Nippon Life India Asset Management Ltd

August 31, 2026

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),

Subject: NAM India Sell-Side Analyst Group Meeting – Presentation

In furtherance to our intimation dated August 24, 2026, please find enclosed presentation to be made by the Company at NAM India Sell-Side Analyst Group Meeting. The same is also being uploaded on the website of the Company at https://mf.nipponindiaim.com/InvestorServices/Pages/Investor-Presentation.aspx.

Request you to kindly take the same on record.

Thanking you,

Yours faithfully,
For **Nippon Life India Asset Management Limited**

Valde Varghese Ponthokken
Digitally signed by Valde Varghese Ponthokken
Date: 2026.08.31 12:36:53 +05'30'

Valde Varghese
Company Secretary & Compliance Officer

Encl: a/a

Nippon Life india Asset Management Ltd

Analyst Day Presentation

Aug-2026

Where we are

NAM India - At a glance

One of the largest Asset Managers in India, with track record of 30+ years

AUM (Closing Q1 FY27)	NAM India **INR 8.62 trn**	Mutual Funds **INR 7.49 trn**	Managed Accounts **INR 975 bn**	International **INR 147 bn** (Advisory INR 17 bn) GIFT City – **INR 4.5 bn**
Reach	Locations **271**	Distributors **1,25,200+**	Folios **40.2 mn**	Employees **1,207**
Retail Strength	B-30 assets **INR 1.56 trn**	Individual AUM **INR 4.71 trn**	Systematic Flows (Quarterly) **INR 110 bn**	Unique Investors **24.1 mn** **Over 1 in 3 MF investors** in India invests with us
Financials	Q1 FY27 Profit After Tax at **INR 5.04 bn** **(+27% YoY / +31% QoQ)**			

Source: Internal & AMFI
AAUM Excludes FOF Domestic

NAM India - Fastest growing AMC (among the Top 10 AMCs)

		QAAUM* Market Share			Market Share Growth	
Rank	MF	Jun-23	Mar-26	Jun-26	Q1 FY27	3 Year
1	SBI	17.69%	15.31%	15.12%	-0.18%	-2.57%
2	ICICI	12.33%	13.54%	13.40%	-0.13%	1.08%
3	HDFC	11.27%	11.37%	11.25%	-0.13%	-0.02%
4	Nippon	7.28%	8.89%	9.04%	0.15%	1.76%
5	Kotak	7.19%	7.12%	7.10%	-0.02%	-0.09%
6	ABSL	6.89%	5.35%	5.14%	-0.20%	-1.75%
7	UTI	5.76%	4.76%	4.72%	-0.04%	-1.03%
8	Axis	5.76%	4.41%	4.44%	0.03%	-1.32%
9	DSP	2.73%	2.76%	2.76%	0.00%	0.03%
10	Tata	2.58%	2.79%	2.75%	-0.04%	0.17%

3 Year

- **NIMF -** Witnessed Highest market share growth (+**176** bps)

Q1 FY27

- **7** of **Top 10** AMCs have lost market share

*Quarterly Average AUM

Investor segment & location-wise market share

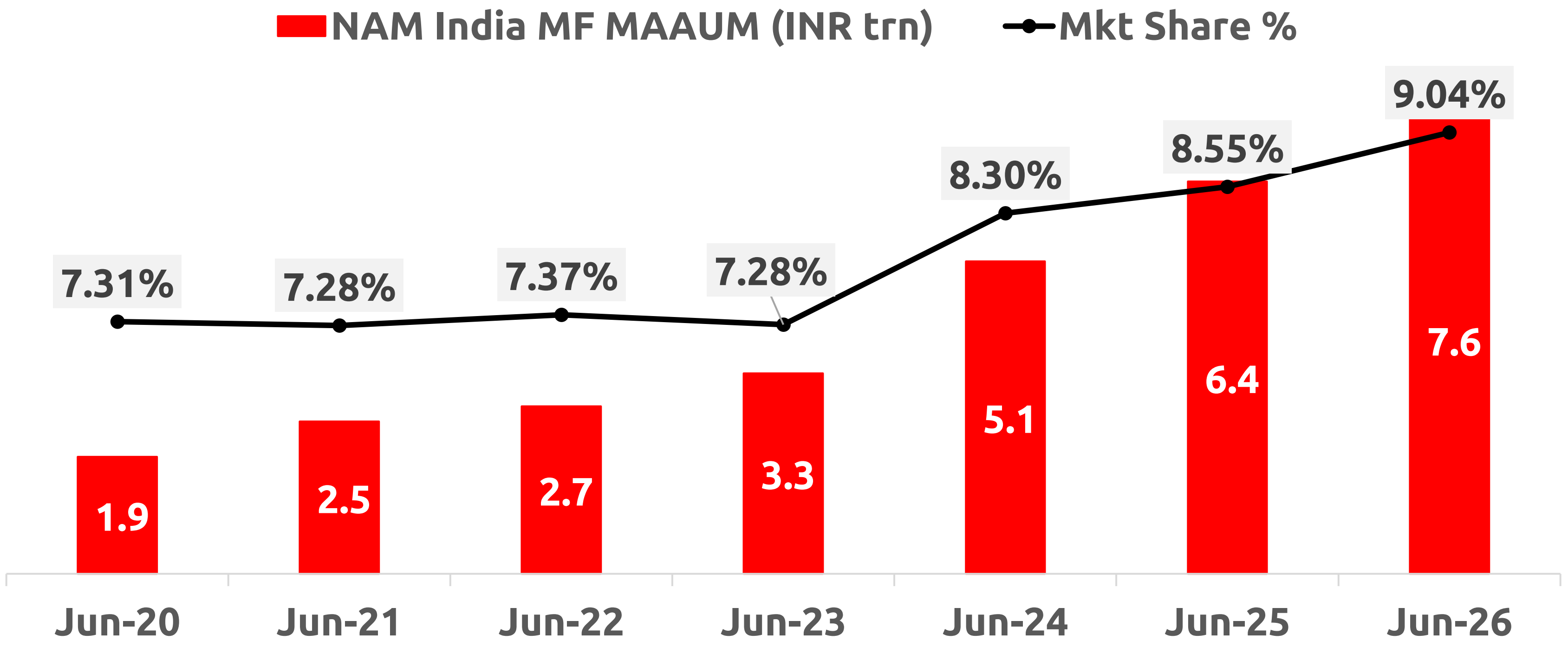
	MAAUM* Market Share %			Growth	
Segment	Jun-23	June-25	Jun-26	3 Year	YoY
Retail	8.69%	9.31%	9.65%	▲ 96 bps	▲ 34 bps
HNI	5.99%	7.54%	8.90%	▲ 291 bps	▲ 136 bps
Corporate	7.45%	8.89%	8.76%	▲ 131 bps	▼ -13 bps
Total	**7.28%**	**8.55%**	**9.04%**	▲ **176 bps**	▲ **49 bps**
T30	7.07%	8.42%	8.83%	▲ 176 bps	▲ 41 bps
B30	8.33%	9.10%	10.00%	▲ 167 bps	▲ 90 bps

