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Tata Mutual Fund refreshed brand identity with dynamic new logo

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Tata Asset Management, one of India's leading asset management firms, today introduced a refreshed brand identity with the launch of a new logo of Tata Mutual Fund. The dynamic new brand identity reflects readiness and commitment to meet the



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green accent
embodies growth.

modern, energetic font
reflects the fund house's
alignment with the
aspirations of today's
investors, especially in an
era of rapid digitalization.



Over the past decade, the
mutual fund industry has
undergone a significant
transformation. Once
viewed as a niche
investment option, mutual
funds have now become a
mainstream choice for
potential wealth creation,
driven by increased
awareness, financial
literacy, and a growing
appetite for equities.

Today's investors demand
intuitive, DIY platforms that
provide control, flexibility,
and insights at their
fingertips. Tata Mutual
Fund caters to this need
through robust digital
channels, including



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the new logo, **F**
Bhobe, CEO and Managing
Director, Tata Asset
Management said, “Our
new brand identity reflects
the trust we have cultivated
over the years, evolving to
meet the changing needs
and aspirations of
investors. It symbolizes our
commitment to
empowering investors with
tailored investment options
that align seamlessly with
their goals and
preferences”.

Ashish Pawar, Head of
Marketing & Corporate
Communications, Tata
Asset Management added:
“This transformation is
more than a visual change;
it reflects our readiness to
meet the evolving needs of
our customers. The blue
colour continues to
symbolize trust, while the
addition of green reflects
our alignment with the
progress of our
stakeholders”.



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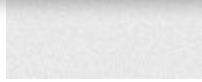
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Source: BARC | Metric: AMA's | TG: MOCS All 15+ | Period: Wk 53'24, 24 Hrs, All Days | Market: HGM

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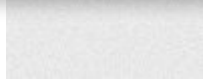
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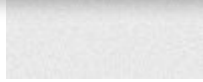
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