HDFC Mutual Fund Turns the Spotlight on Teachers' Financial Well-being with 'Teachers Turn Investors' Campaign

Mumbai, 5 September 2026: This **Teachers' Day**, as part of its **Investor Education and Awareness Programme**, HDFC Mutual Fund is taking forward **'Teachers Turn Investors'**, a special initiative encouraging teachers to focus on their own financial preparedness and long-term financial well-being.

The campaign is built around a simple insight: **over the years, teachers have helped build countless futures. But what about their own?** A teacher's legacy portfolio is often filled with students who have gone on to become doctors, IAS officers, police officers, entrepreneurs and professionals across fields. Yet, while shaping the aspirations and futures of others, teachers may not always give the same attention to planning for their own financial future.

As part of the initiative, HDFC Mutual Fund is initiating a **Financial Well-Being Test**, a simple financial assessment tool designed to help teachers understand their current level of financial preparedness and identify areas that may require attention. Presented in a **report card format**, the tool aims to make financial self-assessment more relatable and accessible, while encouraging teachers to take informed steps towards strengthening their financial well-being.

At the heart of the campaign is **'Teacher's Legacy Portfolio'**, which brings this thought to life by looking at the many successful futures that teachers have helped shape. The campaign seeks to turn the lens back towards educators themselves and encourage them to assess how prepared they are for their own financial goals.

Commenting on the initiative, **Mr. Navneet Munot, Managing Director & Chief Executive Officer, HDFC Asset Management Company Limited**, said, *"Teachers spend their lives helping others prepare for the future. From encouraging a child to dream bigger to guiding students towards the careers they eventually build, teachers have a lasting role in shaping lives. However, while they help so many others prepare for tomorrow, they may not always pause to think about their own financial preparedness. Through 'Teachers Turn Investors', we are simply encouraging teachers to take first step towards understanding and strengthening their own financial well-being."*

The initiative will be amplified **through media, digital outreach, social media engagement, online and offline Investor Awareness Programmes (IAPs) across different locations in India** and other awareness-led engagements, bringing the message of financial preparedness to teachers in a simple and relatable manner.

Through **'Teachers Turn Investors'**, HDFC Mutual Fund continues its focus on investor education by using relatable storytelling to encourage individuals to become more aware of their financial position and take informed decisions towards their long-term financial goals.

Watch The Film – https://youtu.be/WwMt82XWlyI?si=pLRr-mQMOQv6C1Pa

Learn More About The Initiative – https://www.hdfcfund.com/teachers

Benefits of Mutual Fund

- Professional Fund Management
- Diversified Portfolio
- Flexibility to choose investment amount

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.

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

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