Market Share basis Monthly Average AUM
Excludes FoF domestic

Sustained Growth Trendlines

Acquisition | Geographical Footprints | Growing Wallet Share

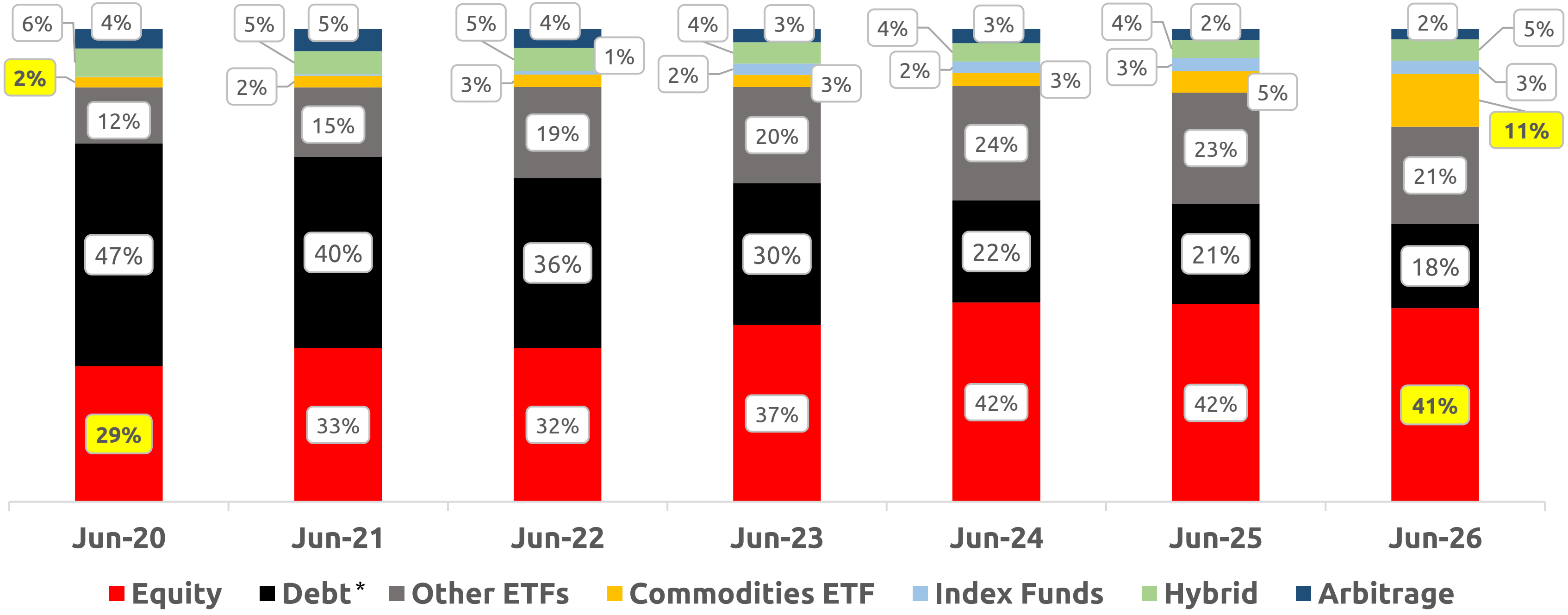
Looking back on the journey thus far



6 – Year MAAUM CAGR at 26%

Source: Internal & AMFI
AAUM Excludes FOF Domestic

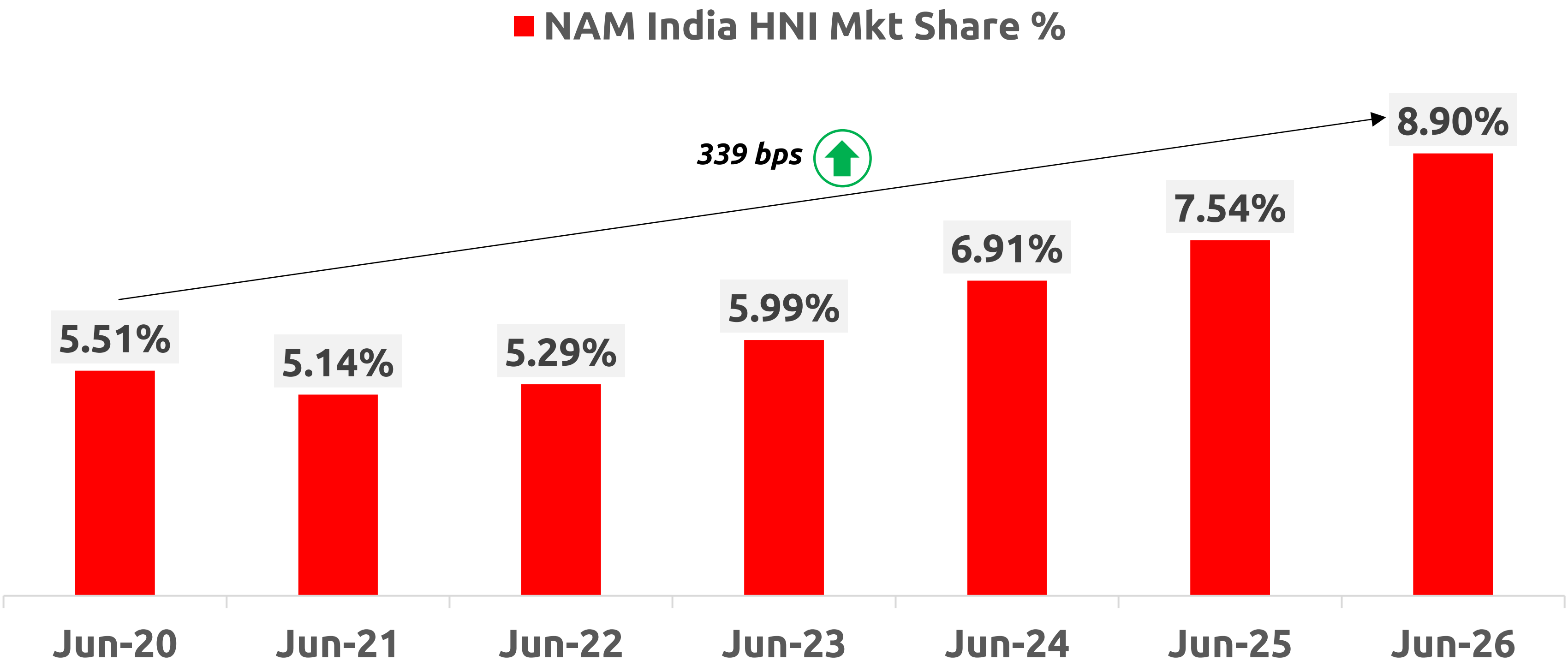
Asset mix: Diversity drives resilience



Cautiously trying to build a higher allocation to **long-term assets** within the overall asset mix

*Debt includes liquid category
Asset mix basis monthly average AUM
Source: Internal

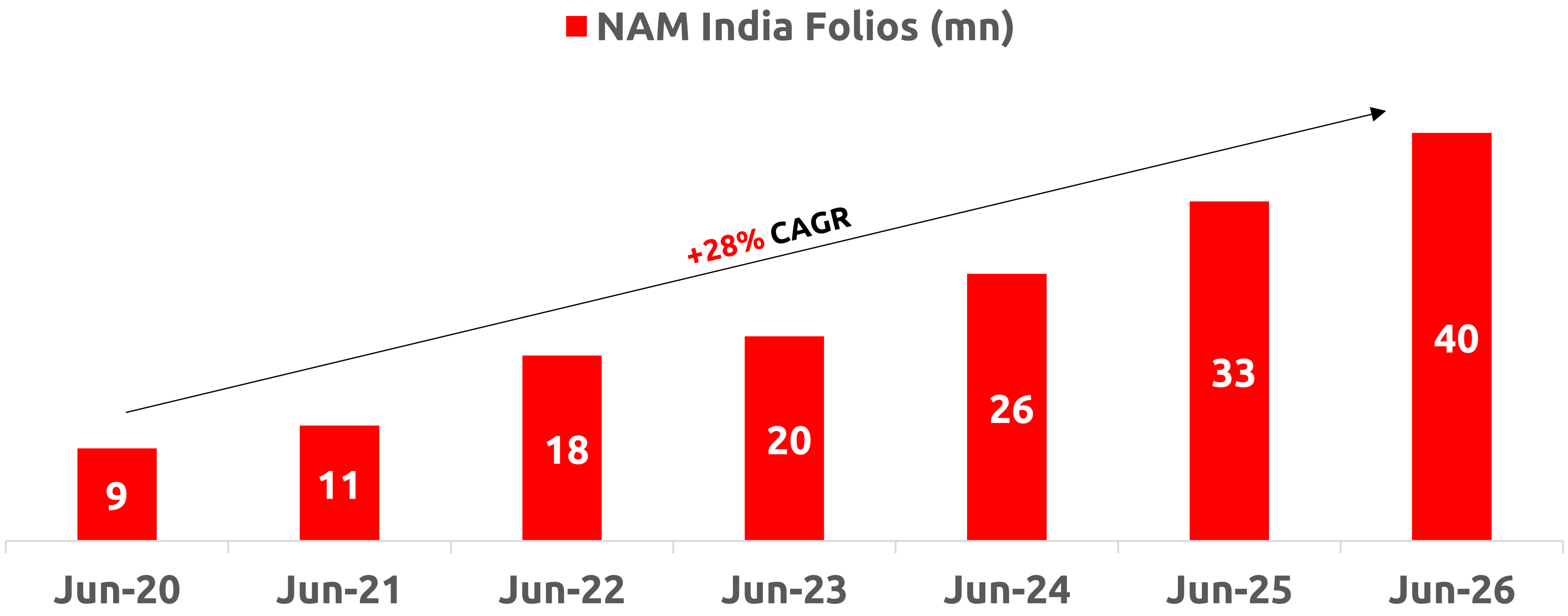
Strategic expansion in HNI segment



Consistent market share growth in HNI segment

Market Share basis monthly average AUM
Source: Internal & AMFI

Highest folio count in MF industry



Recently - Folio Count Crossed **40 mn – Highest in Industry**

Trusted by 39% of Mutual Fund Investors in India

Source: Internal

Core operating strengths

Core Strength

- Strong Execution Capabilities & Focus
- Catching Trends early
- Team vintage in S&D Strong on-ground connect
- Robust risk management & process orientation
- Ability to grow without Bank support
- Sharp segmentation & Go-to Market approach

