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Tata Mutual Fund # Brand Identity # Growth # Transformation

The new logo retains the blue colour, symbolising trust and stability, while incorporating a vibrant green accent that embodies growth

The logo for Tata Mutual Fund is displayed. The word "TATA" is in a bold, blue, sans-serif font. Below it, the words "mutual fund" are in a green, lowercase, sans-serif font. The "mu" in "mutual" is a vibrant green, while "tural fund" is a slightly darker shade of green.

Tata Asset Management has introduced a refreshed brand identity with the launch of a new logo for Tata Mutual Fund. The new brand identity reflects readiness and commitment to meet the evolving needs of today's investors.

The new logo retains the blue colour, symbolising trust and stability, while incorporating a vibrant green accent that embodies growth. The font reflects the fund house's alignment with the aspirations of today's investors, especially in an era of rapid digitalisation.

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 websites, and partnerships with fintech platforms, enabling seamless investing experiences.

Speaking at the launch of the new logo, Prathit Bhoje, CEO and Managing Director, Tata Asset Management says, “Our new brand identity reflects the trust we have cultivated over the years, evolving to meet the changing needs and aspirations of investors. It symbolises 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 adds, “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 symbolise trust, while the addition of green reflects our alignment with the progress of our stakeholders.”

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