

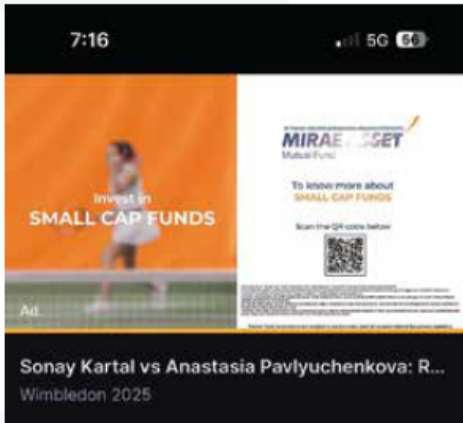
IAP

Newsletter

July to December 2025

Small Cap Fund IAP : TVC Campaign

Small Cap Fund IAP Campaign done during the Wimbledon 2025



Date	Impressions	Matches
2025-07-06	212790	Quarter Finals
2025-07-07	375003	Quarter Finals
2025-07-08	336570	Quarter Finals
2025-07-09	361916	Quarter Finals
2025-07-10	263364	Women's Semi Final
2025-07-11	825146	Men's Semi Final
2025-07-12	133794	Women's Final
2025-07-13	1361101	Men's Final
Total	38,69,684	

Ad in Value Research magazine

Passive funds for a peaceful retirement

Planning for retirement can feel daunting with so many investment choices and complex market chatter. It's easy to get overwhelmed. What you really need is a strategy that checks the right boxes and designed to work quietly in the background.

Start with **passive funds** since:

- By tracking a market index, these funds provide broad diversification and help you participate in market growth without the need for complex stock-picking. They help the complexity of investing so you can focus on enjoying the time you're spending for retirement.
- For retirement planning, consistency matters. Most that chasing the latest stock tip or market news through the ups and downs of the market can lead to regret. A **disciplined SIP** into a passive equity fund can ensure you're not missing out on the long-term growth of the equity market.

As you plan for retirement, you may **balance** equity exposure with debt. Passive funds, offering your portfolio a steady anchor at every stage of retirement planning.

Another advantage? **Lower costs.** Passive funds typically have lower expense ratios than actively managed funds, which means more of your money stays in the market, compounding over time. The **simplest path** could be the right one.

Planning for retirement with confidence is as easy as **ABCDEF**.

Investor Awareness Programme

Balance, the passive way

Building a balanced portfolio starts with **diversification**. Instead of relying on a single asset class, spreading your investments across stocks, bonds, and other asset classes helps manage risk and supports long-term wealth creation. But don't get lost in your own fear of assets.

That's where **passive funds** come in. Each type of passive fund plays a **different role**. Equity passive funds help you participate in long-term market growth. Debt passive funds help you manage risk and support long-term wealth creation. Other passive funds can offer protection during volatile periods.

Another advantage? **Lower costs.** Passive funds generally have lower expense ratios than actively managed funds, which means more of your money stays in the market, compounding over time. The **simplest path** could be the right one.

Building a balanced portfolio with confidence is as easy as **ABCDEF**.

Investor Awareness Programme

Automate your wealth creation with passive funds

We all know the secret to wealth creation is **consistency**—not in the results of your investments, but in the regularity of your contributions. That's where automatic SIPs in the right equity offerings.

Start with **Systematic Investment Plans (SIPs)** in passive funds, you can set up automatic investments that help you build your wealth over time. No need to time the market, no need to panic, no need to over-invest. It's all about consistency.

What makes this powerful? **Compounding.** Every SIP investment compounds for you, and over time, your returns start generating returns of their own. The longer you stay invested, the more this snowball effect accelerates your wealth creation.

Another advantage? **Lower costs.** Passive funds typically have lower expense ratios than actively managed funds, which means more of your money stays in the market, compounding over time. The **simplest path** could be the right one.

Automating your wealth creation is as easy as **ABCDEF**.

Investor Awareness Programme

Combating inflation with passive equity funds

Passive equity funds help you grow your wealth over time. They provide exposure to companies across various sectors and geographies, helping you diversify your portfolio. The longer you stay invested, the more this snowball effect accelerates your wealth creation.

Passive equity funds can play a role in tackling the challenge of tracking inflation. By investing in a diversified portfolio of companies across various sectors and geographies, you can help offset the impact of inflation and support your purchasing power.

Understand the power of **compound interest**. Unlike fixed deposits or savings accounts, which may struggle to keep up with inflation, passive equity funds participate in the growth of your money over time. The longer you stay invested, the more this snowball effect accelerates your wealth creation.

Another advantage? **Lower costs.** Passive funds generally have lower expense ratios than actively managed funds, which means more of your money stays in the market, compounding over time. The **simplest path** could be the right one.

Combating inflation with passive equity funds is as easy as **ABCDEF**.

