



Tata Mutual Fund announces a rebrand

Rolls out a new logo and video to highlight its revived identity offerings.

Manifest Media Staff

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The image shows the Tata Mutual Fund logo. 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 logo is set against a white background with a subtle grid pattern.

 Tata Mutual Fund's new logo.

Tata Asset Management has announced its refreshed brand identity for Tata Mutual Fund.

The new brand identity reflects readiness and commitment to meet the evolving needs of today's investors.

The revived 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 brand has also rolled out a video to highlight its brand transformation offerings.

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



Prathit 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 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."

Source: MANIFEST MEDIA

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