Leadership that has grown with the organization

TENURE ACROSS THE LEADERSHIP PIPELINE

20+ Years tenure **MD & CEO, Deputy CEO & CIOs (Equity & Debt)**	**13+** Years tenure **Organization leadership team**	**12+** Years tenure **Next-in-line organization leadership team**	**20+** Years tenure **Sales leadership team**	**14+** Years tenure **Next-in-line sales leadership team**

WHAT THIS DEMONSTRATES

- **Built from within**

  Senior leaders have grown through the organization and progressed through the hierarchy

- **Fresh perspectives remain important**

  External talent from diverse industries adds new thinking, particularly in new business verticals

- **Continuity of thought process**

  Deep organizational experience supports consistency in decision-making and thought process

- **Culture is carried forward**

  Long leadership tenures help preserve and reinforce the organization's culture

What sets us apart: Key differentiators

01

Beyond Fund Returns:
Process, discipline & its impact

02

Investor Acquisition:
A core pillar of our growth strategy

03

MFD Vertical:
Open architecture but relationships drive stickiness

04

Banking Vertical:
Success without bank-backed distribution

05

Why only B-30?
We think B-100

06

Institutional Business:
Deeper penetration across sub-segments

07

Why physical presence is important

01- Beyond Fund Returns
Process, discipline & its impact

Performance is an outcome of strong processes

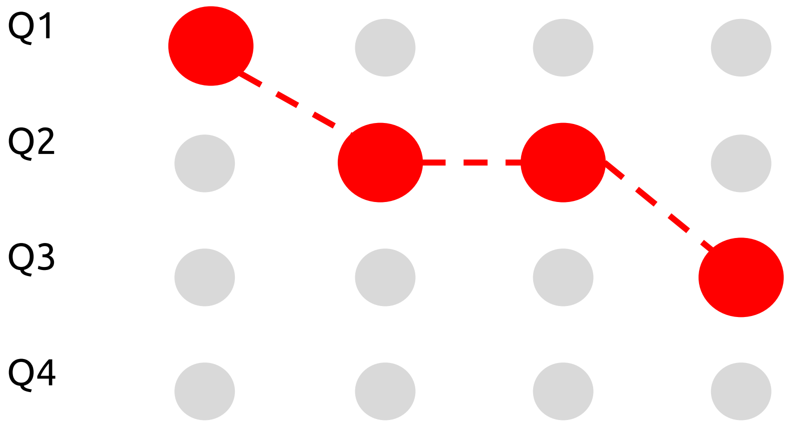
Since 2022, these campaigns have remained **central to our investor outreach,** emphasizing **process strength**, **risk governance,** and disciplined investing as the foundations of long-term wealth creation.

A case in point - Beyond short-term performance

A synopsis **of one of our fund's** recent **quartile rankings** vs its **gross sales market share (%)**

Quartile Rankings

(Basis 1 Year Performance)



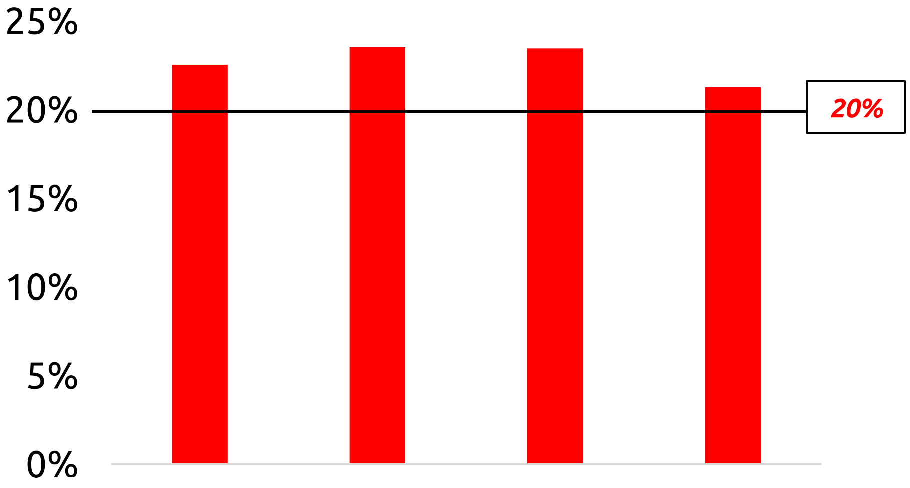
Quartile positioning across recent time horizons

Ranking drift: **Q1 → Q3** over 4 quarters

(On a 1 – year return basis)

Gross sales market share (%)

(Quarterly market share)



Gross Sales Mkt share across same period as rankings

*Consistently captured above **20% Industry Gross Sales** in this category*

Source: Internal, AMFI

Quartile rankings are basis internal parameters

Long-term fund performance

Scheme Name	Investor Accounts (mn)	Returns % (CAGR)				
		5 - Year	10 - Year	15 - Year	20 - Year	Since Inception
Nippon India Growth Mid Cap Fund	2.3 mn	18.85%	17.96%	16.65%	17.04%	21.93%
Nippon India Large Cap Fund	2.9 mn	14.93%	13.84%	13.92%	--	12.30%
Nippon India Small Cap Fund	5.5 mn	18.41%	20.40%	21.26%	--	19.96%
Nippon India Multi Cap Fund	2.6 mn	18.34%	15.18%	15.09%	15.82%	17.32%

Inception Dates

- Nippon India Large Cap Fund – 8th Aug 2007
- Nippon India Small Cap Fund – 16th Sep 2010
- Nippon India Growth Mid Cap Fund – 8th Oct 1995
- Nippon India Multi Cap Fund – 28th Mar 2005

Note: Data as on 31st July 2026 , Investor accounts is folio count as on 31th July 2026

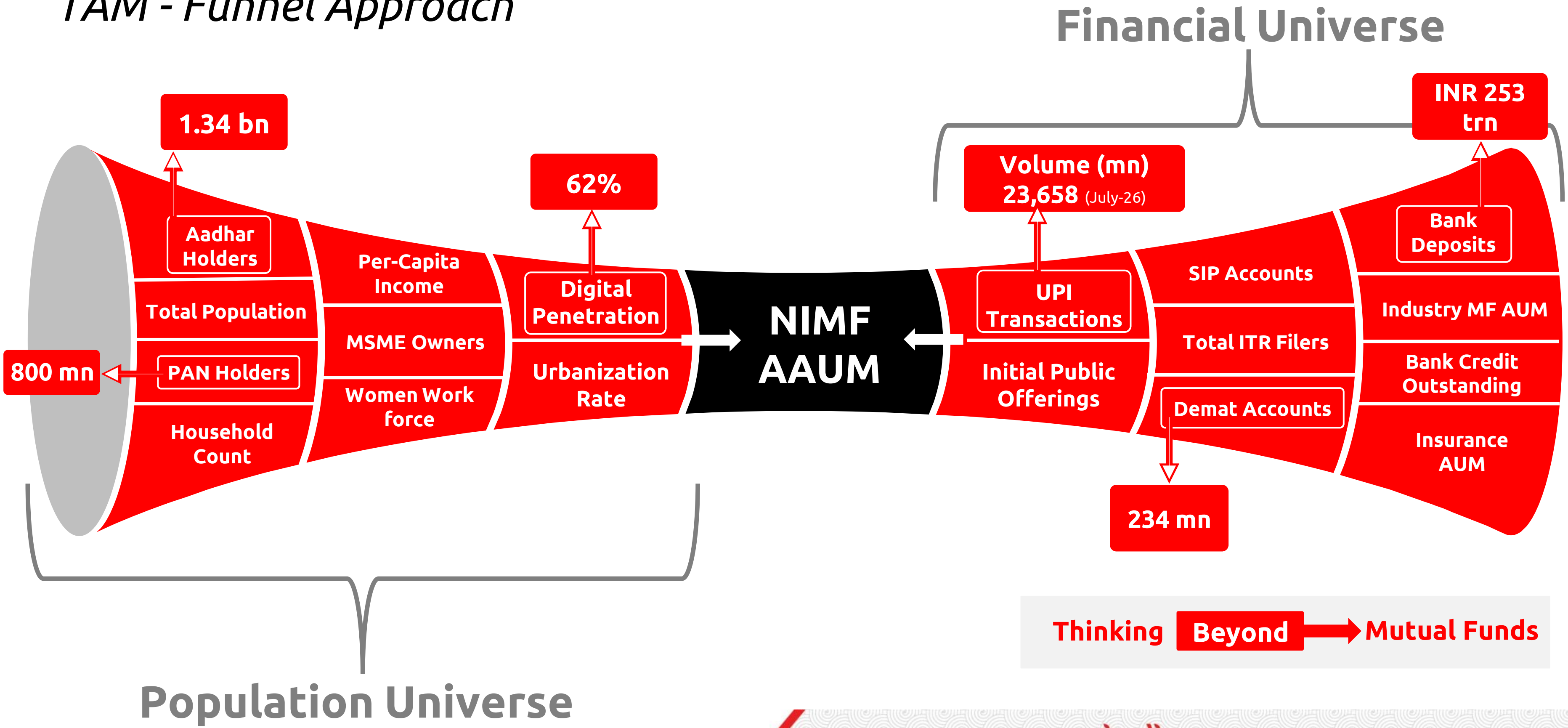
Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment. Performance of the schemes (wherever provided) are calculated basis CAGR

