

NIVESH MAHAKUMBH 2021 FINANCIAL - DIGITAL

Aditya Birla Group

निवेश महाकुंभ

DIGITAL August 14, 2021

HT

Brand
Studio



ADITYA BIRLA
CAPITAL


Mutual Funds

Aditya Birla Sun Life Mutual Fund

Background

Covid-19 has altered most aspects of our lives, similarly **financial management** has assumed a new definition since the outbreak

Considering the tectonic shifts taking place in the personal finance space, the **Aditya Birla Sun Life Mutual Fund** in association with **Hindustan Times** organized “**Nivesh Mahakumbh**” - A mega investor awareness meet, where industry leaders discussed various aspects of attaining financial independence




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DIGITAL August 2021
Media Partner
 **Hindustan Times**

August 14, 11 am onwards

How can you manage your financial independence?

GET TO HEAR FROM INDUSTRY LEADERS


TOPICS OF DISCUSSION



Reimagine Retirement



How women chart their financial course for financial freedom



The concept of F.I.R.E

15 Top Voices From Across Sectors
3 Power Panels
3 Fireside Chats
One Mega Event

JOIN US FOR THIS VIRTUAL CONCLAVE!

An Investor Education and Awareness Initiative of Aditya Birla Sun Life Mutual Fund. All investors have to go through a one-time KYC (Know Your Customer) process. Investors to invest only with SEBI registered Mutual Funds. For further information on KYC, list of SEBI registered Mutual Funds and redressal of complaints including details about SEBI SCORES portal, visit link : bit.ly/Birla_KYC for further details. Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

HT Brand Studio x ABSLMF

ABSLMF collaborated with HT Brand Studio to **produce, moderate and distribute Live & Published content** through its robust & effective distribution platform reaching millions via its website & social platforms

Campaign Details

Objective

- To spread awareness on the topic of **Financial Planning**
- Discuss **New Trends** in Indian financial sector
- **Annual Event of ABSLMF**

Key here was to bring **established financial industry leaders** to discuss on this topic and spread the message effectively

Actions Taken

- An exclusive **microsite** was created to host the campaign and to get the registrations
- **Prominent Industry leaders were chosen & invited** to speak / moderate the event
- **Article** was published on HT to spread awareness about the event
- **Email campaign** was done to spread awareness about the event and to derive registrations for the same
- **Social posts** were done to further amplify the campaign and derive registrations
- A schedule was carefully crafted to make the **3-hr event engaging & Informative**

Event Schedule

14th Aug , 11am – 2pm

Article



Microsite



Virtual Event



Email Campaign



Social Media



Platforms for Amplification

Properties



Platforms



Panellists & Event Schedule

Panelists were very carefully selected targeting both “**Millennials**” as well as “**Gen X**” so a mix of **New Age Industry Leaders** from the likes of “**Mr. Nikhil Kamath - Zerodha** ” as well as **Industry Veterans** like “**Mr. A Balasubramaniam from ABG**” were Invited to the event

Event had 3 main aspects

- **Introduction & Keynote** Address
- **3 Panel Discussions** of 30 min’s each
- **3 Fire Side Chats** for 15 min’s each

Live Virtual Event was planned for **3 hours** on HT’s various social platforms



Harsh Jain
Co-Founder & COO, Groww



Gazal Kalra
Tech Entrepreneur



Sashi Krishnan
CEO, National Pension System Trust



A. Balasubramanian
MD and CEO at ABSLMF



Nikhil Kamath
Co-Founder and CIO,
Zerodha & True Beacon



Pooja Baid
Head, Marketing Experiences,
The Coca-Cola Company



Harshil Mathur
CEO & Co-Founder,
Razorpay



Lovaii Navlakhi
MD & CEO, International
Money Matters Pvt. Ltd



Dhirendra Kumar
Founder and Chief Executive,
Value Research



Upasana Taku
Cofounder & COO,
MobiKwik

Agenda	Duration
Intro & Keynote address	30 minutes
Setting the context for overarching theme: Financial Independence	5 minutes
Panel discussion 1: REIMAGINE RETIREMENT	30 minutes
Fireside chat 1: How to navigate current market volatility and way forward for equity markets	15 minutes
Panel discussion 2: How should women chart their financial course to ensure financial freedom?	30 minutes
Fireside chat 2: How to reset financially after a crisis?	15 minutes
Panel discussion 3: FIRE, Financially independent and Retire Early	30 minutes
Fireside Chat 3: Key nuances of investing well early on to ensure a financially secure future	15 minutes
Vote of thanks and Conclusion	10 minutes

Registrations

Topic of discussion and the chosen panelists seem to have hit the right spot as it eventually prompted a lot of people to register for the live event

