

Edelweiss Mutual Fund urges us to think 'Is money the only real prosperity' with its new campaign 'Bachpan Waali Diwali'

Mumbai, October 28, 2024: Edelweiss Mutual Fund, one of the fastest growing AMC, released a heartwarming digital film titled, "Bachpan Waali Diwali". This campaign brings back childhood memories of celebrating the festival with simplicity and meaningful connections.

Digital Campaign Link – <https://youtu.be/mukk0kJPWg>

The film, which is warmly and nostalgically recounted, is based on recollections of Diwali before the advent of forward messages and extravagant festivities. It takes one back to a time when family time, homemade sweets, handcrafted home décor, and the straightforward yet exquisite custom of lighting diyas and doing Lakshmi puja at home were the actual spirit of Diwali. It also encourages one to think the real meaning of prosperity. Is it just Money?

Speaking about the campaign, **Radhika Gupta, MD & CEO, Edelweiss Mutual Fund**, said: "Usually one is asked to start an investment during Diwali. We are urging people to think if investing should only be in money. Is prosperity only related to money? We want to bring your attention to the simple things we did during Diwali. Remember the 'Bachpan waali Diwali'."

The "Bachpan Waali Diwali" campaign is live across Edelweiss Mutual Fund's digital and social media platforms.

As per agency, "Diwali is a time of abundance, and this campaign encourages us all to look beyond monetary wealth and embrace the priceless joys that make life truly meaningful. Priya Malik beautifully brings this message to life with grace and sincerity. We're grateful to Edelweiss Mutual Fund for inviting us to be part of such a heartfelt campaign," Saloni Surti, Co-Founder & Creative Director, Punctuate Productions.

Credentials:

Conceptualized by: Edelweiss Mutual Fund

Director: Dhruvin Doshi

Creative Directors: Saloni Surti, Prash Dalvi

Production House: Punctuate Productions

About [Edelweiss Mutual Fund](#)

Edelweiss is one of the fastest growing AMCs with investment solutions ranging across equities, hybrid, fixed income, and alternatives in India. It offers a robust platform to a diversified client base across domestic and global geographies. The fund suite is designed to offer investment solutions to investors with different needs. Edelweiss AMC has world-class knowledge platforms to provide its partners and investors access to information and insights. For more information visit: www.edelweissmf.com

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

For further details, please contact:

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