

HDFC Mutual Fund's Nurture Nature 2026 Reinforces Commitment Towards Agriculture, Farmers, and Rural India

~Every SIP under the initiative to contribute towards reviving 2,000 sq. ft. of barren land through millet farming

Mumbai, June 05, 2026: Over the years, HDFC Mutual Fund's Nurture Nature initiative has evolved into a platform that connects investing with meaningful environmental and social action. From encouraging paperless investing, reducing plastic waste to driving environmental conservation initiatives, the campaign has consistently sought to demonstrate how small investor actions can collectively create large-scale impact.

Building on this journey, HDFC Mutual Fund is proud to launch the sixth edition of Nurture Nature, centred around one of India's most important pillars: agriculture and the millions of farmers who form the backbone of Bharat's growth story.

Agriculture is deeply embedded in India's economic, social, and cultural fabric, supporting livelihoods across rural communities and driving economic participation across large parts of the country. However, changing climatic conditions, declining farm productivity, water stress, and migration from villages continue to create challenges for farming communities. Through Nurture Nature 2026, HDFC Mutual Fund aims to support solutions that are rooted in Bharat's realities while contributing towards building stronger and more resilient rural ecosystems.

Under this initiative, every eligible digitally registered SIP invested during the initiative will contribute towards reviving 2,000 square feet of barren land through millet farming, supporting climate-resilient agriculture, livelihoods, and rural development.

The initiative will support farming communities through training programmes, seed bank support, irrigation assistance, and stronger distribution systems to improve farm resilience and create long-term livelihood opportunities. By promoting millet cultivation, the campaign aims to encourage sustainable and resource-efficient farming practices suited to India's changing climate.

Millets have emerged as a key intervention area owing to their lower dependence on water, resilience to changing climatic conditions, and ability to improve soil health. Beyond environmental benefits, millet farming also represents an opportunity to strengthen farmer incomes, restore degraded land, and create more sustainable agricultural ecosystems.

Speaking on the initiative, Navneet Munot, Managing Director & CEO, HDFC Asset Management Company Limited, said, "This year's UN theme for World Environment Day 'Inspired by Nature. For Climate. For Our Future' is a powerful reminder that our prosperity and our planet's health are deeply intertwined. At HDFC Mutual Fund, that belief has guided our Nurture Nature campaigns over the years. In its latest edition, every SIP will help revive barren land through climate-resilient millet farming, while supporting farmers with training, seed banks, and irrigation. Goes without saying that every step towards restoring nature helps build a more resilient future."



As part of the initiative, HDFC Mutual Fund is also launching a campaign film that brings alive the human impact of climate change, rural migration, and livelihood disruption, while showcasing how sustainable farming interventions can help restore hope and resilience in rural communities. Through storytelling-led narrative, the film aims to highlight how collective action and disciplined contributions can create meaningful environmental and social outcomes over time.

The campaign draws parallels between disciplined investing and long-term environmental restoration, reinforcing how small and consistent actions can create lasting transformation, whether in investing, communities, or the environment.

With Nurture Nature 2026, HDFC Mutual Fund continues to strengthen its commitment towards creating impact that goes beyond investing by supporting communities, sustainability, and Bharat's long-term development journey.

Watch the Film - <https://youtu.be/W85DvPbn79M>

Refer T&C for more details - <https://www.hdfcfund.com/NurtureNature2026>

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 (now governed by Companies Act, 2013), 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

HDFC Mutual Fund: SEBI Registration Number: MF/044/00/6

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