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Tata Mutual Fund unveils new brand identity

Tata Asset Management has introduced a new brand identity with a refreshed logo for Mutual Fund. The new logo features blue, symbolising trust and stability, and a green for growth. This change aims to meet the evolving needs of investors amid the industry transformation.



B BE Staff, • ETBrandEquity

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Tata Mutual Fund new logo

Tata Asset Management, one of India's asset management firms, has 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 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 modern, energetic font reflects the fund house's alignment with the aspirations of today's investors, especially in an era of rapid digitalisation, the company stated in a press release.

Speaking at the launch of the new logo, Prathit Bhole, chief executive officer 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 symbolises our commitment to empowering investors with tailored investment options that align seamlessly with their goals and preferences”.

Ashish Pawar, head of marketing and 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 symbolise trust, while the addition of green reflects our alignment with the progress of our stakeholders.”

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