

Edelweiss Mutual Fund launches new film celebrating the 'Bond of Love' - Raksha Bandhan

Mumbai: August 16, 2021: In the last two years, all of us have experienced love and support from people around us who may not necessarily be our family. People and communities came together to help each other. Every relation grows stronger with time. This Raksha Bandhan, we urge you to identify and celebrate these unusual bonds of love that have stood with you in challenging times.

Relationships and Mutual Funds both become stronger when given time. Let's celebrate all relationships and invest in them for the long term.

*"Waqt ke saath **Rishte aur bhi gahre hote jate hai. Jaise Aapke investments ke saath aapka Rishta. Lamba Soche.**"*

Radhika Gupta, MD & CEO, Edelweiss AMC said, "Raksha Bandhan is not only about celebrating the traditional relationship between a brother and sister. It's about celebrating any bond that is meaningful and stands the test of time. These bonds are not built in a day but nurtured over times. This Rakhi, Edelweiss AMC celebrates these bonds."





Digital Film Link: <https://youtu.be/zcTo40v03tg>

The film has been conceptualized by Campen Factory
Production House Pure Picture Pvt Ltd
Director: Ripunjoy B'yum

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Edelweiss Mutual Fund is one of the fastest growing and youngest AMCs in India. It offers a robust platform to a diversified client base across domestic and global geographies. The fund product suite company encompass the entire risk return spectrum and is designed to offer the best opportunity for investment growth in Indian & global asset classes. Its world class knowledge platforms ensure its partners and investors are abreast of information and insights at all times. Through innovation and cutting-edge technology, the company has been striving to provide the best digital experience to investors and partners. For more information please visit: www.edelweissmf.com

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The Edelweiss Group is one of India's leading diversified financial services companies, providing a broad range of financial products and services to a substantial and diversified client base that includes corporations, institutions and individuals. Edelweiss' products and services span multiple asset classes and consumer segments across domestic and global geographies. Its businesses are broadly divided into Investment & Advisory (Wealth Management, Capital Markets, Asset Management and AssetReconstruction), Credit (Retail Credit comprising Retail Mortgage, SME and Business Loans, ESOP and Margin Financing, Agriculture & Rural Finance and Corporate Credit comprising Structured Collateralized Credit to Corporates and Wholesale Mortgages) and Insurance (Life and General Insurance). To learn more about the Edelweiss Group, please visit www.edelweissfin.com.

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