

## **PRESS RELEASE**

**Tamil Nadu, 15<sup>th</sup> August 2026**

### **SEBI and NSE along with other securities market participants promote financial literacy and investor awareness at the 5th Tamil Nadu International Kite Festival 2026**

The National Stock Exchange of India (NSE), under the aegis of the Securities and Exchange Board of India (SEBI), continues to strengthen its efforts towards promoting financial literacy, investor education and investor protection across the country. Through investor awareness initiatives, NSE seeks to empower citizens with knowledge and encourage informed, responsible and secure participation in the securities market.

An Investor Awareness Initiative was organised at the 5th Tamil Nadu International Kite Festival 2026, being held from August 14 to 16, 2026, at Mamallapuram, Tamil Nadu.

On the inaugural day of the festival, the SEBI-NSE Investor Awareness Stall, set up in collaboration with other securities market participants, was inaugurated by Thiru S. Rajesh Kumar, Hon'ble Minister for Tourism, Government of Tamil Nadu.

The inauguration was attended by Shri M. K. Srikanth, General Manager, SEBI, and Shri Joginder Singh, Vice President, NSE, along with representatives from other securities market participants.

The participation of the Government of Tamil Nadu, SEBI, NSE and other securities market participants underscores the collective endeavour to strengthen investor education, financial literacy and investor protection and to take these messages to a wider and more diverse audience.

#### **Leveraging the Spirit of Kite Flying for Investor Awareness**

Kite flying represents aspiration, balance, direction, vigilance and control - qualities that also resonate strongly with the principles of informed investing.

Just as flying a kite requires awareness of changing conditions, the right balance and control over the kite's movement, investing requires knowledge, discipline, patience and informed decision-making.

NSE is leveraging this relatable theme to communicate important investor awareness messages in a simple and engaging manner. Through its dedicated investor awareness stall, visitors are being introduced to key concepts relating to investor protection, financial literacy and safe participation in the securities market through interactive and accessible activities. This innovative effort brought together kite enthusiasts and other visitors from across India and provided a vibrant public platform for promoting important messages on financial awareness and investor protection.

### **Promoting Safe and Informed Investing**

The investor awareness initiative focuses on important messages, including:

- \* Investor rights and responsibilities
- \* Making informed investment decisions
- \* Identifying and avoiding investment frauds and scams
- \* Safe and responsible participation in the securities market
- \* Basics of financial planning and investing
- \* Awareness about SEBI-verified apps
- \* Grievance redressal mechanisms available to investors

Visitors to the stall are being provided with simplified investor education material and encouraged to participate in interactive awareness activities. The initiative is designed to make financial awareness easy to understand and relevant for a diverse audience, including young adults, families and first-time investors.

### **Connecting Kite Flying with Financial Awareness**

The kite festival offers a unique and relatable platform to draw parallels between the art of kite flying and the principles of investing.

A kite needs balance, direction, vigilance and a strong thread to remain steady and fly high. Similarly, investors need knowledge, discipline, patience and informed decision-making to navigate the securities market and work towards their long-term financial goals.

By taking investor awareness to a popular public festival, NSE aims to move beyond conventional awareness platforms and connect with citizens in an environment that is engaging, accessible and culturally relevant.

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## **A Collaborative Approach to Investor Awareness**

The initiative reflects the importance of collaboration among securities market participants in taking investor education and protection messages to citizens across diverse communities and geographies.

NSE will continue to undertake investor awareness initiatives across multiple platforms and formats to promote financial literacy, encourage informed and responsible participation in the securities market, help investors recognise and avoid fraudulent activities, and contribute towards building a secure, transparent and informed investment ecosystem.

Through initiatives such as these, NSE remains committed to taking investor awareness closer to citizens and making financial literacy an accessible and engaging part of everyday life.

## **About National Stock Exchange of India Limited (NSE):**

National Stock Exchange of India (NSE) began its operations in 1994 and was the first exchange in India to implement electronic or screen-based trading. 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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