

# HDFC Mutual Fund Turns a Dying Lake into a Lesson in SIPs through Nurture Nature 4.0

**Mumbai, 3 April 2026:** HDFC Mutual Fund has concluded a first-of-its-kind campaign under its long-standing initiative, Nurture Nature, reimagining how India understands Systematic Investment Plans (SIPs) by turning a complex financial concept into visible, real-world impact.

The campaign linked every new SIP registered during the initiative to water restoration, with each SIP registration contributing to the revival of the dying Nayanamkunta Lake in Hyderabad. Thousands of individual SIPs which got registered, helped channel a small portion of the funds into a large-scale ecological effort that helped restore a lake in partnership with the renowned environmentalist Anand Malligavad, bringing a fragile ecosystem back to life.

Speaking on the initiative, **Mr. Navneet Munot, Managing Director & CEO, HDFC Asset Management Company**, said *“This campaign is a testament to the idea that small steps, taken consistently, can lead to extraordinary outcomes. Just as SIPs help build financial security over time, collective action can restore and sustain our environment. We are proud to have created a platform where every investor could contribute to a larger social cause.”*

Beyond awareness, the campaign aimed to inspire genuine behavioural change. By drawing a parallel between the discipline of regular investing and the compounding power of collective action, the initiative shows how small, sustained contributions financial or environmental can create lasting transformation.

The campaign marks a significant milestone for HDFC Mutual Fund, not just in investor outreach, but in reimagining the role a financial brand can play in driving ecological and behavioural change.

## **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.**