

## **HDFC Mutual Fund Launches 'Naari Nivesh Yatra' to Encourage Financial Awareness and Investing Among Women Across India**

**Mumbai, June 9, 2026:** HDFC Mutual Fund, today launched the **Naari Nivesh Yatra**, a first-of-its-kind nationwide investor education and awareness initiative designed to encourage women to take charge of their financial future through informed investing and long-term financial planning. The initiative was flagged off at Chetana College, Bandra, Mumbai.

Recognising the increasingly important role women play in household financial decision making and wealth creation, the Naari Nivesh Yatra aims to bring investor education directly to communities across the country through an extensive six-month outreach programme.

As part of the initiative, two canters will travel across India in two different directions, covering multiple cities and towns. At each destination, HDFC Mutual Fund will conduct community engagement activities across multiple locations, featuring Nukkad Natak (street plays) and interactive investor awareness sessions that simplify key financial concepts and encourage conversations around investing.

A key focus of the Yatra will be direct engagement with women at the grassroots level. Over the course of the campaign, HDFC Mutual Fund will conduct 60 dedicated sessions with Women Self Help Groups (SHGs) across the country, creating platforms for discussion around financial planning, goal-based investing, long term wealth creation and the importance of developing disciplined investment habits.

Commenting on the launch, **Mr. Navneet Munot, Managing Director and Chief Executive Officer, HDFC Asset Management Company Limited**, said, *"Across India, women are often the most disciplined savers in a household and yet, structured investing has remained out of reach for many because the right conversation around personal finance never happened. The Naari Nivesh Yatra is built around that conversation. Through street plays, community sessions and direct engagement with Self Help Groups, we want to bring that conversation directly to women and help them see investing not as something complicated and distant, but as a practical tool for financial goals they already have in mind."*

The Naari Nivesh Yatra is being undertaken as an extension of HDFC Mutual Fund's investor education and awareness initiative, **Barni Se Azadi**, which encourages individuals to move beyond traditional saving practices and explore the benefits of informed investing to achieve their financial aspirations.

Through the Yatra, HDFC Mutual Fund reaffirms its commitment to advancing financial awareness and empowering women to take confident steps towards achieving their financial goals.

### **Benefits of SIP (Systematic Investment Plan)**

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

### **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.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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