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Tata Mutual Fund unveils new brand identity

The new logo keeps the blue colour, adds a green accent, and uses a modern font.

afaqs! news bureau

15 Jan 2025 13:15 IST



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We are thrilled to unveil our brand-new logo! 🎉



Tata Asset Management, an asset management firm, today introduced a refreshed brand identity with the launch of a new logo of Tata Mutual Fund. The new brand identity aligns with the changing needs of investors. The new logo keeps the blue colour, adds a green accent, and uses a modern font.

Speaking at the launch of the new logo, Prathit Bhoje, 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 reaffirms our commitment to empowering investors with tailored investment options."



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h Pawar, head of marketing and corporate communications, Tata Asset
gement added: “This transformation is more than a visual change; it reflects our
ness to meet the evolving needs of our customers. The blue colour continues to
olise trust, while the addition of green reflects our alignment with the progress of
akshat dave”

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