

Marking the 79th Year of Independence, HDFC Mutual Fund conducted 79 Nukkad Nataks nationwide.

Mumbai, January 23, 2026: HDFC Asset Management Company Ltd., investment manager to HDFC Mutual Fund, rolled out the on-ground leg of its flagship 'Barni Se Azadi' initiative, with 79 Nukkad Natak (street play) performances going live across multiple cities. The initiative underscored HDFC Mutual Fund's continued commitment to taking financial awareness directly to communities at the grassroots level through culturally relevant and accessible formats.

'Barni Se Azadi' is a purpose-led initiative that sought to encourage individuals, especially women, to move beyond traditional saving practices and take informed steps towards long-term financial security. By leveraging the power of street theatre, the initiative aimed to spark relatable conversations around money, savings, and investing in a simple and culturally resonant format that was accessible to people from all walks of life.

The Nukkad Nataks were performed across seven cities, including Mumbai, Delhi, Indore, Surat, Lucknow, Baroda, and Jaipur. With a total of 79 performances scheduled, the plays commenced in December 2025 and were designed to engage audiences in public spaces such as markets, residential areas, and community hubs.

Commenting on the initiative, **Mr. Navneet Munot, Managing Director and Chief Executive Officer, HDFC Asset Management Company Ltd.**, said, "Financial awareness has the power to change not just individual lives, but entire communities. Through the Nukkad Natak conducted under HDFC Mutual Fund's 'Barni Se Azaadi' investor education initiative, financial awareness found a voice on the streets—educating, engaging, and inspiring individuals, especially women, to take control of their financial future."

Over the years, 'Barni Se Azadi' evolved into a broader movement that challenged conventional notions of savings and empowered women to take control of their financial futures. The on-ground activation through Nukkad Nataks strengthened this mission by creating direct, human connections and encouraging dialogue at the community level.

Benefits of SIP (Systematic Investment Plan)

- Freedom from market timing
- Well-suited for long-term wealth accumulation
- Disciplined wealth creation

To know more visit <https://www.hdfcfund.com/learn/barni-se-azadi>

An Investor Education and Awareness Initiative

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or through the SCORES portal, they may file any complaint on the Smart ODR on <https://smartodr.in/login>.

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