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Tata Mutual Fund unveils new brand identity

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



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New Delhi: Tata Asset Management introduced a refreshed brand identity with the launch of a new logo of Tata Mutual Fund.

The new logo retains the blue colour, symbolising trust and stability, while incorporating a 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.

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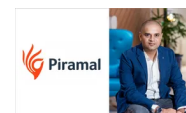
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