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HSBC Mutual Fund rolls out '*SIP Hai #FaydeWaliAadat*', a digital campaign to educate millennial investors

HSBC Mutual Fund has unveiled *SIP Hai #FaydeWaliAadat*, a digital, investor education campaign, that highlights the transformative power of SIPs in achieving long-term financial goals. A first of its kind campaign, it is aimed at educating and empowering the millennial investors in India, between 27 and 35 years of age.

India's mutual fund industry has witnessed a remarkable influx of new investors, a substantial chunk of them being millennials. Industry reports indicate that a staggering 54% of new investors (approximately 85 lakhs) who started investing in mutual funds during FY19-23 were millennials (as per the May 2023, CAMS report). The *SIP Hai #FaydeWaliAadat* campaign is targeted at this cohort and addresses their aspirations and financial goals with a quirky tone that resonates and connects with the millennials, gently nudging them to use SIPs to build a corpus for the future.

SIPs offer millennials a chance to invest consistently, even with varying income levels. The campaign video emphasizes the power of compounding and the importance of disciplined investing. It encourages millennials to start their investment journey early, aligning with their diverse financial goals.

The campaign masterfully uses real life situations to emphasize the fact that taking small steps now transforms and accumulates into significant milestones. SIPs set the stage for financial abundance in the long run. It is only patient, consistent efforts that will propel your dreams toward fruition, one disciplined step at a time. The *SIP Hai #FaydeWaliAadat* is about empowering millennials with financial knowledge. By fostering a disciplined approach to investing and encouraging millennials to adopt SIP as a valuable financial habit, this campaign seeks to create a generation of informed and confident investors.

A series of three short films, with each film tapping into the aspirations and unique spending habits of millennials through their real-life situations, the *SIP Hai #FaydeWaliAadat* campaign brings out the importance of financial prudence through an SIP. The first film in the series goes live today, followed by the others going live over the next 2 weeks.

You can watch the digital film here https://youtu.be/5P7qo8_y46I

HSBC Mutual Fund will be leveraging all digital media platforms for the *SIP Hai #FaydeWaliAadat* campaign. In the next two months, the company will be extensively engaging with millennial customers via display, banner ads, search marketing, social media platforms including Instagram, Facebook, X (earlier Twitter), LinkedIn and YouTube. In addition, HSBC Mutual Fund is creating the *SIP Hai #FaydeWaliAadat* Anthem with a signature dance step, to further engage and connect with the millennials.

Commenting on the launch, **Kailash Kulkarni, CEO, HSBC Asset Management Company (India) Pvt. Ltd.**, said " *SIP hai #FaydeWaliAadat* celebrates SIP as a habit, mirroring the benefits of positive routines, fostering a generation of informed and confident millennial investors. Through this initiative, we aim to convey two key messages. First, SIP is more than just an investment; it is a systematic habit that empowers millennials to invest regularly for both immediate and long-term goals. Second, we are emphasizing the ease of investing and the power of compounding that SIPs offer."

Commenting on the campaign, **Sandeep Sreekumar, Vice President at BornHi Digital**, said, "As we collaborate with HSBC Mutual Fund on this game-changing initiative, we believe it will not only elevate

the brand's positioning but also reshape the narrative around financial responsibility and investing. BornHi Digital, with its vast BFSI experience, is thrilled to have come up with this transformative journey, where innovation, creativity, and financial wisdom converge to empower a new generation of investors to take charge of their financial destiny.”

Investors can visit www.assetmanagement.hsbc.co.in/en/siphaifaydewaliaadat to access all educational resources and know more about SIPs, and also participate in exciting contests and events.

An Investor Education & Awareness Initiative by HSBC Mutual Fund

Visit <https://www.assetmanagement.hsbc.co.in/en/mutual-funds/investor-resources/information-library/know-your-customer> w.r.t. one-time Know Your Customer (KYC) process, complaints redressal process including SEBI SCORES (<https://www.scores.gov.in>). Investors should only deal with Registered Mutual Funds, to be verified on SEBI website under Intermediaries/Market Infrastructure Institutions (<https://www.sebi.gov.in/intermediaries.html>). Investors may refer to the section on ‘Investor Education’ on the website of HSBC Mutual Fund for the details on all ‘Investor Education and Awareness Initiatives’ undertaken by HSBC Mutual Fund.

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HSBC Asset Management

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HSBC Asset Management is the brand name for the asset management businesses of HSBC Holdings plc.

HSBC Bank India

The Hongkong and Shanghai Banking Corporation Limited in India offers a full range of banking and financial services through 26 branches across 14 cities.

HSBC is one of India's leading financial services groups, with around 39,000 employees in its banking, investment banking and capital markets, asset management, insurance, software development and global resourcing operations in the country. It is a leading custodian in India. The Bank is at the forefront in arranging deals for Indian companies investing overseas and foreign investments into the country.

HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 62 countries and territories. With assets of US\$3,041bn at 30 June 2023, HSBC is one of the world's largest banking and financial services organizations.

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

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