

Media Release

Kotak Mutual Fund's "SIP Day" attracts 30,000 investors

SIP Day is a first of its kind investor education initiative to enable SIP investments

Mumbai, August 29, 2016: Kotak Mutual Fund today announced that its investor awareness campaign "SIP Day" has been a resounding success with over 30,000 people opting to invest through Systematic Investment Plan (SIP). With over 10 million investors regularly investing through SIP, India is poised for a SIP revolution. Over 250 million people have the choice of investing in this manner, but limited awareness and education is limiting its reach. In order to spread financial literacy to help investors build wealth, Kotak Mutual Fund will celebrate the last Friday of August as "SIP Day".

The first "SIP Day" took place on Friday, 26th August 2016 at Bombay Stock Exchange where industry experts addressed concerns and queries of investors.

Nilesh Shah, Managing Director, Kotak Mahindra Asset Management Co. Ltd. said, "We want to significantly boost SIP investments in the country through this initiative. We celebrate Valentine's Day, Mother's Day, Doctor's Day, etc. Then why not SIP Day? It has become imperative for investors to invest rather than save for sustained wealth creation over a long period."

"Thoughtful planning and investing from an early age lets an investor enjoy the benefits of compounding interest to generate wealth. SIP acts as a simplified financial planning tool that helps create wealth, by investing small sums of money every month, over a period of time" Shah added.

Kotak Mutual Fund initiated the "SIP Day" campaign that amplified interesting trivia and facts around SIP investing. Awareness was created about SIP, its benefits, power of compounding. Independent Financial Advisors (IFAs) and distributors also contributed by simplifying and decoding basic concepts to educate investors through social media platforms. All of this culminated in calling for registrations for the SIP Day event.

About Kotak Mahindra Asset Management

Kotak Mahindra Asset Management Company Limited (KMAMC), a wholly owned subsidiary of Kotak Mahindra Bank Limited (KMBL), is the Asset Manager for Kotak Mahindra Mutual Fund (KMMF). KMAMC started operations in December 1998 and has approximately 7 lakh investors in various schemes. KMMF offers schemes catering to investors with varying risk - return profiles and was the first fund house in the country to launch a dedicated gilt scheme investing only in government securities. The company is present in 76 cities and has 79 branches.

For more information, please contact:

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