Refer annexures slides 69 - 82 for detailed disclosures

02 - Investor Acquisition –
A core pillar of our growth strategy

Our opportunity extends beyond mutual funds

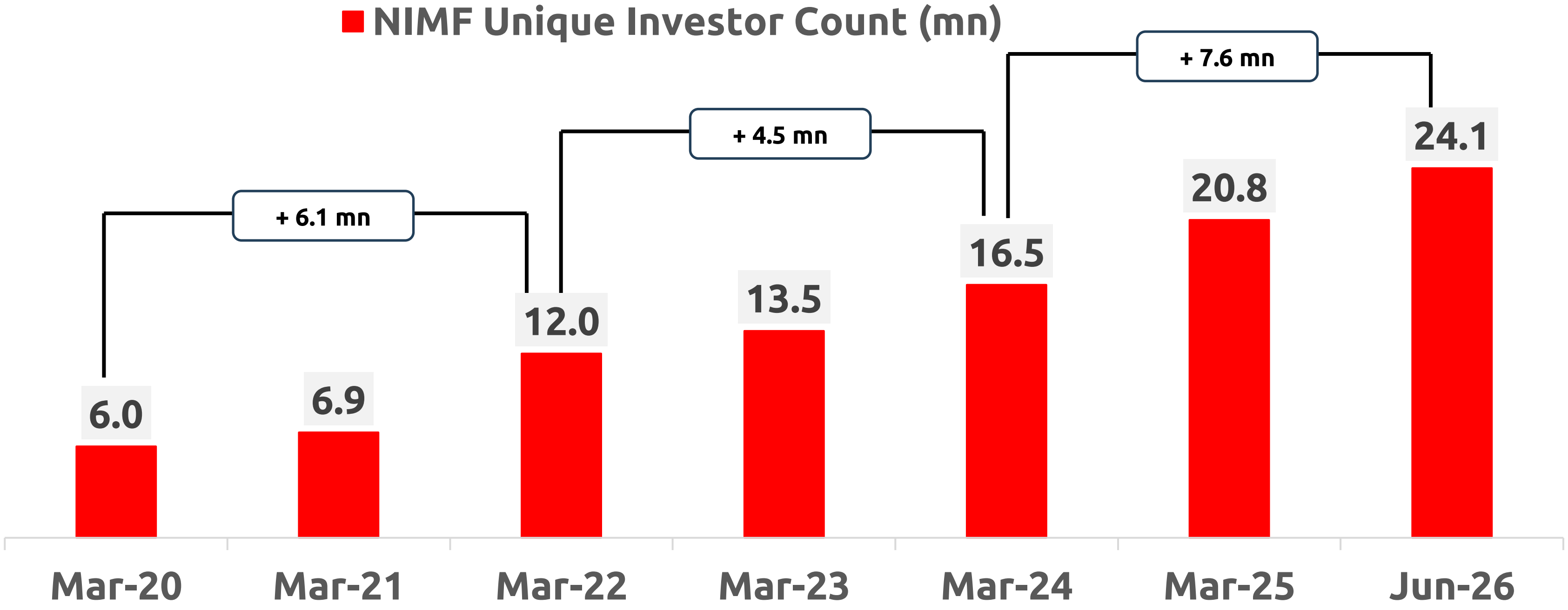
TAM - Funnel Approach



Above numbers are approximation & for broader reference only (numbers available in public domain)

Source: Kantar, UIAI, Tax Dept. GOI, CDSL, NSDL, RBI, NPCI

Investor count growth – Catching them young *(New to Mutual funds)*



The industry's investor base increased by **3.2(x)** since Mar-2020, while our **investor reach expanded faster**, increasing nearly **4(x)** over the same time period

Source: Internal

Small ticket investor – AUM compounder at lag

A case for why investor acquisition compounds into AUM

15 years ago

100 New investors acquired

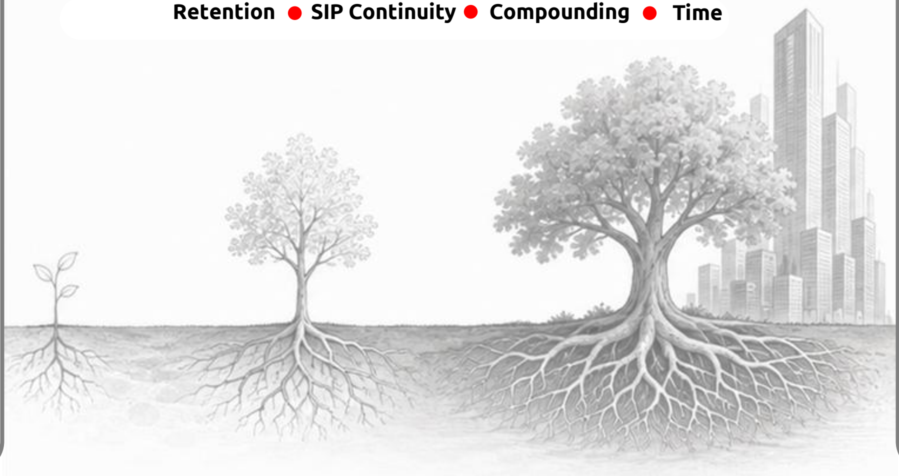
Starting SIP: **INR 1000**
Per month each

Nippon India Growth Mid Cap Fund

Initial monthly SIP Book:
INR 1,00,000

15 years Later

Retention • SIP Continuity • Compounding • Time



Today

INR 84 mn

AUM Contribution of **100-investor** cohort

These Investors weren't acquired at 84 mn They were acquired at INR 1000/- at a time

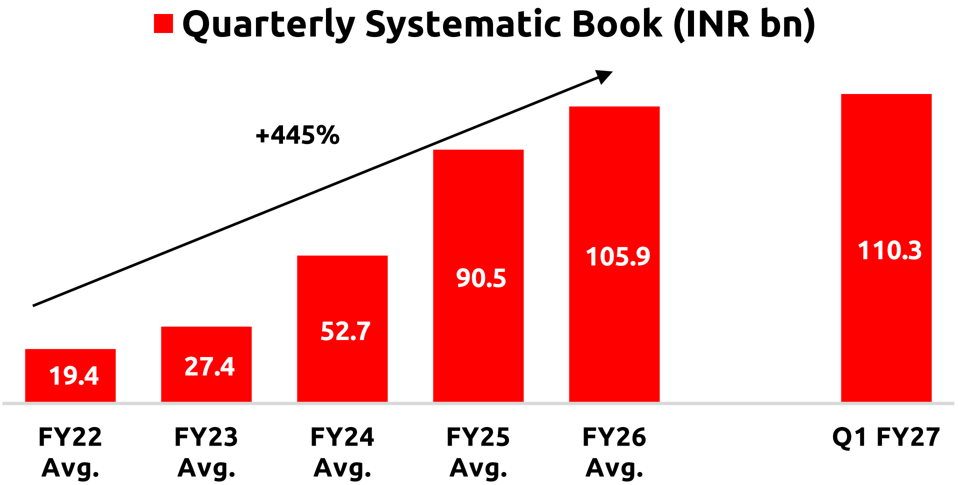
The above data is only for illustration purposes and past performance may not be sustained in future

