

August 25, 2020

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai 400 001
BSE Scrip Code: 540767

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai 400 051
NSE Scrip Symbol: NAM-INDIA

Dear Sir(s),

Sub.: Submission of information pursuant to Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015.

We are happy to inform you that Nippon Life India Asset Management Limited (NAM India), Asset manager of Nippon India Mutual Fund, successfully completed the NFO of Nippon India Multi Asset Fund. The Fund has collected Rs. 720 crores, making it one of the largest digital NFO. This is one of the biggest amounts raised through an NFO during the pandemic.

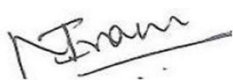
This is for your information and record.

Thanking you,

Yours faithfully,

For Nippon Life India Asset Management Limited

(Formerly known as Reliance Nippon Life Asset Management Limited)



(Nilufer Shekhawat)

Company Secretary & Compliance Officer

Membership No.: A – 23264

MEDIA RELEASE

**NIPPON INDIA MUTUAL FUND (NIMF) GARNERS RS 720 CRS,
THROUGH ITS NEW FUND OFFER (NFO) OF NIPPON INDIA MULTI ASSET FUND (NIMAF)**

ONE OF THE LARGEST NFOs IN THIS FINANCIAL YEAR AMIDST PARTIAL LOCKDOWN

**COUNTRY WIDE PARTICIPATION FROM 80,000+ INVESTORS
SPREAD ACROSS 370 LOCATIONS**

**25,000 APPLICATIONS THROUGH SIP
SIGNIFYING LONG TERM COMMITMENT TO THE PRODUCT**

OVER 60% OF THE INVESTORS, INVESTED THROUGH DIGITAL PLATFORMS

**WIDER PARTICIPATION FROM INVESTORS AND PARTNERS
REITERATES THE TRUST REPOSED IN NIPPON INDIA MF POST THE BRAND CHANGE**

Mumbai, August 25, 2020: Nippon Life India Asset Management Limited (NAM India), Asset manager of Nippon India Mutual Fund (NIMF), successfully completed the NFO of Nippon India Multi Asset Fund (NIMAF).

The Fund has collected Rs. 720 crores, making it one of the largest digital NFO. This is one of the biggest amounts raised through an NFO during the pandemic. Over 80,000 investors spread across 370 locations and 6200 pin codes invested in the NFO through both digital & offline mode. 25,000 SIP applications received reflecting long-term commitment of many investors and distributors for the product. Over 60% of the applications came digitally through various digital platforms of NIMF and its partners.

NIMAF, is a unique[#] offering which allows investors to take exposure to four distinct asset classes – Domestic Equity, Foreign Equity, Commodities[^] and Fixed Income making it a true-to-label multi asset fund.*

Saugata Chatterjee, Co-Chief Business Officer, Nippon India Mutual Fund said, “We are pleased with the tremendous response from investors and partners across the length and breadth of the country who have displayed their conviction in the benefits of diversification through asset allocation offered by our new fund offering Nippon India Multi Asset Fund (NIMAF). **This was our first open ended actively-managed NFO after the brand change, launched under Nippon India Mutual Fund. The overwhelming response strongly reflects our strong distribution capabilities, sound digital infrastructure and trust in newly established brand**”.

Aashwin Dugal, Co-Chief Business Officer, Nippon India Mutual Fund, “We saw tremendous response from Family Offices and High Networth Individuals as well. The Fund had drawn the attention to the importance of investing across asset classes, particularly to foreign equities, as many investors, including HNIs, had negligible investments in assets like overseas equities and commodities. **This NFO has also reaffirmed confidence reposed by Family Offices and HNIs in our newly established brand**”.

** Kindly refer Scheme Information Document (SID) for complete asset allocation details. The exposure shall be within the limits of SID depending on fund managers views and the market conditions.*

Follows a unique strategy of investing across domestic equity, international equity, commodities[^] and fixed income with a constant allocation for each asset class.

[^] Includes Gold ETF and Exchange Traded Commodity Derivatives (ETCDs) where participation will be limited to derivatives contracts in Metals, Energy and Indices as permitted by SEBI from time to time.

About Nippon Life India Asset Management Limited

www.nipponindiamf.com

Nippon Life India Asset Management Limited is one of the largest asset managers in India, managing (directly & indirectly) assets across mutual funds including Exchange Traded Funds, managed accounts, including portfolio management services, alternative investments funds and pension funds; and offshore funds and advisory mandates. NAM India is the asset manager of Nippon India Mutual Fund's schemes.

The company also acts as an advisor for India focused Equity and Fixed Income funds in Japan (launched by Nissay Asset Management), and in Thailand (launched by BBL Asset Management). It also manages offshore funds through its subsidiaries in Singapore and Mauritius and, also has representative office in Dubai thereby catering to investors across Asia, Australia, Middle East, UK, US, and Europe.

 /NipponIndiaMF

 @NipponIndiaMF

For media queries, please contact:

Bhushan Parab

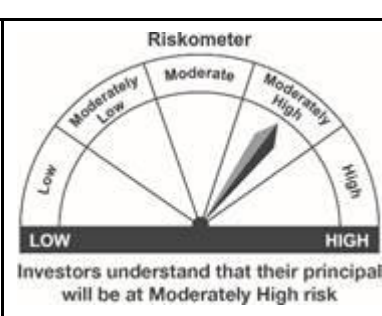
bhushan.parab@nipponindiaamc.com

+91 91671 73309

For any other queries, please contact:

Customer Care Number: 1860 266 0111

Email: customercare@nipponindiamf.com

Product label	
<p>This product is suitable for investors who are seeking*:</p> <ul style="list-style-type: none"> • Long term capital growth • Investment in equity and equity related securities, debt & money market instruments and Exchange Traded Commodity Derivatives and Gold ETF <p><small>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</small></p>	

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.