Kargil Vijay Diwas: HDFC Mutual Fund Strengthens Financial Awareness Among Armed Forces Through Mission Samriddhi

Mumbai, 24 July 2026: HDFC Mutual Fund (HDFC MF), one of India's leading mutual fund houses, announced the successful completion of one year of **Mission Samriddhi**, its dedicated investor education and awareness initiative for India's armed forces personnel and their families. As the initiative enters its second year, it has reached more than 15,000 defence personnel through over 130 financial literacy sessions conducted across Army, Navy and Air Force establishments across the country since its launch on Kargil Vijay Diwas (July 26, 2025).

Mission Samriddhi was launched with the objective of equipping members of India's armed forces and their families with the knowledge and confidence to make informed financial decisions. Through structured investor education sessions on mutual funds, financial planning, disciplined investing and long-term wealth creation, the initiative has established a nationwide presence over the past year, covering defence establishments from Patiala and Ambala to Agra and Aizawl, while engaging personnel across the Army, Navy and Air Force.

Designed to address the unique financial planning needs of defence personnel, the programme empowers them to build long-term financial well-being through informed investing.

To provide continued support beyond the classroom, HDFC Mutual Fund has also set up a **dedicated missed-call helpline (73581 12345)** exclusively for armed forces personnel, enabling them to access assistance, information and continued financial learning related to mutual funds and investing.

Commenting on the initiative, **Mr. Navneet Munot, Managing Director & Chief Executive Officer, HDFC Asset Management Company Limited**, said*, "The men and women of our armed forces dedicate their lives to protecting the nation, and Mission Samriddhi is our way of supporting them build a financial well-being for the future. Over the past year, we have been encouraged by the response from defence personnel across the country, reaffirming the importance of financial awareness and investor education. As we mark one year of this initiative, we remain committed to expanding its reach and empowering more members of the armed forces and their families with the knowledge to make informed financial decisions."*

By taking financial literacy directly to members of the armed forces, the initiative seeks to promote greater financial resilience and encourage disciplined long-term investing among those who dedicate their lives to serving the nation.

As the initiative enters its second year, HDFC Mutual Fund will continue to expand Mission Samriddhi to reach more defence establishments across the country, further strengthening financial awareness and supporting the long-term financial well-being of India's armed forces.

Watch the film: Mission Samriddhi - Empowering Indian Armed Forces with Financial Freedom

Mutual Fund Benefits

- Professional Fund Management
- Diversified Portfolio
- Flexibility to Choose Investment Amount

To know more visit - https://www.hdfcfund.com/learners-corner/mission-samriddhi

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.

'Mission Samriddhi' is the name of HDFC Mutual Fund's Investor Education & Awareness programme dedicated only for the Indian Armed Forces and their families. Any resemblance, verbatim or otherwise to any existing identical/similar or any other name, mark, or trademark (registered or unregistered) is purely coincidental. The use of the name Mission Samriddhi is not intended to misrepresent or infringe upon any name, entity, or trademark (registered or unregistered)

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

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