18K People registered for the live event

Out of the people who registered for the event , **majority of them were from metro cities**, Some of the top metro cities are mentioned below

- | | |
|--------------|--------------|
| 1. Mumbai | 5. Chennai |
| 2. Delhi | 6. Pune |
| 3. Kolkata | 7. Hyderabad |
| 4. New Delhi | 8. Bangalore |

Quite a few people **preferred to share their designations** , out of which most of them were from **Manager or Above Levels**



August 14, 11 am onwards

**ON INDIA'S 75TH
INDEPENDENCE DAY,
GET SET TO BECOME
FREE FROM ALL
YOUR FINANCIAL
WORRIES!**

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Email Campaign

E-Mail campaign was done to reach a wider audience , it had 2 main objectives as mentioned below

- **To spread awareness & derive registrations**
- **To update them about the event** and to remind them prior to the event (with **joining link** of the event)

Email Sent

9.4L+

Impressions

1.2L

Engagements

4.4K



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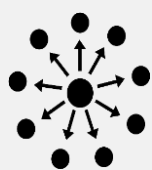
August 14, 11 am onwards

**Learn all about how you can
manage your financial
freedom!**

A mega virtual event with industry leaders, financial advisors and subject matter experts on how to ensure financial independence

Event Performance

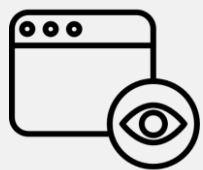
A Decent Combination of Industry Leaders & Engaging Topics Resulted in Huge Live Gathering & Decent Post Event Traction



23M
Reach/
Impressions



1.6L+
Live Video
Views



4.8L+
Total
Video Views



16K+
Engagements



6.5K+
Watch
Time (Hrs.)



2L+
Page
Views

Success of the event can be measured from the fact that it witnessed more than 1.6L Live Views across all HT platforms



*Reach /Impression is of complete Campaign

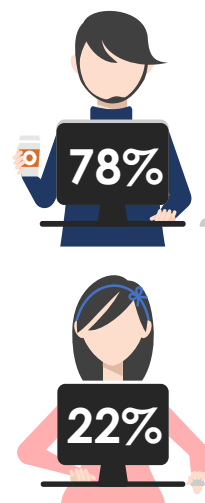
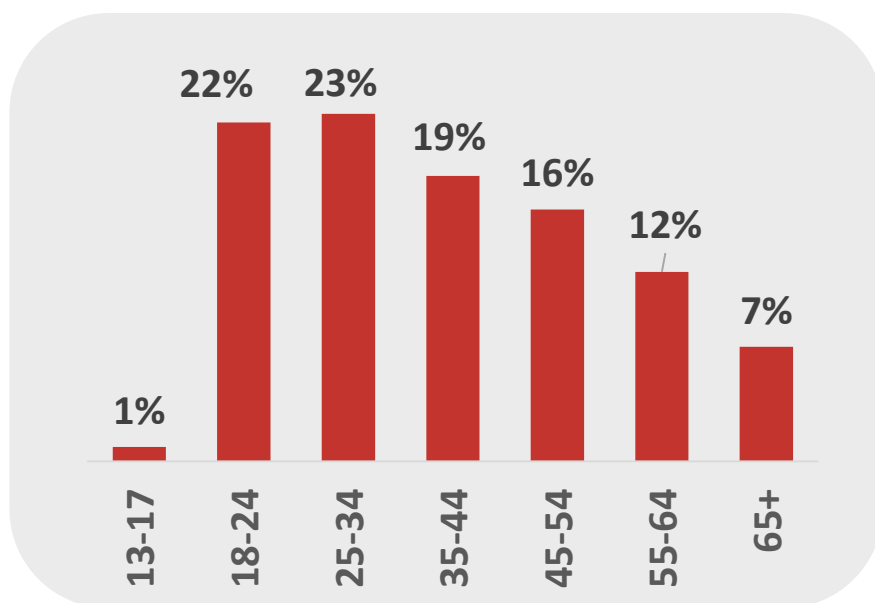
** PV's are of Articles & Microsite

Audience Insights

Audience Demography*

Male working population esp. **Millennials** seem to be more inclined towards the topic of **financial planning** which can be confirmed from age group breakup as mentioned below

Moreover the same is in line with present **financial demographics in India** which on the verge of drastic shift i.e. more and more young women are now taking interest in topic of financial planning



Region Wise Audience Behavior**

The event witnessed **audience from across length & breadth of the country** i.e. from J&K to Kerala / Telangana and from Gujarat to Assam. Some of the **Top Regions** are mentioned below

1. Uttar Pradesh
2. West Bengal
3. Bihar
4. Maharashtra
5. Gujarat
6. Rajasthan