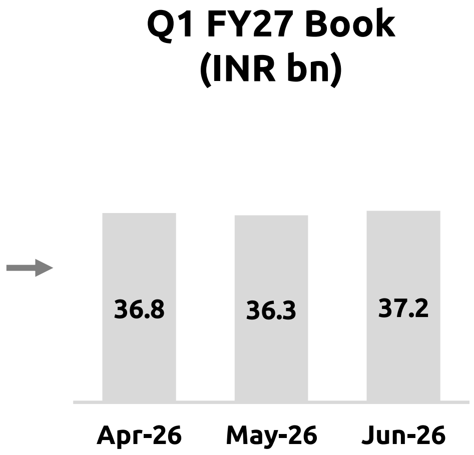
SIP stands for Systematic Investment Plan, wherein you can regularly invest a fixed amount at periodical intervals and aim for benefits over a period of time through the power of compounding.

The above data is basis actual past performance , assumption .- SIP Start date – 10th July 2011 Value as on 31st July 2026. SIP Date – 10th of every month. Returns are XIRR returns

Refer annexure slide 72 for detailed disclosures

Expanding investor base supporting SIP growth





Highlights

SIP **Folios** at **10.9 mn** (**+9%** YoY)

SIP **AUM** at INR **1.84 trn** (**+20%** YoY)

SIP AUM > 5 Years
NIMF – **45%**
Industry – **31%**

What has driven the success ?

SIP-centric engagement remains a key pillar of our outreach efforts	**Termination trends** tracked with timely partner & investor engagement	SIP campaigns like **SIPAHI** expand investor **reach** and **coverage**	**Lower ATS** reflects emerging market sourcing; **stickiness remains high**

Source: Internal & AMFI

Sustaining the flows - Containing SIP terminations

Bounce Risk – Early Warning Trigger! To Distributors

Sample Timeline

Email communication → Call communication

"Don't Panic" = Communication to Investors

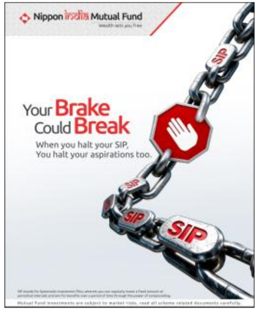
Proactive **terminated SIP follow-up** with Distributors

Re-engagement email for Investor led SIP Stoppage

Predictive model for early **SIP Discontinuation Flags**

↓

Communication For Identified Cases



Industry First: SIP Induction Program Conducted

Investor awareness initiatives – with a mission

Reaching new cohorts

IAP at Leh for Army Personnel

Police Personnel IAP

Women IAP

03 - MFD Vertical
Open architecture but relationships drive stickiness

MFD reach: Built on execution & reach

Strategic Initiatives

Right engagement at every stage

- **Ascend** flagship program for 2nd generation of MFDs
- **MDP** – Guidance to partners on institutionalizing their business
- **Learning Edge Academy** – Distributor training & skill development
- **Business Easy App** – Digital enablement for distributors
- **Business intelligence** – Data–mining led insights for partners

Scale Achieved

Execution shows in the numbers

Partners with > INR **250 mn** AUM

2022	*Now*	
~300 →	**1,050 +**	3.5(x)

Partners with > INR **500 mn** AUM

2022	*Now*	
~80 →	**375 +**	4.7(x)

Consistent engagement + capability-building is converting distributor relationships into scaled, institutional partnerships

Source: Mar'26 Internal. Partners include only IFA distributors for this data set

MFD engagement architecture

Industry AAUM (INR mn)	MFD Count	AUM Split
Greater than 3,000 mn	980	37%
1,000 – 3,000 mn	2,649	23%
5,00 – 1,000 mn	3,516	13%
100 – 500 mn	16,454	19%
Less Than 100 mn	1,31,868	8%

Drivers	Relationship Managed by
Fund Performance & Consistency Uniqueness of Product Quality of Engagement	Zonal Heads & Regional Heads
Fund Performance & Consistency Brokerage Digital Support Training	Sales Team (along with guidance from Zonal & Regional Heads)
Sales Engagement Relationship Quotient	Virtual Team (with a sales RM managing a group of MFDs together)

Source: Mar'26 MF Dex (AUM Split is of Industry)

04 - Banking Vertical :
Success without bank-backed distribution

Banking & National Distributors

*(highest single distributor concentration at **<5%** of assets)*

Partner Network

102 Banking Partners

- HDFC Bank
- AXIS Bank
- ICICI Bank
- HSBC Bank

74 ND Partners

- NJ Wealth
- Prudent Advisory
- GEOJIT
- IIFL Capital

How We Operate

01
Product Approvals

02
Branch Activation & Tech Integration

03
RMs & Partners Training

04
Business Generation Activities

Gensis of Alternate channel

More than a Decade-Long Approach to Diversified Distribution

Established
2010

Enabled transition from **physical to digital** for these banks	**Embedded** mutual funds into partner platforms	Conducting continuous RM **capability building**	Strengthening **resilience of non-bank backed model**

Banks Covered

1. Tier 2 Private Banks*

- FEDERAL BANK
- Karnataka Bank
- IDBI Bank
- J&K Bank

2. Public Sector Banks

- Bank of Baroda
- Punjab National Bank
- Canara Bank
- Union Bank of India

3. Small Finance Banks

- AU Small Finance Bank
- Jana Small Finance Bank
- Equitas Small Finance Bank
- Ujjivan Small Finance Bank

4. Co-operative Banks

State Co-operative Banks
District Co-op Banks
Urban Co-op Banks
(Partnering with large players)

How the business is driven

Central Alliances with banks

↓

On ground support by Sales Team

↓

Capability building of Partners

*Tier is basis the relative scale of MF distribution

Private wealth & RIA channel

01 · PARTNERS

Illustrative distribution partners in Private Wealth & RIA

ASK Private Wealth	360 ONE Wealth	Julius Bär	+ other partners

ENGAGED VIA

02 · ENGAGEMENT MODELS

- **Distribution Based model**
- **RIA Advisory** – Advisory model
- **Discretionary PMS** – Model Portfolio Schemes

COVERING

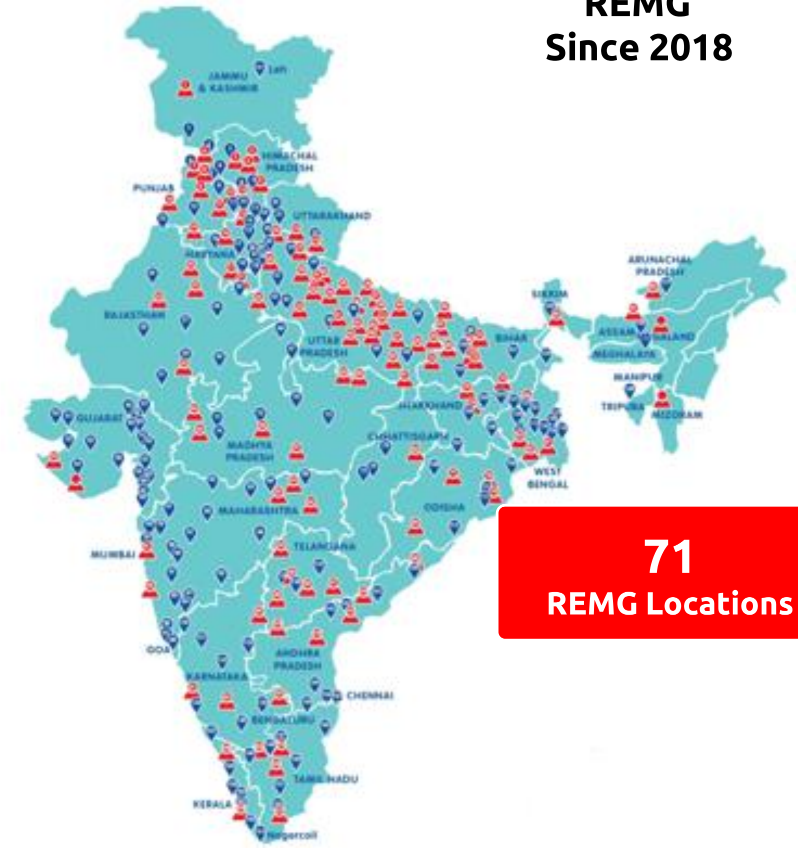
03 · PRODUCT COVERAGE

- **Active Funds**
- **Passive Funds**
- **PMS**
- **AIF**
- **Gift City**

05 - Why only B-30? We think B-100

A dedicated engine for B-100 markets

REMG
Since 2018



71
REMG Locations

What led to the creation of REMG?

