

Press Release

Mirae Asset Mutual Fund enters India and Asia Book of Records for largest investment focused financial literacy campaign for female participants

Nearly 40,000 girl students educated on saving and investing through nationwide financial literacy campaign

Mumbai, March 05, 2026: Mirae Asset Mutual Fund has received recognition from the *India Book of Records*, for conducting the Largest Investment-Focused Financial Literacy Campaign for Female Participants.

The campaign, conducted from January 12, 2026 to January 26, 2026, reached 39,833 girl students through 571 structured financial literacy programmes across 45 cities and 320 colleges in a span of 15 days. The initiative was undertaken as part of the Investor Awareness and Education initiative with the objective of building awareness about mutual funds and encouraging early investment habits among young women.

The large-scale outreach focused on providing structured, in-person sessions designed to help girl students understand the basics of saving and investing, and to build awareness about responsible financial decision-making at an early stage.

To commemorate the occasion the felicitation ceremony was held at the Head Office located at Mumbai of Mirae Asset Mutual Fund on February 25, 2026. The ceremony was attended by Ms. Seema Manikkoth, Official Representative, India & Asia Book of Records, Mr. Swarup Anand Mohanty, CEO and Vice-Chairman, Mirae Asset Investment Managers (India) Pvt. Ltd. ("MAIMI"), Mr. Neelesh Surana, CIO, MAIMI, along with other senior dignitaries from India Book of Records and MAIMI.

Speaking on the achievement Mr. Swarup Anand Mohanty, Vice Chairman & CEO, Mirae Asset Investment Managers (India) Pvt. Ltd., said, *"We believe financial knowledge introduced early has a lasting impact on how individuals approach money. Women today are playing a larger role in the economy, and that requires confidence in capital. By engaging with college students, we aimed to introduce structured investment awareness at a stage where financial habits are still being shaped."*

Adding to this, Mr. Shrinivas Khanolkar, Head – Digital Business, Marketing & Corporate Communication at Mirae Asset Investment Managers (India) Pvt. Ltd said, *"Women are increasingly shaping the economy, as professionals, entrepreneurs and decision-makers. Our objective was to introduce financial knowledge early and in a structured manner. Colleges are where aspirations take shape and confidence is built. We wanted to reach young women at a stage where they are preparing to make independent financial choices and equip them with clarity before they enter the investment ecosystem."*

The India Book of Records is affiliated to Asia Book of Records and follows the Asian Protocol of Records (APRs).

Commenting on the recognition, Ms. Seema Manikkoth, Official Representative, India & Asia Book of Records said, *"We are happy to acknowledge this remarkable feat by Mirae Asset. These are important because the initiative to reach young female students across the country is important to help them become more confident and informed about making sound decisions. Financial literacy plays a vital role in building financial independence and enabling women to participate more actively in the*

economic ecosystem. We hope that this achievement inspires many more such initiatives aimed at empowering young women through knowledge and confidence.”

This recognition highlights Mirae Asset Mutual Fund’s continued efforts towards strengthening investor awareness and promoting informed participation in the investment ecosystem, particularly among young women.

About Mirae Asset Investment Managers (India) Pvt. Ltd.

Established in 2007, Mirae Asset Mutual Fund is one of India’s emerging fund houses. Mirae Asset Investment Managers (India) Pvt. Ltd. is the Investment Manager to Mirae Asset Mutual Fund. As a pivotal player within Mirae Asset Global Investments, operating across 19 countries, Mirae Asset Investment Managers (India) Pvt. Ltd. is dedicated to collaborative management, offering a fully diversified investment platform. As on December 31, 2025, the AMC has 92 schemes available for investors spread across Equity funds, Debt funds, Hybrid Funds, ETF and Index funds. With expertise drawn from our global professionals, Mirae Asset Mutual Fund aims to cater to clients’ evolving needs with innovative solutions across various asset classes, striving to align portfolios with investment objectives for potential growth and success.

Disclaimers

Statutory Details: Trustee: Mirae Asset Trustee Company Private Limited; Investment Manager: Mirae Asset Investment Managers (India) Private Limited (AMC); Sponsor: Mirae Asset Global Investments Company Limited.

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For further information about other schemes (product labelling and performance of the fund) please visit the website of the AMC: www.miraeassetmf.co.in

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