

HDFC Mutual Fund brings its #BarniSeAzadi a women-focused Investor Awareness Campaign to Magh Mela

Prayagraj, January 21, 2026: HDFC Asset Management Company Ltd., investment manager to HDFC Mutual Fund, is conducting an investor awareness campaign at the Magh Mela 2026, being held from January 3 to February 15, 2026 in Prayagraj, with a focus on improving financial literacy and encouraging disciplined, long-term investing among women.

The campaign is being conducted under HDFC Mutual Fund's BarniSeAzadi investor education and awareness initiative, which seeks to address the continued reliance on traditional savings practices, commonly referred to as Barni. While such savings methods remain common across households, money kept idle in cash or containers like a barni does not grow and gradually loses value over time. Through this initiative, the campaign aims to encourage a gradual shift towards SIP-based mutual fund investing. The on-ground campaign runs from January 12 to February 15, 2026, aligning with the peak footfall period of the Magh Mela.

Speaking on the initiative, **Mr. Navneet Munot, Managing Director and Chief Executive Officer, HDFC Asset Management Company Ltd.**, says, "True financial freedom begins with awareness and small, disciplined steps. Women have traditionally been the custodians of household savings, and through our BarniSeAzadi initiative, we are encouraging a shift from idle savings to purposeful investing. By taking investor education to community platforms like the Magh Mela, we hope to meet people where they are, using familiar symbols and simple ideas to convey the power of long-term, goal-based investing. Financial inclusion is not just about access to products, but about building confidence, trust, and understanding."

As part of the campaign, a series of on-ground activities are being undertaken at the Magh Mela, including a giant Barni installation symbolising traditional savings, nukkad nataks across multiple Mela locations, an AI-enabled photo booth, and a diya floating activity planned on Maghi Purnima.

The initiative reflects HDFC Mutual Fund's continued focus on taking investor education to large community settings, using familiar and accessible formats to engage with a wider audience beyond formal financial channels.

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

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). 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.sebi.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>.

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