PRESS RELEASE

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Department of Posts (DoP) and National Stock Exchange of India Limited (NSE) Sign MoU to Advance Financial Inclusion through Mutual Fund Distribution

In a landmark step towards realizing the vision of Antyodaya – uplifting the last person in the queue – and building a Viksit Bharat by 2047, the Department of Posts (DoP), Ministry of Communications, Government of India, and the National Stock Exchange of India Limited (NSE), India's largest real-time financial ecosystem, today signed a Memorandum of Understanding (MoU) to partner on the NSE MF Invest Platform. This collaboration aims to transform the modest savings of millions of rural and small-town Indians into lasting wealth by channelling "stranded savings" into productive mutual fund investments.

The MoU was signed by **Ms. Manisha Bansal Badal**, General Manager (Citizen Centric Services & Rural Business), Department of Posts, and **Shri Sriram Krishnan**, Chief Business Development Officer (CBDO), NSE, in the august presence of **Shri Ashishkumar Chauhan**, Managing Director & CEO, NSE.

This strategic partnership leverages India Post's unparalleled network of over 1.64 lakh post offices (more than 80% in rural areas) and its deep-rooted trust among communities, combined with NSE's cutting-edge, zero-cost NSE MF Invest platform. The initiative seeks to bridge the gap in mutual fund penetration, which remains low at approximately 10% of Indian households, predominantly urban, despite the industry's robust growth—with Assets Under Management (AUM) surpassing ₹81 lakh crore and strong SIP inflows.

India Post's vast reach and trustworthiness position it ideally to empower crores of mothers, farmers, daily-wage workers, and young dreamers to access better long-term growth through mutual funds. This will drive inclusive growth, boost domestic investment, and reduce dependence on low-yield options.

NSE's Key Contributions to the Partnership

Complete End-to-End Solution: NSE MF Invest provides a turnkey, fully integrated platform covering the entire investor lifecycle—from KYC: Mobile/Aadhaar-based e-KYC at post offices or via India Post system/App powered by NSE MF Invest, through onboarding, transactions, back-office integration.

The 2,500 Leader Initiative: NSE has committed to fully fund the NISM Certification and EUIN registration for 2,500 India Post personnel. This creates a certified vanguard of wealth experts in rural India.

Pan-India Support Command: NSE will station dedicated technical and operational resources across all 23 Postal Circles and at Dak Bhawan to provide 24/7 ground-level assistance.

Simplicity to Scale: The rollout begins with a simple, diversified, and easy-to-understand approach, with assisted options following NISM certification and regulatory compliance for DIY and assisted customers, before evolving into a full-scale wealth management ecosystem in Phase II.

Phase I: Build through Simplicity

The rollout begins with aligning to objective India Post Trust factor the product offering must be simple, limited, Small Flexible Investment Amounts, diversified, and easy-to-understand approach focused on "Do-It-Yourself" (DIY) customers, with assisted options following NISM certification and regulatory compliance.

Phase II: Unlock Full Wealth Creation Potential

Following the Phase 1 stabilisation, the partnership will expand to the full mutual fund ecosystem, offering access to all open-ended schemes across 55+ AMCs, advanced systematic plans (STP, SWP), goal-based investing, portfolio analytics, vernacular support, and enhanced advisory services.

This initiative aligns perfectly with India Post's objectives of promoting financial inclusion, encouraging a savings-to-investment culture, leveraging technology and reach for last-mile delivery, and mitigating risks through diversified options. It will generate new commission-based revenue for post offices and GDS, strengthen ties with rural, young, and women customers, and position India Post as a comprehensive financial services provider.

Shri Ashishkumar Chauhan, MD & CEO, NSE: "We are proud to partner with Department of Post (DoP) to democratize access to capital markets. NSE MF Invest's robust platform, combined with India Post's unmatched reach, will script a new chapter where every small saver becomes a wealth creator."

Ms. Manisha Bansal Badal, GM (Citizen Centric Services & Rural Business), DoP: "The Department of Posts has always played a pivotal role in advancing financial inclusion and delivering citizen-centric services. This partnership with NSE will enable India Post to offer modern investment solutions to its customers while maintaining the highest standards of investor protection, transparency, and regulatory compliance."

Shri Sriram Krishnan, CBDO, NSE: "Our commitment to seamless integration, training, and support ensures India Post can focus on distribution while we handle the technology backbone."

This collaboration represents a collective opportunity to channel stranded savings into productive capital markets, strengthen families and communities, and contribute to India's equitable and inclusive growth story.

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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