+ +

One Man Operations

REMG locations are initially managed through a lean single-resource setup, with **sustained business traction** and **market penetration** serving as the **trigger** for **conversion into a dedicated branch**

Thinking and Consideration

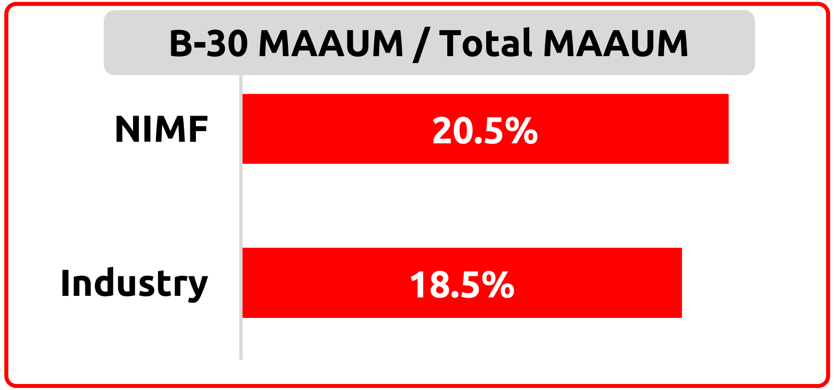
The **strategic intent** behind launching this segment was to **unlock growth in rural & emerging markets** and create a sustainable first-mover advantage

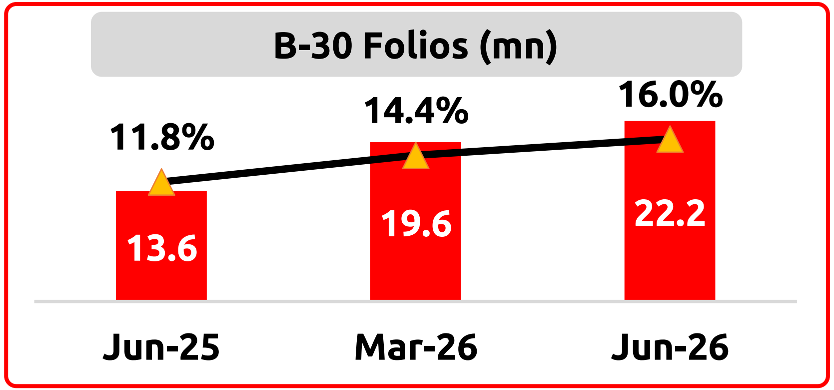
Location Selection Criteria

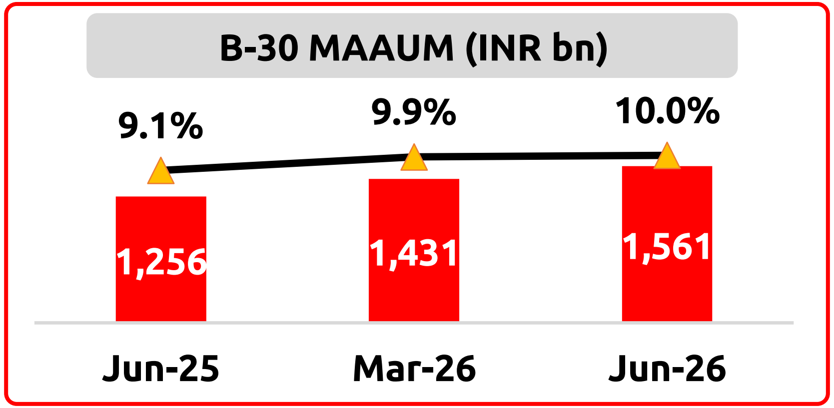
- No. of banks
- Population
- Industry AUM
- Other AMC Presence
- Bank Deposit Base
- PAN / Adhaar Holder

Note: REMG locations in Red, & Branches are in Blue
Data as of Jun-26

Emerging market focus accelerating B-30 growth







Source: Internal

06 - Institutional Business –
Deeper penetration to many sub segments

Corporate connect & HNI confidence

Target Segment	Purpose of Investing	Business Approach

Key Client Group – Institutional Business

Target Segment
- Top Corporate treasuries
- PSU/Private Banks & PFI(s)
- Retirement funds
- Institutional distributors

Purpose of Investing

Invest treasury Corpus from

- **Fund Raising**
- **Stake Sale**
- **Operating Cashflow**
- **Retirements Saving**

Business Approach
- **Track** market activities
- Engage **with key investors**
- **New Client Activation**

ETFs: Key Differentiator for KCG & EPCG segments

Elite Partner & Client Group – Wealth Business

Target Segment
- Mid Segment Corporates
- Family Offices & U-HNIs
- HNI Investors
- Private Wealth advisors & distributors

Purpose of Investing

Diverse Investment Objectives

Solved by

Our Widest products range

Business Approach
- Engage with Wealth Counters for **fund approvals**
- Leveraging **secondary research** to identity prospect HNI and UHNI
- Differentiated **communication** and **engagement calendar**

Genesis behind our EPCG channel

How an HNI Invests

1. Self-Managed
2. Managed through Distrbutor/Advisor
3. Family Office
4. Multiple Approaches & Service providers

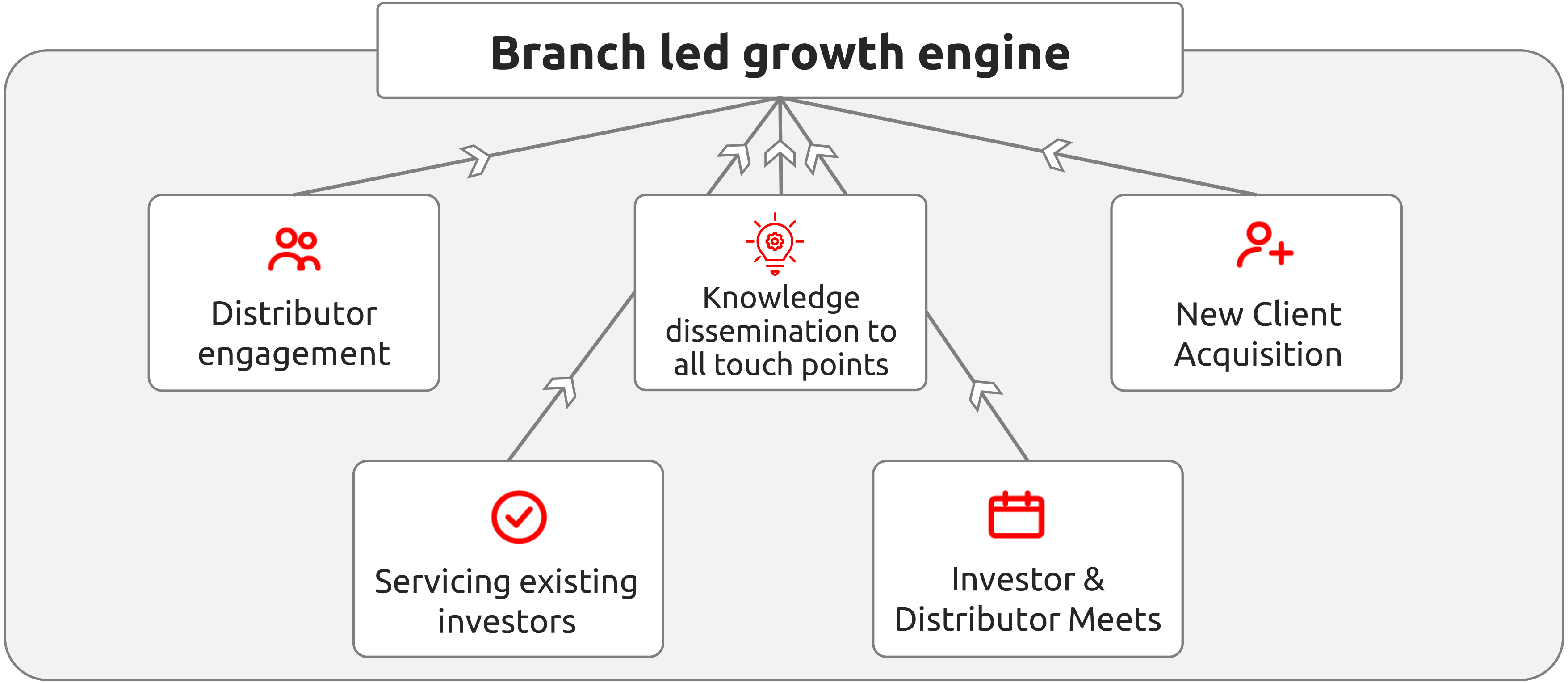
To manage this **complex** & **dynamic** investor behavior

EPCG Vertical

A single vertical that cuts across four modes

07 - Why physical presence is important?

