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A masterclass in storytelling:
Tata Mutual Fund turns everyday Diwali moments into lessons on investing

Poetry-led investor education series draws on familiar Diwali moments, from festive cleaning and sharing responsibilities to mithai and celebrations, to make conversations around investing simpler and more relatable

Mumbai, 03 November 2026: From cleaning the house and preparing festive treats to sharing responsibilities, meeting friends and celebrating with the people who make everyday life easier, Diwali is filled with traditions and memories that generations of Indians have grown up with. This festive season, Tata Mutual Fund is revisiting these familiar moments through poetry and using them to start simple, relatable conversations around investing.

Through 'Mehfil-e-Fund: Diwali Special', part of investor education initiative, Tata Mutual Fund brings together poetry, humour and everyday moments to connect festive experiences with concepts such as regular investing through Systematic Investment Plans (SIPs), diversification, Index Funds and long-term financial planning.

Set against the backdrop of a Kavi Sammelan, the series features poets and artists including Amandeep Singh, Priya Malik, Aanchal, Rohit Sharma and Ritwick, who bring alive different aspects of Diwali while weaving financial learning naturally into their storytelling.

Rather than approaching investing through technical terminology, the campaign finds financial lessons in moments that are already part of people's lives.

Taking the spirit of sharing beyond celebrations

One of the stories turns attention towards the people who make everyday life easier, including security guards, delivery executives, sanitation staff and household help. It extends the spirit of sharing during Diwali beyond sweets and celebrations, encouraging people to also share financial awareness and help those around them understand the importance of saving and investing regularly.

A little bit of everything

The childhood joy of choosing different crackers and the familiar assorted box of Diwali mithai become simple ways to introduce the idea of diversification. These performances [SY1.1][HU1.2]use everyday references to make concepts such as spreading investments across asset classes and Index Funds easier for audiences to understand and relate to.

Sharing responsibilities at home

Another poem uses the familiar rush of pre-Diwali cleaning to explore the idea of sharing responsibilities, not only around the house but also when it comes to investing.

From cleaning and festive preparation to managing monthly expenses and investing, the narrative encourages families to make conversations and responsibilities around money a shared journey.

Making consistency a habit

Other stories take inspiration from familiar festive experiences and everyday habits to bring alive the value of consistency and patience. Through humour and relatable moments, the campaign encourages audiences to look at investing as a regular, long-term habit rather than something complicated or intimidating.

Together, the stories bring financial learning into the world of familiar conversations, memories and experiences, making investing concepts easier to approach and understand.

Speaking about the campaign, **Ashish Pawar, Chief Marketing Officer, Tata Asset Management**, said, "Investor education becomes more effective when people can relate financial concepts to experiences from their everyday lives. Through Mehfil-e-Fund: Diwali Special, we have used the familiarity and emotion of Diwali traditions to make conversations around regular investing, diversification and long-term financial planning easier to engage with. Our endeavour is to make financial learning accessible and relevant to a wider audience through storytelling that people enjoy and remember."

'Mehfil-e-Fund' is Tata Mutual Fund's investor education initiative that seeks to take conversations around money and investing beyond conventional financial terminology and make them part of everyday life. Through culturally familiar formats such as poetry, humour and storytelling, the initiative aims to make financial learning more accessible and engaging.

The 'Mehfil-e-Fund: Diwali Special' series will be rolled out through digital videos across Tata Mutual Fund's official social media platforms, including YouTube, Instagram, Facebook, LinkedIn and X.

Campaign video links - Watch them on Instagram:
https://www.instagram.com/reel/DfFQKZ9omcb/?dlrf=d2VsNnZ4NTI2cmo0
https://www.instagram.com/reel/DfKDTEkNKkG/?rpxt=YnI2YXhxcmZpZzV4
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This communication is a part of the investor education and awareness initiative of Tata Mutual Fund.

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