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Talk

INTERVIEW

Indian investors are embracing digital platforms as there's a clear tilt towards self-service solutions

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HEMANT KUMAR

Full interview on **Page 5**

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KUMUD DAS

WHAT specific investor needs led to the launch of Mr. Simple on WhatsApp, and how has feedback shaped its evolution?

Mr. Simple was born out of a simple but important realisation: Many investors, especially first-time and retail participants, found mutual fund investing intimidating. They were comfortable using WhatsApp to connect with family, run businesses, and even complete everyday tasks, but when it came to investments, they often encountered barriers in the form of unfamiliar apps, lengthy forms, or jargon-heavy processes.

Feedback has been central to Mr. Simple's journey. Through emails, branch visits, and calls, we gathered inputs that helped refine the experience. Investors asked for faster transactions, clearer prompts, and smoother navigation. This drove us to keep enhancing the conversational scripts, expand functionality, and personalize responses. Over time, Mr. Simple has evolved into more than a query tool — it now supports transactions, updates, and summaries, adapting to the changing needs of investors while maintaining its friendly, approachable nature.

We wanted to change that by creating a tool that brings investing into a platform they already use and trust.

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How are you balancing security with simplicity for investors transacting or accessing details through WhatsApp?

Investor security has always been our top priority, but we recognised that too many security steps could frustrate users. The challenge was to design a system that is safe yet effortless.

We use multi-factor authentication for all sensitive transactions, so every action requires multiple verifications. Transactions pass through secure APIs that connect directly with Tata Mutual Fund's systems, ensuring that personal data is never exposed externally. All communication is end-to-end encrypted, and we comply with

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At the same time, we focused on making these safeguards invisible. For example, rather than asking investors to remember multiple credentials, we integrate verification seamlessly into the WhatsApp journey. The idea is that while the backend runs on strong encryption and robust firewalls, the user experiences a simple, smooth flow. Investors can therefore transact with confidence, knowing that security and simplicity work hand in hand.

With the new app crossing 300,000 downloads in just two months, what does this milestone indicate about changing investor behaviour?

Crossing 300,000 downloads within two months highlights a major shift in investor behaviour. It reflects how quickly Indian investors are embracing digital platforms to manage their money. In the past, investors depended heavily on physical touchpoints such as branches or distributors. While these remain relevant, there is now a clear tilt towards mobile-first, self-service solu-



tions. This milestone shows that investors value convenience, real-time control, and transparency. They want to track SIPs, check NAVs, and make redemptions instantly, often outside of traditional business hours. The adoption also points to greater confidence in digital transactions. Investors no longer see technology as an add-on; they see it as the default way to interact with financial services.

For us, the achievement reinforces the importance of offering platforms that are both comprehensive and approachable. Beginners find the app easy enough to start with, while seasoned investors use advanced features like Portfolio 360. The success reflects the changing mindset of investors who now expect investing tools to match the simplicity and

sophistication of other apps they use daily.

How do usage patterns differ between the mobile app and WhatsApp bot, and what unique value does each bring to investors?

The WhatsApp bot and the mobile app serve complementary roles, meeting different investor needs. Mr. Simple on WhatsApp is ideal for quick interactions. If someone wants to know their SIP status, check a NAV, or perform a basic transaction, WhatsApp provides instant answers in a familiar environment. For new investors, it acts as an easy entry point, making the first step into investing less overwhelming.

The mobile app, on the other hand, is more immersive. It provides rich visuals, detailed portfolio insights, and advanced tools for planning. Features like Portfolio 360 give a comprehensive view of holdings, while the financial roadmap helps investors plan for long-term goals. The app is therefore better suited for those who want deeper engagement, analysis, and customization.

Instead of competing, the two platforms complement each other.

WhatsApp simplifies everyday needs, while the app enables serious, long-term engagement. Together, they ensure that Tata Mutual Fund can meet investors wherever they are on their financial journey.

Looking ahead, how will Tata AMC integrate voice, video, and vernacular to stay ahead of fintech competitors and meet evolving investor expectations?

The next phase of digital engagement will be driven by personalisation and inclusivity. Tata AMC is actively working on voice, video, and vernacular features to make investing more accessible to all. Voice will allow investors to interact naturally, without typing or navigating menus. Imagine simply asking, "How much is my portfolio worth today?" and getting an instant reply. This hands-free interaction will be especially useful for investors unfamiliar with technology.

Video content is another area we are expanding. Many investors prefer watching short explainers or demos instead of reading lengthy documents. By producing more educational videos in multi-

ple languages, we make investing clearer and more engaging.

Vernacular support is particularly critical in India's diverse market. By offering services in regional languages, we ensure that language is never a barrier to financial participation.

This opens the door for millions of new investors who may otherwise hesitate due to language comfort.

By combining these innovations, we aim to build a truly inclusive digital ecosystem — one that keeps pace with fintech competitors but, more importantly, reflects Tata AMC's commitment to making investing simpler and more accessible for everyone.