Investor Awareness Programme

Media Led IAP

We are partnering with leading media brands to conduct high-impact, media-led Investor Awareness events. Such as Chennai and Indore



IAP Event: BFSI Skill India



IAP Event: Café Mutual



Malayala Manorama: Thrissur and Calicut



NSE Sessions



IAP Event: Mint

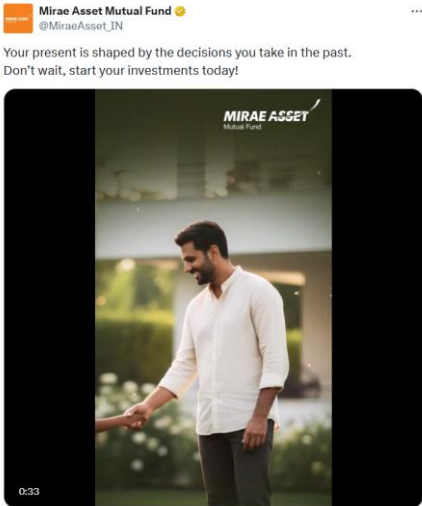


In association with Mint — our 1st Women IAP event on Aim to Secure Your Tomorrow: Start Early with Smart Financial Planning for Women happen in Andheri

Hindu Tamil: Pondicherry



Social media Campaign



National Finance Olympiad

We're proud to partner with the
National Finance Olympiad
as part of our investor education initiative.

As a part of this collaboration,
every **Olympiad finance book** will be bundled with **our SIP Wheel**
helping to learn compounding as concepts into action.

Here are the handbooks you can choose from:



MF Banega BFF: Season-2



We have partnered with leading media brands such as Money Control. This initiative addresses fundamental questions on mutual funds and provides clarity on various mutual fund categories

ETF Express: Season-2



We are partnered with TV9 Network. This initiative is a multi-language educational video series that helps investors understand the concept of ETFs

Nivesh Ka Bada Sawaal



We are partnered with leading media brands such as Value Research. This initiative helps investors understand basic and common questions regarding mutual funds and the different categories of mutual funds.

Unclaimed funds Reel & mailer

MIRAE ASSET
Mutual Fund

Dear Investor,
Thank you for being a valued member of the Mirae Asset Mutual Fund family.

We wish to inform you that any **unclaimed dividend or redemption amount**—due to expired or un-cashed cheques has been securely invested in money market instruments, in accordance with **regulatory guidelines**. This ensures your funds continue to earn returns for up to three years under our **Unclaimed Schemes**.

Here's how you can claim your amount:

- Visit any Mirae Asset Investor Service Centre (ISC) with a signed request and your folio number. Click here to access the nearest ISC details - [<https://www.miraeassetmf.co.in/locate-us>]
- Send a signed request by post or courier to:
Investor Relations
Mirae Asset Mutual Fund, Unit No. 606, 4th Floor, Windsor Building, Off CST Road, Kalina, Santacruz (East), Mumbai – 400098

For instant access to your unclaimed amount, we encourage you to use MITRA (Mutual Fund Investment Tracing and Retrieval Assistant)—a SEBI-backed initiative hosted on MF Central. [<https://app.mfcentral.com/links/inactive-folios>]

Have you changed your bank details recently?
No worries. Simply send us:

- A signed request specifying your Folio details.
- Pre-printed Cancelled cheque leaves of both your old and new bank accounts
- Your bank's IFSC code

This will help us process your payment swiftly via electronic transfer.

We are committed to making this process secure, transparent, and hassle-free—because your trust is our greatest asset.

Choose your preferred language to know more.
Marathi | Hindi | Gujarati | Tamil | Telugu

Warm regards,
Mirae Asset Mutual Fund

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

MITRA
TRACE INACTIVE & UNCLAIMED
MUTUAL FUND FOLIOS

2:02

IAP Outreach and Engagement

Total 304 IAP Session

Covered 75 Cities

24,904 people were
addressed

Total 78 Women
IAP Session

4818 Women were
addressed

Cities	Count of Date Of IAP	Sum of No of actual Attendees
Ahmedabad	5	377
All India	10	1270
Anand	3	347
Bahraich	4	178
Bareilly	1	165
Bengaluru Rural	1	41
Bengaluru Urban	2	91
Bhavnagar	1	367
Bhiwani	1	53
Central Delhi	2	56
Chandigarh	3	224
Chandrapur	1	133
Chennai	4	334
Cuttack	1	60
Dehradun	4	204
Dhanbad	1	152
Ernakulam	1	165
Faridabad	2	102
Gandhinagar	2	216
Gautam Buddha Nagar	8	480
Gaya	1	106
Ghaziabad	4	214
Gurugram	2	81
Hooghly	1	60
Howrah	2	146
Hyderabad	3	115
Indore	9	605
Jaipur	10	804
Jajapur	2	156
Jamnagar	1	271
Jhargram	1	306
Jodhpur	1	56
kachchh	1	41
Kamrup Metro	2	179
Kanpur Nagar	19	962
Khordha	14	793
Kolkata	4	315
Kozhikode	1	97
Lucknow	4	368
Mahesana	1	94
Medinipur East	1	312
Medinipur West	1	48
Mumbai	13	1135
Mumbai Suburban	12	1149
Murshidabad	1	114
Nagpur	5	506
Nashik	8	741
Navsari	1	219
New Delhi	9	459
North 24 Paraganas	1	61
Palghar	1	30
Parbhani	1	34
Paschim Bardhaman	3	387
Patna	6	481
Pondicherry	1	135
Prayagraj	3	80
Pune	14	952
Puri	1	111
Purnia	1	86
Purulia	1	126
Raigad	3	207
Rajkot	3	223
Ranchi	1	66
Ratlam	1	100
Sindhudurg	1	30
Siwan	1	93
South 24 Paraganas	1	52
South West Delhi	4	246
Surat	32	2942
Thane	6	677
Thrissur	1	200
Udaipur	1	50
Vadodara	15	1367
Valsad	2	235
Varanasi	8	466
Grand Total	304	24904