

Edelweiss Mutual Fund's new film celebrates the 'Invisible Voice'

~ The film highlights the value of mom's advice in every walk of life~

Mumbai: May 6, 2021: Every day is a day to celebrate the love of mom and Mother's Day makes it even more special. This year, Edelweiss Mutual Fund launches a new investor education film which revolves around the idea that '**Life ho ya money, Mom ki Advice Zaroori hain**'. The film has been conceptualized by The Fickle Formula, a new age content studio group based in Mumbai. Through this film Edelweiss Mutual Fund salutes the role of a mother as a friend, advisor and confidante in shaping our value system and attitude towards money.

TVC Campaign Link : <https://www.youtube.com/watch?v=ZB8Fd1XVNkk>

Radhika Gupta, MD & CEO, Edelweiss AMC said, "Moms have always been that voice at home who has guided us, shaping our behavior when it comes to savings and money management. This film celebrates that voice of our mothers which even if not seen, always stays with us.

The film showcases that at every stage of life, our moms guide us to make informed decisions. Ask any family member of a house that who handles home, manages money, takes financial decisions, saves more and pat comes the reply - Mom. We have many times heard this idiom 'A penny saved is a penny earned' and who can teach this best other than a Mother. Her guidance helps us learn and earn the life goals we aimed for.

Vivek Modi, Co-Founder, Fickle Formula said, "Mothers play a very silent yet defining role in our overall approach to money, savings and budgeting. While we may know this subconsciously, we hardly acknowledge this. This is what we realised during this social experiment. It was a fabulous experience converting these insights into this digital film."

Edelweiss Mutual Fund's #AdviceZarooriHai campaign, launched in 2018 and so far 7 digital movies were launched under this initiative celebrating different life praising stories.

Past Investor Education Films:

- Edelweiss Mutual Fund celebrates March 31st as Financial Advice Day
<https://youtu.be/FRKaZ2leG7I>
- Multiplier Effect New Year #AdviceZarooriHai
<https://youtu.be/pukiNPXHicY>
- Achievements ho ya investments, Sahi #AdviceZarooriHai
<https://youtu.be/QrMwKzswgUY>
- Diwali Safety Advice and Tips (feat. Mumbai Fire Brigade) #AdviceZarooriHai
<https://youtu.be/YeX65SR2c50>
- Edelweiss Mutual Fund celebrates change-makers on this Independence Day #AdviceZarooriHai

<https://youtu.be/syQYtBhZ7aw>





- Who keeps your financial health in check?

<https://youtu.be/B2FrG0dsadk>

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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

Edelweiss MF Social media handles:

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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 Asset Reconstruction), 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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