in the country. It was incorporated under the Companies Act, 1956, on 10th December 1999 and was approved to act as an Asset Management Company for HDFC Mutual Fund by SEBI on 3rd July 2000. It has other SEBI licenses viz. PMS and AIF. HDFC AMC manages a diversified asset class mix across Equity and Fixed Income/Others. It also has a countrywide network of branches along with a diversified distribution network comprising Banks, Independent Financial Advisors and National Distributors.

**MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.**