Role of branches in driving growth



Physical presence across 100% districts in India

8 new physical branches added across pan India in last 1 year

Why open new branches ?

- India is entering a \$1.3 - \$1.5 trn intergenerational wealth transfer over the next decade
- 40 – 60 age cohort (core wealth-holding segment) values trust, advice and accessibility
- Physical branch presence builds investor trust and reinforces confidence even for digitally active clients

Branches added include from June-25 to June-26
New branches open – 3: Conversion from REMG -- 5
Wealth transfer data – EY Julius Bear report

De-risked approach to capture TAM*

Business to Business (B2B)

PARTNER CHANNELS · 6 VERTICALS

- **Mutual Fund Distributors** — MFD
- **Banking & National Distributors** — BND
- **Alternates Channel** — RBD
- **Rural & Emerging Markets Group** — REMG
- **Fintech Partners** — FINTECH
- **Private Wealth & RIAs** — PW & RIA

PARTNER DISTRIBUTION — 06 VERTICALS

Business to Customer (B2C)

DIRECT CLIENT CHANNELS · 4 VERTICALS

- **Corporates & Institution** — KCG
- **Family Offices & HNIs** — EPCG
- **Digital & Fintech Retail** — DIGITAL
- **New Investors Opportunity**

DIRECT CUSTOMER ENGAGEMENT — 04 VERTICALS

This approach coupled with balanced asset mix mitigates concentration risk, helps us navigate through different market cycles

* TAM – Total Addressable Market

NAM India’s Digital Ecosystem

What Does the AI Say About Us?

NIMF Digital v/s Industry Digital: Investor Profile

NIMF Digital Benchmarked Against Overall Industry Peers

	NIMF Digital	Industry Digital	
DIGITAL ADOPTION	47% Digital	43% Digital	**Unique Digital Investor** base at NIMF is **47%** vs Industry's **43%**
GENDER	29% Female / 71% Male	21% Female / 79% Male	NIMF has a more gender-diverse base with **29% Female** investors
GENERATION	86% GenZ + GenM (14 - 45) / 14% GenX+ (46+)	76% GenZ + GenM (14 - 45) / 24% GenX+ (46+)	NIMF digital is the preferred choice among younger investors, with **GenZ & GenM** forming a **strong 86% base**
B30/T30	45% B30+ / 55% T30	28% B30+ / 72% T30	**NIMF B30+** presence is **1.6 X** higher than Industry

We have a Strategic Edge on Critical Vectors for Future Growth

Source - Bain & Company × Groww, "How India Invests 2025" (Dec 2025)
CAMS report via Business Standard
Outlook Money, "Market Volatility And Gen Z..." citing NSE Market Pulse, May 2026

NIMF Digital Strategy – Perpetual Beta >> Perpetual Growth

NIMF has always hand-crafted its Digital Ecosystem with a unique ability to Personalize, Progress & stay Futuristic

Digital Ecosystem

Build strong online presence to acquire & engage investors

User Growth

Evolving and ahead of the curve

Products & Platforms

3Fs Frictionless Friendly & Futuristic

Digital Distribution

Own the partner space Digitally & Phygitally '*Go where the Traffic Is*'

Building a **Wealth Tech Chassis** that adapts with **Digital Behavior in India**

Vernacular & Voice user journeys for Inclusivity & Financial Empowerment

Uncomplicating MFs for investors cohorts (gen X, Millennial, Gen Z)

Vernacular, Geo-local outreach campaigns for Real Bharat

Pioneers in establishing **digital storefronts across the Fintech ecosystem** & beyond, unlocking ease of access to new-age customers

The Digital Start-Up Within NIMF | Five Years of Growth, Momentum & Impact

Creating Momentum at Every Step

	FY22	FY23	FY24	FY25	FY26	FYTD* 27
Digital Txn Share	57%	57%	60%	71%	77%	78%
Transactions (A+B)	3.0 mn	3.3 mn	6.6 mn	14.4 mn	17.1 mn	**5.95 mn**
LumpSum (A)	2.4 mn	2.6 mn	3.9 mn	9.4 mn	12.6 mn	**4.51 mn**
New SIP (B)	0.6 mn	0.7 mn	2.8 mn	5 mn	4.5 mn	**1.44 mn**
Unique Digital Investors	28%	31%	33%	42%	45%	**47%**
Txn Per Min	8	9	19	40	48	**50**

78%+ of New Business at NIMF now powered by **Digital Business** in FYTD'27

50 mn+ New Business Transactions added over the **last 5 years**

35 mn+ - LumpSum |
15 mn+ - New SIP transactions added in **5 years**

47%+ of NAM's **unique investor base** enabled by Digital Business

6.25x Growth in New Business Txns/Min over the last 5 Years

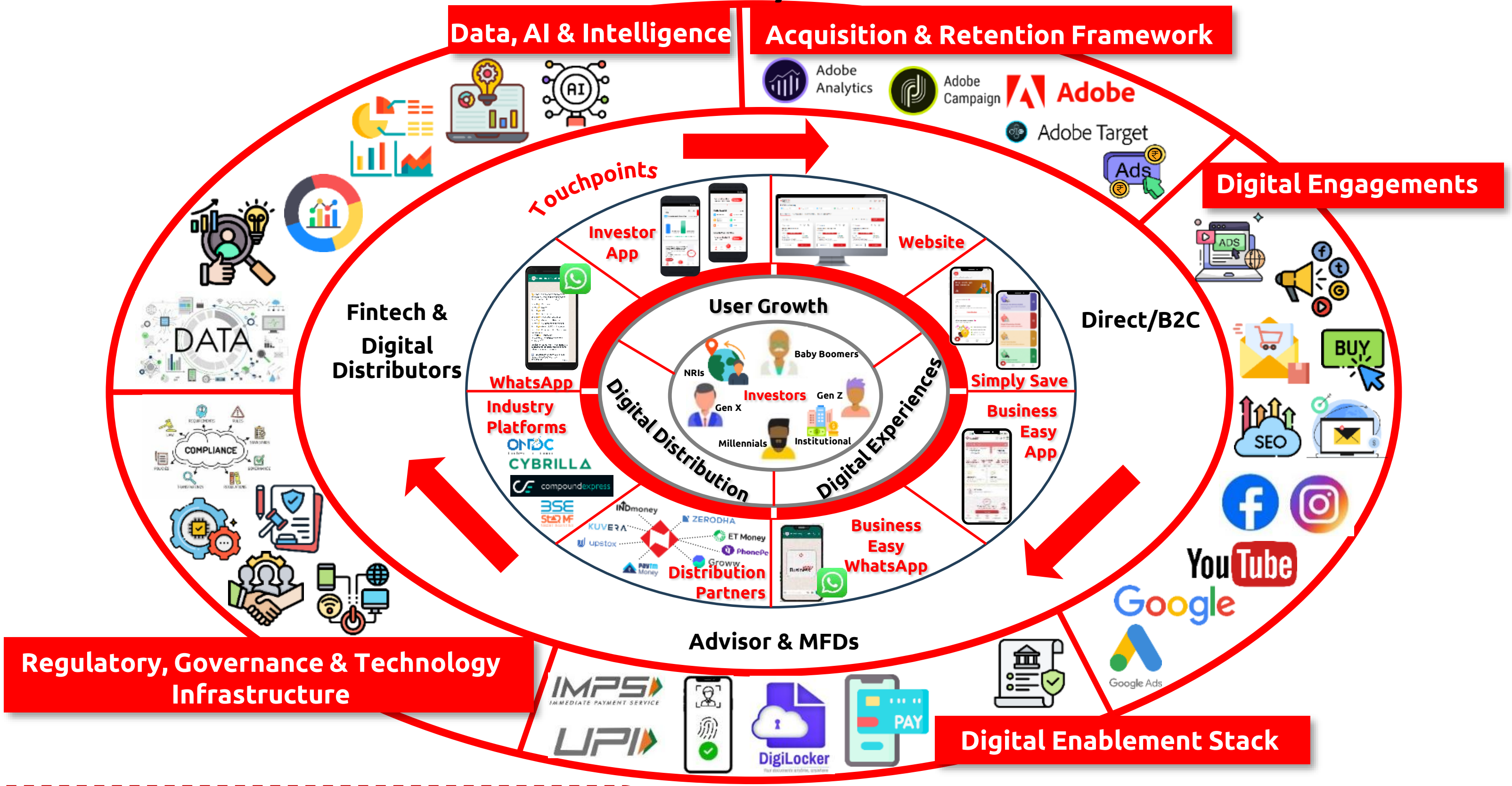
* Including New SIP registrations
* Digital purchases through NIMF-owned Digital assets and digital integrations
*This does not include ETF, STPs, MF top-ups, switches, SIP Instalments, etc. done through Digital Platforms
*FYTD 27 = As of Jul'26

