PRESS RELEASE

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NSE promotes Investor Awareness in the International Kite Festival 2026

The National Stock Exchange of India (NSE) places strong emphasis on financial literacy, investor awareness and protection in the securities market as a core mandate. Through sustained initiatives in investor education, awareness programmes, and robust grievance redressal mechanisms, NSE has contributed significantly towards building a secure, transparent, and trustworthy investment ecosystem in India.

Leveraging Kite flying symbolism with Investing
The International Kite Festival (IKF), organised by Gujarat Tourism as part of the Uttarayan (Makar Sankranti) celebrations, is a globally recognised cultural event attracting lakhs of participants, international delegations, tourists, and extensive media coverage. Uttarayan is celebrated across Gujarat cutting across age, income, and social segments, making it an ideal platform for large-scale public outreach.

Shri Ashishkumar Chauhan, MD & CEO, NSE stated that "The symbolism of kite flying—aspiration, balance, vigilance, and foresight—aligns naturally with the principles of smart investing and investor protection. NSE aims to leverage a culturally rooted, high-visibility platform to disseminate investor awareness messages in a simple and engaging manner, especially targeting first-time and retail investors. Just like a kite needs balance and a strong thread to fly high, investments need discipline and informed decisions to create lasting wealth."

To promote investor awareness and financial literacy, a dedicated NSE stall at IKF 2026 is proposed to distribute free kites printed with investor awareness messages, share simplified information on investor rights, grievance redressal mechanisms, and fraud prevention and engage visitors through brief interactions and awareness activities.

Gujarat's growing investor base
Gujarat has around 1.1 crore registered investors currently, making it the third-largest investor state in India, accounting for 8.7% of India's total investors. Over the last 10 years, Gujarat's investor base has grown at a strong CAGR of over 17%. In the last year 2025 alone, more than 10.7 lakh new investors joined the markets from Gujarat. Districts like Ahmedabad, Surat, Rajkot, Bhavnagar and Vadodara together account for over 55% of new investor registrations. Women now account for 28.1% of investors in Gujarat, well above the national average of 24.7%.

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

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