HDFC Mutual Fund's 'Barni Se Azadi' Completes Five Years, Reaches 9 Lakh People Across India

Mumbai, August 15, 2026: HDFC Asset Management Co. Ltd., investment manager to HDFC Mutual Fund, one of India's leading mutual fund houses, celebrates five years of **'Barni Se Azadi',** its flagship investor education and awareness initiative aimed at encouraging women to move beyond traditional saving practices and embrace informed, long-term investing**.** Launched in 2021, the initiative has reached 9 Lakh people through investor education programmes and on-ground activations across India.

Built around the familiar 'Barni', a traditional storage jar used in Indian households to safeguard money, the campaign seeks to encourage women to move from simply saving money to investing for long-term financial freedom and wealth creation. Over the years, the initiative has evolved through films, social experiments and grassroot investor awareness programmes. In its third year, HDFC Mutual Fund conducted 76 Nukkad Nataks across India, followed by 79 Nukkad Nataks in the subsequent edition, taking financial education directly to communities and engaging thousands of women through relatable, face-to-face conversations.

The initiative also expanded beyond traditional investor education formats to reach audiences at the **Magh Mela**, one of India's largest religious gatherings. Through interactive activations such as 'Nivesh Mantra' and the 'Flogo Activation', women were introduced to the importance of investing and wealth creation in an engaging manner. Nukkad Nataks at the Mela further helped take the message of financial awareness to a wider audience.

In 2026, Barni Se Azadi entered its largest chapter yet with the launch of the **'Barni Se Azadi – Naari Nivesh Yatra'** on June 9. The six-month nationwide activation features two specially designed awareness vans conducting Nukkad Nataks, investor education sessions and sessions with Women Self-Help Groups. Together, the vans will cover 23 states and 5 Union Territories, visit 247 towns and travel approximately 45,000 kilometres.

Commenting on the five-year milestone, **Navneet Munot, Managing Director & CEO, HDFC Asset Management Company Limited,** said, *"For most Indian households, the Barni has traditionally been used to save money for the rainy day. Generations of women have set aside small amounts with discipline, often without anyone noticing. 5 years back through 'Barni Se Azadi' Investor education campaign, we set out to extend this from saving money to investing money. That move from saving to investing is by far the most important decision a household makes. In five years, this conversation has reached 9 Lakh people, and Naari Nivesh Yatra now carries it 45,000 Kilometers deep into 247 towns across India. Goes without saying, that household investment decisions are better off with women being an integral part of it making us committed to take this message to every household of the country."*

As Barni Se Azadi enters its sixth year, HDFC Mutual Fund will continue to focus on taking investor education directly to communities and encouraging more women to make informed decisions around financial planning, investing and long-term wealth creation.

Watch the file: https://youtu.be/gIT6_GSSwmQ?si=NE2-XEKrV5I6H59d

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

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