

Edelweiss Mutual Fund Highlights Women as the Fastest-Growing Force in BFSI in Women's Day Campaign

Key Highlights:

- Campaign film reveals women as the fastest-growing force in India's BFSI ecosystem
- Highlights the rising financial participation of women across financial products
- Encourages women to start their investing with SIPs and be part of growing financial inclusion trend

Mumbai, March 06, 2026 – This Women's Day, [Edelweiss Mutual Fund](#) has launched a new digital campaign spotlighting one of the most significant transformations underway in India's financial ecosystem — the rapid rise of women as investors and financial decision-makers. Across mutual funds, equity markets, insurance and banking, women are starting earlier, investing more consistently and building disciplined long-term financial habits, reflecting a broader structural shift in wealth creation in the country.

Link to watch the campaign: <https://youtu.be/dVVbcHWAEOH?si=jhZ3NvvgdHdANZVE>

Commenting on the campaign, **Radhika Gupta, MD & CEO, Edelweiss Mutual Fund**, said, *"For a long time, conversations around women and finance have focused on what's missing - the participation, access or the confidence gap. But what we are seeing today is a powerful shift. Women are investing earlier, building disciplined habits and taking charge of their financial future. This campaign is about recognising that momentum and encouraging more women to be part of it."*

At Edelweiss Mutual Fund, the campaign consciously adopts a positive lens by celebrating progress rather than focusing only on gaps. While conversations around women and finance often highlight what remains to be achieved, the brand believes it is equally important to recognise the meaningful strides already being made. By spotlighting the growing participation of women in investing and financial decision-making, Edelweiss Mutual Fund aims to acknowledge this momentum and reinforce the confidence that is helping drive greater and more sustained participation in the financial ecosystem.

Led by CEO Radhika Gupta, the film builds to a powerful reveal: the fastest growing force in finance today isn't a product or a company, but women themselves. Across the country, women are increasingly opening investment accounts, starting SIPs, participating in capital markets, and building disciplined long-term wealth creation habits. By celebrating progress already in motion, the campaign reframes empowerment through recognition rather than deficit, acknowledging that women are actively shaping the future of finance. The film concludes with the message, "The fastest growing thing in finance today is women. Are you in?"

Conceptualised and executed by [Agency details/In-house], the campaign has been rolled out pan-India across digital platforms including YouTube, Instagram and LinkedIn, with the objective of encouraging more women to take their first step towards long-term investing.

Campaign details –

- Creative agency name - All In
- Creative Director - Sonal Batra

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 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 more info on KYC, RMF and procedure to lodge/redress any complaints, visit - <https://www.edelweissmf.com/kyc-norms>

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

About Edelweiss Financial Services

Edelweiss is a diversified financial services company with seven independent and well-governed businesses. The businesses include EAAA, Mutual Fund, Asset Reconstruction, Corporate Lending, Housing Finance, General and Life Insurance. The businesses have robust operating platforms, dedicated management teams and strong boards that ensure the highest standards of governance. Edelweiss employs nearly 6,000 people, serves over 1 crore customers, and manages nearly INR 220,000 Cr worth of assets.

Edelweiss Financial Services trades under the symbols NSE: EDELWEISS, BSE: 532922, Reuters: EDEL.NS and EDEL.BO and Bloomberg: EDEL IS and EDEL IB. To learn more about Edelweiss, please visit www.edelweissfin.com.

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