PRESS RELEASE

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NSE Conducts Investor Awareness Program in Vijayawada to Promote Financial Literacy and Safe Investing

The National Stock Exchange of India Limited (NSE) successfully conducted a large-scale Investor Awareness Program (IAP) at Vignan University, Vijayawada, with participation from more than 350 students, investors, faculty members and professionals. The program focused on promoting financial literacy, responsible investing and awareness against financial frauds and cyber scams. The event highlighted the growing importance of capital market participation and the need for informed financial decision-making among retail investors and youth.

Addressing the gathering, Shri Lavu Sri Krishna Devarayalu, Hon'ble Member of Parliament, Narasaraopet stated that such investor awareness initiatives are extremely important for a rapidly developing city like Vijayawada and plays a crucial role in building financially aware citizens. The Minister emphasized that students should actively benefit from such programs as financial literacy is becoming an essential life skill in today's economy. The Minister further noted that awareness about savings, investments, securities markets and fraud prevention can empower the youth to make informed financial choices and contribute meaningfully to the nation's economic progress.

Shri Ashishkumar Chauhan, MD & CEO, NSE "Financial literacy is one of the most powerful tools for economic empowerment. Through these investor awareness programs, we aim to equip citizens—especially the youth—with the knowledge and confidence required to participate safely and responsibly in India's growth journey. Educating investors in such programs about opportunities as well as risks in the securities market, we can help build a financially resilient India."

Shri Rajesh Kumar Dangeti, CGM, SEBI addressed the gathering and highlighted the importance of informed and disciplined investing from an early stage of life. He also elaborated on how inflation gradually reduces the purchasing power of money and emphasized that merely saving is not sufficient to achieve long term goals and investing is important. He also spoke on significance of liquidity in financial planning and emphasized that investment strategies should evolve with age and life stages.

As on date there are 13 crore unique investors registered with NSE. There are 62.38 lakh investors registered from Andhra Pradesh with female investors accounting for about 25%. The Investor Awareness Program was conducted to promote financial literacy and safe investing. NSE proposes to conduct such programs throughout Andhra Pradesh. The program featured sessions on basics of investing and financial planning, understanding securities markets, mutual funds, cyber fraud prevention, safe digital investing, identifying fake investment promises and scams and long-term wealth creation through disciplined investing. The session also focused on the importance of investor protection, grievance redressal mechanisms and digital safety.

Participants were cautioned about dealing with unregistered entities, unrealistic return guarantees and misleading social media investment tips. Investors were advised to verify intermediaries, use registered platforms and adopt long-term investment practices.

To protect the interest of investors in the securities market, SEBI has provided like SEBI check which allows an investor to check if the bank account or the QR code belongs to a SEBI registered intermediary before making payments and the other is a verified badge on google play store where investors can look for the verified label on Google Play for apps associated with SEBI registered entities before downloading.

The program concluded with an engaging interaction session where students and participants raised questions on investments, market safety, career opportunities in financial markets and personal finance management.

Further highlighting NSE's investor outreach efforts. NSE conducted 17,916 investor awareness programs in the last financial year, reaching nearly 9.14 lakh participants across the country. In the FY 25-26 NSE advertisements based on investor awareness and protection were played 42,139 times on various TV channels in various languages. NSE also put out 274 print inserts. On social media, NSE posted 765 unique Investor awareness creatives garnering impressions of 11.50 crores. NSE also runs a Student Skilling Program to empower youth with essential skills and knowledge in the BFSI sector, bridging the gap between academic learning and industry requirements. We have already trained over 19,500 youth under this program. We also have an MOU with Department of Post and have trained over 700 staff of Postal Department.

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) for calendar year 2025 as per the statistics maintained by Futures Industry Association (FIA). NSE is ranked third in the world in equity segment by number of trades (electronic order book) in 2025, as per the statistics maintained by World Federation of Exchanges (WFE).

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