

for immediate use **PRESS RELEASE****Tata Mutual Fund unveils new Brand Identity**

Mumbai, 15th January 2025: Tata Mutual Fund has introduced a dynamic new brand identity, reflecting our readiness and commitment to meet the evolving needs of today's investors.

The new logo retains the blue colour, symbolizing 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 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 websites, and partnerships with fintech platforms, enabling seamless investing experiences.

Speaking at the launching 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 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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Established in 1994, Tata Asset Management Private Limited is the investment manager for Tata Mutual Fund. It is one of the oldest mutual funds in India with a unique folio base of over 52 lakhs (latest available as on 30th November 2024). Tata Mutual Fund takes pride in managing the investments of the common man right from childhood to retirement. It offers a wide choice of funds for every need across the entire risk return spectrum. These include equity funds, debt funds, hybrid funds and few others.

Disclaimer: The views expressed in this article are personal in nature and in is no way trying to predict the markets or to time them. The views expressed are for information purpose only and do not construe to be any investment, legal or taxation advice. Any action taken by you on the basis of the information contained herein is your responsibility alone and Tata Asset Management Pvt. Ltd. will not be liable in any manner for the consequences of such action taken by you. Please consult your Mutual Fund Distributor before investing. The views expressed in this article may not reflect in the scheme portfolios of Tata Mutual Fund. The view expressed are based on the current market scenario and the same is subject to change. There are no guaranteed or assured returns under any of the scheme of Tata mutual Fund

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

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