

MEDIA RELEASE

**NIPPON INDIA MUTUAL FUND (NIMF) GARNERS RS 2860 CRS,
THROUGH ITS NEW FUND OFFER (NFO) OF NIPPON INDIA FLEXI CAP FUND**

**SUCCESSFULLY REACHED OUT TO INVESTORS FROM
OVER 60% OF TOTAL CITIES AND OVER 66% PINCODES ACROSS PAN INDIA**

**COUNTRY WIDE PARTICIPATION FROM
2,50,000+ INVESTORS SPREAD ACROSS 2398 CITIES**

15 LAC NEW INVESTORS WERE ADDED IN LAST 15 MONTHS

**VAST RETAIL PARTICIPATION FROM INVESTORS AND PARTNERS
REITERATES THE BRAND SALIENCE & TRUST REPOSED IN NIPPON INDIA MF**

Mumbai, August 13, 2021: Nippon Life India Asset Management Limited (NAM India), Asset manager of Nippon India Mutual Fund (NIMF), successfully completed the NFO of Nippon India Flexi Cap Fund.

The Fund has collected Rs. 2860 crores, making it one of the largest NFO in recent times. This is one of the most successful reach out to investors across 60% of total Indian cities during an NFO ensuring that length and the breadth of the country was covered. Over 2,50,000 investors spread across 2398 cities and 12,625 pin codes invested in the NFO through both digital & offline mode. Over 53,000 SIP applications received, reflecting long-term commitment of many investors and distributors for the product.

Nippon India Flexi Cap Fund is an open ended dynamic equity scheme investing across large cap, mid cap, small cap stocks allow investors to participate in opportunities across Market Caps. The Fund is well positioned to increase allocation to Large Caps during times of uncertainty and at the same time benefit from growth potential of mid and small caps during market uptrends

Sundeep Sikka, ED and CEO, Nippon India Mutual Fund said, "We are truly humbled by the trust shown by more than 2.52 Lakh investors who invested Rs 2860 Cr in the recently concluded NFO of Nippon India Flexi Cap Fund. This is in addition to the trust of 15 Lac new investors that have joined Nippon India Mutual Fund in last 15 months; taking the investor count to 75 Lac unique investors#. We would also like to thank our distributors from pan India for helping investors invest across 12625 pin codes though the country. This NFO reflects our strong distribution capabilities, sound digital infrastructure and trust in our brand".

Adding further he said, "Under our Investor First philosophy we continue leveraging our digital properties and more than 50% of our business comes through it. We rededicate ourselves to continually improving processes, robust risk management and tenets of responsible investing".

As a conscious corporate citizen, we have begun the journey to wholeheartedly embrace the concept of 'responsible investing'. By incorporating ESG principles across all facets of business, we aim for sustainable, long term value creation."

**Kindly refer Scheme Information Document (SID) for complete asset allocation details. The exposure shall be within the limits of SID depending on fund managers views and the market conditions.*


Source AMFI as of June 2021

About Nippon Life India Asset Management Limited (NAM India)

<https://mf.nipponindiaim.com/>

Nippon Life India Asset Management Limited is one of the largest asset managers in India, managing (directly & indirectly) assets across mutual funds including Exchange Traded Funds, managed accounts, including portfolio management services, alternative investments funds and pension funds; and offshore funds and advisory mandates. NAM India is the asset manager of Nippon India Mutual Fund's schemes.

It also acts as an advisor for India focused Equity & Fixed Income funds in Japan (launched by Nissay Asset Management), and in Thailand (launched by BBL Asset Management). It also manages offshore funds through its subsidiaries in Singapore & Mauritius and, also has representative office in Dubai thereby catering to investors across Asia, Middle East, UK, US, & Europe.

 /NipponIndiaMF

 @NipponIndiaMF

For media queries, please contact:

Bhushan Parab

bhushan.parab@nipponindiaim.com

+91 91671 73309

For any other queries, please contact:

Customer Care Number: 1860 266 0111

Email: customercare@nipponindiaim.com

Nippon India Flexi Cap Fund

(An open ended dynamic equity scheme investing across large cap, mid cap, small cap stocks)

Product Label	
<p>This product is suitable for investors who are seeking*</p> <ul style="list-style-type: none"> • Long term capital growth • Investment in equity and equity related securities <p>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</p>	 <p>Riskometer</p> <p>Investors understand that their principal will be at Very High risk</p>

The product labelling assigned during the NFO is based on internal assessment of the scheme characteristics or model portfolio and the same may vary post NFO when the actual investments are made.

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