

Nippon India Mutual Fund Strengthens Presence in North Bengal by Inaugurating New Siliguri Regional Office

Focuses on Retail Growth, SIPs and Regional Penetration

Siliguri, Thursday, 05 Feb 2026 – Nippon Life India Asset Management Limited (NAM India), the asset manager of Nippon India Mutual Fund (NIMF), one of the India's largest asset management companies, today announced the inauguration of its new Siliguri regional office, reaffirming its long-term commitment to **North Bengal's growing investor ecosystem**.

Nippon India Mutual Fund now operates in **16 branches across West Bengal (as of 31st Dec 2025)**, strengthening its on-ground reach in the state. Siliguri, given its strategic importance as the commercial and financial gateway to North Bengal and the Northeast, may serve as a key hub for **investor servicing, distributor engagement and financial literacy initiatives** across districts such as Jalpaiguri, Cooch Behar, Alipurduar and surrounding regions.

The new Siliguri branch has been designed with an **investor-first approach**, offering a modern and accessible experience for both retail and high-net-worth investors, while supporting distributors with deeper engagement and operational efficiency.

North Bengal: A Key Growth Market

West Bengal continues to remain a focus market for Nippon India Mutual Fund, driven by **rising awareness of mutual funds, increasing participation from retail investors and steady adoption of SIPs**. While mutual fund penetration in the state remains lower compared to more mature markets, this also presents **significant headroom for long-term growth**, particularly in emerging centers such as North Bengal.

Siliguri's growing base of salaried professionals, business owners and first-time investors positions the city as a critical centre for expanding mutual fund adoption in the region.

Retail and SIP-led Growth

Retail investors are a key growth driver for Nippon India Mutual Fund in West Bengal. The fund house continues to see **strong traction from retail participation and systematic investing**, with SIPs playing a central role in promoting disciplined, long-term wealth creation.

The Siliguri branch will actively drive SIP awareness, investor education programmes and distributor-led initiatives, with a specific focus on expanding participation across urban and semi-urban pockets of North Bengal.

Saugata Chatterjee, President and Chief Business Officer, NAM India, said, "Siliguri is a strategically important market for us, serving as the financial gateway to North Bengal and the Northeast. Our Siliguri branch at a new location reflects our confidence in the region's long-term growth potential. We are seeing increasing interest from retail investors, particularly in SIP-led investing, supported by rising financial awareness. Our focus remains on making investing simple, accessible and inclusive by combining strong local presence with digital capabilities."

Digital Adoption and Investor Convenience

Reflecting a shift towards a more digitally engaged investor base, **75% of investors in West Bengal now transact digitally**, while 25% continue to engage through physical channels. Nippon India Mutual Fund has been at the forefront of this transition, enabling investors through **digitised KYC, WhatsApp enabled services and simplified digital investment tools**, while continuing to provide strong on-ground support.

The Siliguri branch will play a key role in **bridging digital convenience with physical accessibility**, ensuring a seamless experience for investors and distribution partners alike.

SIP stands for Systematic Investment Plan, wherein you can regularly invest a fixed amount at periodical intervals and aim for benefits over a period of time through the power of compounding.

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 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 subsidiary in Singapore and, also has representative office in Dubai thereby catering to investors across Asia, Middle East, UK, US, & Europe.

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