

'In Investing, Women Play on the Same Pitch as Men' Motilal Oswal AMC Celebrates Women's Financial Acumen

Mumbai, 7th March, 2025: On the occasion of International Women's Day, Motilal Oswal Asset Management Company ('MOAMC') has launched an empowering campaign that highlights women's growing participation and expertise in investments. The campaign is part of MOAMC's broader effort to recognize and empower women in finance, accelerating progress towards gender equality.

As the world celebrates International Women's Day under the themes of "**Accelerate Action**", the campaign, through an engaging and light-hearted narrative, shows that stereotypes are broken and highlights how women are making informed financial decisions and growing their financial knowledge.

The film, conceptualized with a fresh and humorous approach, showcases how women today are equally well-versed in financial strategies, SIP investments, and market trends as men. The creative storytelling highlights the importance of systematic investments and how women are shaping their financial futures with it.

Sandeep Walunj, Group Chief Marketing Officer, Motilal Oswal Financial Services Limited (MOFSL) said, "Women have made remarkable strides when it comes to investing knowledge but the stereotypes have stayed far behind. Recent data from AMFI indicates that women are better long-term investors than men! Hence, on International Women's Day, we decided to celebrate the remarkable strides women have made in the world of investing through this film. By recognizing and celebrating women investors, we aim to inspire the rest to participate in wealth creation by reinforcing the message that investing is for everyone, irrespective of gender."

"The narrative of this campaign is designed to break stereotypes and showcase the financial acumen of women. Through engaging storytelling, we highlight how women are not just participants but leaders in the investment space, driving change and shaping their financial futures with confidence," shared Vivek Parasuraman.

Youtube link: <https://www.youtube.com/watch?v=a2yWb7AYgwY&t=2s>

Campaign Details:

Agency: PlayEnergy
Business Head: Vivek Parasuraman and Sushma Singh Vivek
Director: Shwetaabh Mishra
Production House: CLAPSMEDIA
DOP: Manas Tiwari
1st AD: Arjun Gaurav Prasad
2nd AD: Ankit Tiwari
Client: Motilal Oswal AMC

Campaign Credits:

Sandeep Walunj, Motilal Oswal Group Chief Marketing Officer
Abhay Godbole, Head of Creative and Communications Excellence, MOFSL
Kartik Shinde, AVP – Marketing, MOFSL
Ravi Chopra, AVP – Marketing, MOAMC
Milind Khose, Manager - Marketing, MOAMC

Ashish Ramekar, Sr. Manager – Marketing, MOAMC

About Motilal Oswal AMC

Motilal Oswal Group possesses legacy in equities for over 3 decades. Motilal Oswal Asset Management Company Ltd. (MOAMC) is registered with SEBI as the Investment Manager for Motilal Oswal Mutual Fund. It was incorporated on November 14, 2008. It provides Investment Management and Advisory Services to investors based within and outside India and having AIF's, Portfolio Management Services business and Mutual Funds.

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