PRESS RELEASE

Kerala, 23 August 2026

SEBI and NSE along with other securities market participants promote financial literacy and investor awareness at the Nehru Trophy Boat Race 2026

Under the aegis of the Securities and Exchange Board of India (SEBI), the National Stock Exchange of India (NSE), 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 Pavilion was set up and organized at the iconic Nehru Trophy Boat Race 2026, held on August 22, 2026, at Punnamada Lake, Alappuzha, Kerala. The prestigious boat race was inaugurated by the Hon'ble Chief Minister of Kerala, Shri V. D. Satheesan and Hon'ble Chief Minister of Karnataka, Shri D. K. Shivakumar.

The SEBI-NSE Investor Awareness Pavilion, set up in collaboration with other securities market participants was inaugurated by Shri Shaji V. Nair, District Collector, Alappuzha, Shri Yathish Chandra G.H IPS, DIG, Ernakulam Range and Shri Vishnu Pratheep T.K IPS, SP, DPC Alappuzha in presence of Shri M. K. Srikanth, General Manager, SEBI, and Shri Avishkar Naik, Senior Vice President, NSE, along with representatives from SEBI, NSE and other securities market participants. The participation of key dignitaries, SEBI, NSE and other securities market participants underscores the collective endeavor 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 the Boat Race for Connected Investor Awareness

The traditional boat race represents team synergy, rhythm, discipline, direction, endurance, and balance—qualities that also resonate strongly with the principles of informed investing. Just as rowing a snake boat (Vallam Kali) requires synchronised effort, focus, steady pacing, and navigating changing water currents, successful investing requires similar traits including market awareness, continuous discipline, patience, and well-informed decision-making.

SEBI and NSE are leveraging this relatable theme to communicate important investor awareness messages in a simple and engaging manner. Through its dedicated investor awareness pavilion, 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 spectators, tourists, and boating enthusiasts 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 pavilion are being provided with simplified investor education material and encouraged to participate in interactive awareness activities like Spin the wheel, “Scam No”- Game, Awareness darts, protection baskets, Invest safe ludo and more. 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. It also brings all the Market Infrastructure Institutions and associations under one roof for query resolution and complaint facilitation.

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

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).

For more information, please visit: www.nseindia.com

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