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Tata Asset Management unveils "Get Full Flexibility with Flexi Cap Funds" campaign to demystify Flexi Cap category

Mumbai, December 10, 2025: Tata Asset Management has launched 'Get Full Flexibility with Flexi Cap Funds, a new investor education and awareness initiative designed to demystify Flexi Cap category and show how it can help investors access diversified equity exposure across all market capitalisations through a single fund.

Many investors struggle with a simple question: *Should I invest in large caps for relative stability, or in mid and small caps for growth potential?*

The answer is - Flexi Cap Funds, as it gives the fund manager the flexibility to allocate investments across all three market cap categories (Large, Mid & Small) based on market opportunities and conditions, while maintaining the minimum equity allocation as per regulations.

The campaign highlights the importance of flexibility through everyday moments that resonate with Indian investors. The three films use relatable situations like adjusting a car seat for comfort, leaning back in an office chair to stretch, choosing flexible shoes for comfort along with a single question: **if flexibility matters in life, why not in investments?** Each of the three campaign films uses one such "flexibility" moment to illustrate how a Flexi Cap Fund offers investors relative flexibility to gain diversified equity exposure across large, mid, and small-cap stocks, all within a single fund, thus simplifying their investment journey.

As part of its media strategy, the campaign will be aired on business news channels and will be amplified through Connected TV, digital platforms and social media, supported by regional language versions to reach investors across India.

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Commenting on the campaign, **Prathit Bhohe, CEO and Managing Director, Tata Asset Management**, said, "Equity participation in India is growing meaningfully, and Flexi Cap Funds have emerged as one of the fastest growing categories in equity mutual funds in India ([Economic Times](#)). They aim to benefit investors and fund managers alike as investors gain diversified exposure to large, mid and small cap equities within a single scheme, while fund managers could dynamically adjust allocations based on market conditions.

The campaign '**Get Full Flexibility with Flexi Cap Funds**' aims to increase awareness and drive smarter adoption of Flexi Cap category. We remain focused on making such categories easier to understand, so investors can make informed decisions aligned to their goals and risk appetite."

The films bring out three key advantages of Flexi Cap Funds:

- Diversification across large, mid and small-cap stocks
- Dynamic rebalancing in line with market conditions
- Professional management to optimize potential growth and risk

On the campaign launch, **Ashish Pawar, Head – Marketing and Corporate Communication, Tata Asset Management**, said, "At the core of this campaign lies a powerful insight: in today's world of constant change and volatility, flexibility is not just a desirable feature - it is essential in all walks of life, including investments. We have tried to communicate a simple message: if flexibility feels right in life, then why not choose an investment that offers flexibility." through everyday moments in the commercial.

The films have been conceptualised and produced by **Adsto Media House**.

Watch the campaign videos here:

Hindi:

- 1 <https://youtu.be/oZiUkgeEe8Y>
- 2 <https://youtu.be/2RTj7pqirXA>
- 3 <https://youtu.be/Ev8trBuqW3k>

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Telugu:

- 1 <https://youtu.be/LAbJ0Toujbc>
- 2 <https://youtu.be/cdO5FNAZQeo>
- 3 <https://youtu.be/r2GcicMwHjo>

Kannada:

- 1 <https://youtu.be/6sJRHPqVE>
- 2 <https://youtu.be/fru5-9Kd9F8>
- 3 <https://youtu.be/py8JO5vTUjl>

Tamil:

- 1 <https://youtu.be/o3LWsAV1oLk>
- 2 https://youtu.be/5R_VJ4fVZCg
- 3 <https://youtu.be/5JAlWxLKY78>

Malayalam:

- 1 <https://youtu.be/UYI37JRt9T8>
- 2 https://youtu.be/n-mcxMAqx_U
- 3 <https://youtu.be/pMbnhM5beRI>

Visit the campaign page to learn more:

<https://www.tatamutualfund.com/deshkarenivesh/flexi-cap-funds>

About Flexi Cap Funds

Flexi Cap Funds are equity mutual fund schemes that may invest across companies of all market capitalisations-large, mid and small-cap-based on fund manager assessment and market conditions. As per SEBI guidelines, these schemes invest a minimum of 65% of their assets in equity and equity-related instruments. The flexibility in allocation does not guarantee returns but allows the fund manager to respond to evolving opportunities and risks within the equity market.

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- Nomination is advisable for all folios opened by an individual, especially with sole holding, as it facilitates an easy transmission process

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

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