PRESS RELEASE

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SEBI Chairman Shri Tuhin Kanta Pandey launched the World Investor Week at NSE and unveiled joint SEBI–NSE Investor-Awareness campaigns

Shri Tuhin Kanta Pandey, Chairman, SEBI, launched the World Investor Week (WIW) 2025 at NSE with a ceremonial bell-ringing. He was joined by Shri Srinivas Injeti, Chairman, NSE; Shri Amarjeet Singh, Whole-Time Member, SEBI; and Shri Ashishkumar Chauhan, MD & CEO, NSE.

Held under the aegis of the International Organization of Securities Commissions (IOSCO) and promoted in India by SEBI, WIW is a global campaign to promote investor education and protection. In India, WIW 2025 (October 6–12) emphasises two themes — “Fraud & Scam Prevention” and “Basics of Investing.” SEBI and NSE launched joint investor-awareness campaigns on TV and in print, focusing on safe investing. NSE also introduced new initiatives for youth and first-time investors, such as digital learning games and awareness drives to make learning practical and engaging.

Launch of joint Investor Awareness Initiatives by SEBI and NSE: SEBI Chairman launched a co-branded SEBI–NSE investor-awareness campaign that runs through WIW and beyond, amplifying simple messages for safe, informed market participation. Television ads use relatable stories to flag red flags like impersonation, guaranteed returns, unsolicited tips, and fake apps, nudging safer behaviour. Mixed-reality print ads pair traditional media with digital interactivity, guiding readers to verified educational resources. Designed for watchability, relatability, and shareability, the campaign helps investors identify, report, and avoid fraud—strengthening trust in India’s capital markets.

Shri Tuhin Kanta Pandey, Chairman, SEBI, said: “Our responsibility will be to empower investors with fundamental knowledge, as their first line of defense against frauds and scams. We have to foster a culture of investing that benefits the entire ecosystem. At SEBI, we are unwavering in our commitment to this mission. But it is a shared one, with all stakeholders. I am pleased to see that NSE has planned a series of engaging initiatives to promote investor education and awareness during this week. Let us pledge today to promote responsible investing, rooted in facts, not fads. Let us work together to build a market where every Indian has the opportunity and confidence to participate safely and build a prosperous future.”

Shri Srinivas Injeti, Chairman, NSE, said: “World Investor Week is a global call to action to protect investors in an age of digital transformation. At NSE, we are proud to not only support SEBI’s campaigns and initiatives but also innovate with distinct approaches to learning by transforming awareness and educational content into interactive, engaging experiences that foster critical thinking. Our efforts year-round and during WIW are guided by SEBI with one mission: to build a nation of financially confident and scam-secure investors.”

Shri Ashishkumar Chauhan, MD & CEO, NSE said: “At NSE, our ethos is simple—every week is World Investor Week. Together with SEBI, we’re expanding awareness, deepening understanding, and strengthening safeguards so every Indian can invest with confidence. We are a nation of 1.4 billion aspirations, and our mission is to make each one an informed investor—taking awareness deeper and protection higher, week after week.”

NSE’s WIW 2025 initiatives: India’s investor base and the market capitalisation of NSE-listed companies have grown substantially over the last decade—reflecting a rising middle class and deepening financial inclusion. With about 12 crore unique investors in a nation of 1.4 billion, sustained, year-round education and scam-prevention remain essential priorities under SEBI’s principles-based regulation and the IOSCO-aligned WIW framework.

Among the many initiatives that NSE plans to run during WIW, the following new activities are being added to the portfolio to spread investor awareness:

- Financial Learning Game: A 3-level digital quiz on investing, with daily winners.
- Scambush – Ambush the Scam before it Ambushes You: An interactive game teaching investors to spot scams, with a “Scam Pro” certificate.
- Rap Song on SEBI vs SCAM: Creative outreach to engage the youth.
- Stage Story on Scams: Theatre-style enactments on frauds and prevention.
- Wheel of Financial Wisdom: A digital spinning wheel with awareness questions and daily prizes.
- Awareness Drive – “Are You Scam Secure”: Public interviews and engagement activities.

Beyond WIW: NSE’s Year-Round Investor Awareness Initiatives: NSE runs Investor Awareness Programs (IAPs) across the country—through physical, hybrid, and digital formats—to equip both new and experienced investors with fundamentals, product knowledge, and safe-investing practices. In FY 2024–25, NSE conducted 14,679 IAPs across all 36 States and Union Territories; in FY 2025–26, NSE has conducted 9,255 programs by August 2025.

NSE's digital and media outreach is extensive, with creative content across social media channels, radio/TV/print campaigns, and educational series such as 'Investing Demystified' and 'Shashakt Niveshak' podcasts.

The echo of the bell ringing today will carry a message for all our investors—Soch Kar, Samajh Kar, Invest Kar.

About National Stock Exchange of India Limited (NSE):

National Stock Exchange of India (NSE) was the first exchange in India to implement electronic or screen-based trading. It began operations in 1994 and is ranked as the largest stock exchange in India in terms of total and average daily turnover for equity shares every year since 1995, based on SEBI data. NSE has a fully integrated business model comprising exchange listings, trading services, clearing and settlement services, indices, market data feeds, technology solutions and financial education offerings. NSE also oversees compliance by trading, clearing members and listed companies with the rules and regulations of SEBI and the exchange. NSE is a pioneer in technology and ensures the reliability and performance of its systems through a culture of innovation and investment in technology. NSE is the world's largest derivatives exchange by trading volume (contracts) as per the statistics maintained by Futures Industry Association (FIA) for calendar year 2024. NSE is ranked 2nd in the world in equity segment by number of trades (electronic order book) in 2024, as per the statistics maintained by World Federation of Exchanges (WFE).

For more information, please visit: www.nseindia.com

For any media queries please contact: Email ID: cc@nse.co.in