This Father's Day, HDFC Mutual Fund Celebrates the Fathers Who Quietly Shape Our Lives Through 'Fathers In Focus'

New campaign initiative helps families recreate old cherished memories by bringing fathers into photographs where they were often behind the camera

Mumbai, 18th June 2026: HDFC Mutual Fund has launched ‘Fathers In Focus’, a unique investor education and awareness initiative ahead of Father's Day that celebrates the role fathers play as providers, protectors, and pillars of support within Indian families.

The campaign is built around a simple yet relatable observation: fathers are often present at every important family milestone, but rarely appear in the photographs that capture those moments. More often than not, they are behind the camera, making arrangements, or quietly ensuring everything comes together seamlessly. Through ‘Fathers In Focus’, HDFC Mutual Fund celebrates these often-unseen contributions and the enduring role fathers play in supporting and shaping their families' futures.

The campaign film follows a family revisiting old photographs and reflecting on a familiar realisation. While their father was present at every important occasion, he rarely appeared in the photographs themselves. Sometimes it was because he was behind the camera, and at other times because he naturally chose to stand in the background while ensuring everyone else was part of the moment. The story culminates with the family using HDFC Mutual Fund's initiative ‘Fathers In Focus’ which provides ready-to-use AI-prompts to recreate a cherished memory and bring their father into the frame.

As part of the initiative, HDFC Mutual Fund has launched a dedicated digital page – www.hdfcfund.com/Fathers-In-Focus – where individuals can copy prompts and create enhanced image versions that bring fathers into the frame and place them back in cherished family moments, helping families revisit and celebrate memories together.

Commenting on the initiative, **Navneet Munot, Managing Director & Chief Executive Officer, HDFC Asset Management Company Limited, said**, "*In Indian families, fathers have traditionally been figures of responsibility who quietly work in the background to support their loved ones and help them pursue their aspirations. Whether it is providing stability, planning for the future, or ensuring the family's needs are met, much of their contribution often happens away from the spotlight. Through 'Fathers In Focus', we wanted to celebrate these everyday acts of responsibility and care. In many ways, this reflects the philosophy behind disciplined investing as well. Just as fathers consistently work towards securing their family's future, SIPs help investors build towards their long-term financial goals through discipline, consistency, and patience over time.*"

The campaign reinforces HDFC Mutual Fund's longstanding focus on investor education by using relatable and culturally resonant storytelling to communicate the value of disciplined investing. Through the metaphor of fathers quietly supporting families from behind the scenes, the campaign highlights how some of the most meaningful contributions are often the ones that happen consistently in the background and create lasting impact over time.

Benefits of SIP (Systematic Investment Plan)

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

To know more visit: http://www.hdfcfund.com/Fathers-In-Focus
To watch the film, visit: https://youtu.be/7-29DxIatP4

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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