

for immediate use **PRESS RELEASE****Tata Asset Management Launches AI-powered WhatsApp Bot to Simplify Investing**

Mumbai | July 02, 2025: As part of our ongoing commitment to redefine how India invests, Tata Asset Management (Tata AMC), one of India's most trusted investment partners, announces the launch of AI-powered WhatsApp bot, 'Mr. Simple.' Designed to offer investors a seamless, intuitive, and always-accessible experience, this launch marks another milestone in our digital transformation journey.

Earlier this month, we introduced a first-of-its-kind mobile app that provides users with a comprehensive view of their financial world - 'One App. One View. Infinite Opportunities.' The app sets the tone for our integrated digital ecosystem, and the WhatsApp bot builds on that potential, simplifying investing at every touchpoint.

With 'Mr. Simple', Tata AMC is bringing investing even closer to its users, offering them the ability to start an SIP, make lump sum investments, redeem units, or check NAVs, all through a simple WhatsApp conversation. The bot also supports key service requests such as updating bank details or downloading statements, without requiring users to log into separate platforms or navigate complex interfaces.

This initiative reflects our vision to make investing not only smarter and more inclusive but also as effortless as sending a message to a friend.

"At Tata Asset Management, we are focused on removing the friction from investing and replacing it with simplicity, intelligence, and convenience," **said Hemant Kumar, Chief Distribution and Digital Officer, Tata Asset Management.** "The recent launch of our mobile app and now our AI-powered WhatsApp bot is a testament to that focus. By leveraging AI and conversational interfaces, we are reshaping how investors discover, decide, and act on their terms, and in real time. It reflects our broader vision of using technology to make investing simpler, smarter, and more inclusive."

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The bot also features intelligent discovery capabilities, allowing users to explore Tata Mutual Fund's wide range of offerings through natural language queries, empowering them with personalised responses and real-time assistance.

Through initiatives like these, Tata Asset Management remains committed to building a future-ready digital ecosystem that caters to the evolving needs of today's investors.

To begin using the service, users can simply send "Hi" to the brand's official WhatsApp number (+91 70457 48282) and begin their investment journey with ease.

About Tata Asset Management

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 60 lakhs (latest available as on 31st May 2025). 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 are of Tata Asset Management Private Limited and are in 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. The views expressed may not reflect in the scheme portfolios of Tata Mutual Fund.

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

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