

Edelweiss Mutual Fund's New IAP Campaign Puts Midcap Funds in the Spotlight

An Investor Awareness Program (IAP) campaign by Edelweiss MF

Key Highlights:

- New outdoor-first campaign highlights how Midcap Funds give exposure to some of India's fastest-growing and largest companies that are midcaps
- Highlights a few unique category-leading businesses which belong to the midcap universe in an engaging way
- Rolled out across 10 cities through premium 110+ OOH billboards and digital outdoor screens

Mumbai, May 27, 2026 – [Edelweiss Mutual Fund](#) (Edelweiss MF / EMF / EAMC) has rolled out a new integrated outdoor campaign on the midcap fund category, turning a widely overlooked market reality into a sharp investor insight: many of India's most recognised and fastest-growing businesses are midcap companies.

Built on the thought that "market leaders don't always exist in the largecap category," the campaign challenges the common perception that category leadership belongs only to large-cap companies. Through familiar consumer-facing brands and everyday business examples, the campaign highlights how several companies already shaping India's consumption and business landscape are part of the midcap universe. And the easiest way to take exposure to such high-growth companies is through Midcap Funds.

The campaign reframes Midcap Funds as investments in businesses in transition, scaling rapidly, expanding market presence, and steadily evolving into category leaders. With minimal, high-recall creatives and sharp contextual messaging, the campaign positions investing in midcap funds as an opportunity to participate in the growth journeys of such fast-growing businesses.

Commenting on the campaign, **Niranjan Avasthi, SVP, [Edelweiss Mutual Fund](#)**, said, *"The idea was to break the common perception that midcaps are simply companies on their way to becoming large caps and are still small in terms of scale and market leadership. In reality, many midcap companies dominate their categories with consistent earnings & decades of operating history with significant size and scale of operations. Midcap funds aim to identify and invest in such businesses, helping investors participate in these unique opportunities for long-term wealth creation. With a diverse opportunity set across sectors that are underrepresented in large caps, midcaps offer a compelling way to capture India's evolving growth story."*

The campaign has been rolled out across 10 cities through a high visibility mix of premium billboards, transit media, and digital outdoor screens across key urban markets. The outdoor-first strategy allows the campaign's relatable messaging to create instant intrigue and recognition among audiences on the move.

About [Edelweiss Mutual Fund](#)

Edelweiss is one of the fastest growing AMCs with investment solutions ranging across equities, hybrid, fixed income, and Specialized Investment Funds (SIFs) 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 please visit: www.edelweissmf.com

Edelweiss MF Social media handles: @EdelweissMF | [Linkedin.com/company/edelweiss-amc](https://www.linkedin.com/company/edelweiss-amc) | @Edelweissmutualfund

An investor education and awareness initiative by Edelweiss Mutual Fund.

All Mutual Fund Investors have to go through a one-time KYC process. Investors should deal only with Registered Mutual Fund (RMF). For detailed process of change of KYC please visit - <https://www.edelweissmf.com/kyc-norms>

Investors shall transact **ONLY** with SEBI Registered Mutual Funds listed under Intermediaries / Market Infrastructure Institutions on the SEBI website - <https://www.sebi.gov.in/intermediaries.html>.

For any queries, complaints & grievances, redressal, investors may reach out to the AMC / Client Experience Officer. Investors may raise online complaints through the SCORES portal :<https://scores.sebi.gov.in/scores-home>

MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.

Edelweiss Mutual Fund SEBI Registration No. MF/057/08/02

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