Core Fundamentals of NIMF Digital

3F's	Friendly	Futuristic	Frictionless
Focus on Unit Economics	No Vanity Metrics	Everything we do is centred around driving business	Penny spent to penny earned is key
Uncomplicate	Easy and Seamless UI and Processes	Ease of access > Look Good	Simplified for hassle free user experience
Perpetual Learners	First Movers in MF Industry	Innovation is at the core of all we do	Constantly learning from E-com, peers and investor feedback

The NIMF Digital Engine catering to Investors & Distributors of Bharat

D2C Playbook



Every Transactional & Service interaction makes the NIMF Digital Ecosystem Smarter, Knowledgeable, Scalable & Efficient

NIMF Digital Assets - Digital Ecosystem for the Modern Indian Investor

Our Digital Principles

Mobile-First Approach
Ecosystem made for India's Modern Mobile-first users

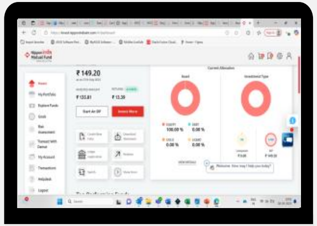
Platforms of Choice
Variety of Platforms to choose from for both Investor and Partner

Omni-Channel Experience
Seamless across Investor & Partner Apps, Websites and WhatsApp

Accessibility
Freedom to Invest, Learn, and Transact the Way User Prefer

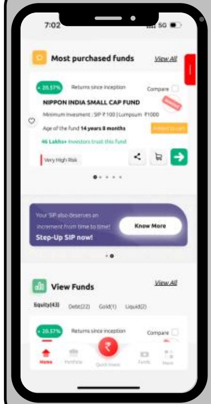
Frictionless
Simplified Flows for Faster Onboarding, Transactions and Services

Investor Website



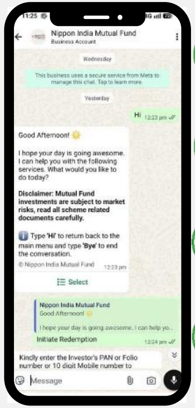
- NRI KYC
- Compare Funds
- Invest, Track, Transact

Investor App



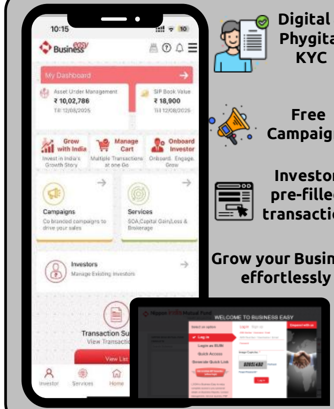
- Voice Transactions
- Family Portfolio view
- Schedule Transaction
- Biometric & Debit Card Payments

WhatsApp for Investors & Partner



- Onboard in minutes
- Transact Securely
- Get Service Instantly
- Real Time updates in your language

Business Easy Suite for Partner



- Digital & Phygital KYC
- Free Campaigns
- Investor pre-filled transaction
- Grow your Business effortlessly

Our Digital Savviness

- Ease & Convenience
- Built to Scale
- Discoverability
- Voice Enabled Experience
- Voice & Vernacular
- Transparency

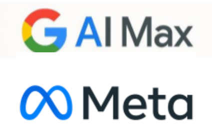
Consistently drives business outcomes through Sustained Growth, Strong Performance, and a focus on delivering Measurable Impact

NIMF AI Framework catering to Investors & Distributors of Bharat

How AI is working for us Externally

GEO Strategy to dominate AI Search Results

- Uptake in AI mentions and citations on Gen AI Platforms

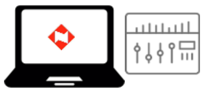


AI Enabled Campaigns

- **AI enabled** Gen Z and Gen M **audience targeting** across paid media
- **Featured** by **Google** in **Global Case Study** for AI Max usage

Multi-lingual Content

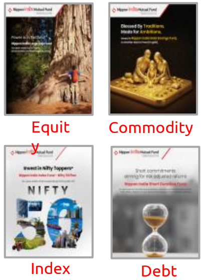
- AI powered videos in regional languages to **reach Real Bharat**
- **Gujarati Videos** pilot project



Microsites with Simulators

- Microsites **made in house** by **AI** to **target different cohorts**

How AI is working for Existing Investors



Fund level Propensity

- Identifying investors with **high propensity** for a specific fund
- **Unlocking cross-sell opportunities** across fund categories

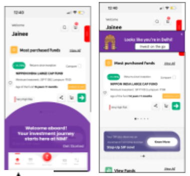
Journey Optimisation

- Personalised **CTAs** and streamlined **digital journeys**

Channel Level Propensity

- Channel orchestration to determine the most **effective digital channel**

AI at Forefront of our Digital Assets



Adobe Target Nudges

Leveraging Adobe AI analysis to identify investor segmentations and targeting them with relevant nudges

Funds that might interest you

- Funds can be shown basis AI, Anchor Products, Next Best Products & Customer profile models

Personalized Dashboard

- Basis the investor category displaying personalized dashboard for a more defined & relevant portfolio view

Reminders & Alerts

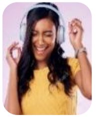
- Event based interventions for driving timely investor action

Incredible India: Age, Demographics and Behaviour, Thus, One Size does not fit all

Millennials (Gen M): 1981 to 1996

Generation Z (Gen Z): 1997 to 2012

Segmentation

	Demography	Behavioral	Psychographic	Preferred Media
 **Gen M**  • **Stability & Security-**Buying house • **Securing Future-** Child education • **Experiential** – Life experiences (hobbies, travel)	• Age: 30 to 45 • Corporate Jobs, Business Owners, Home Makers • Tier 1 and Tier 2	• Managing Career movement • Goal Oriented Planners • Open to learning	• Financially Independent • Security Builders • Hesitant towards investments	• Facebook, YouTube • Emails , WhatsApp • Blogs, Articles
 **Gen Z**  • **Disposable income**-Fringe spending • **Side Hustle**- Startup owners • **Experiential** -Global Concerts	• Age: 14 to 29 • Students, Freelancers, New Age Income Streams • Tier 1, Tier 2 and 3	• Digitally Savvy • Making their own money • Open to risks • Speed Dating	• Social Media and Trends Focused • Value Seekers • Follow Influencers for advice	• Instagram and YouTube • WhatsApp • GenAI platforms • Snapchat • Short Form Content

Uncomplicating MFs for Gen Z: Making it Prime for their "Bucket List"

Segmentation	Insight	Finance & Lifestyle Creators	Analogies as explainers	Content Strategy	Channels
Gen Z, First Time Investors or Seasonal Investors	Gen Z spends 8+ hours on social media	Reached out to Gen Z across different cohorts	SIP, Lumpsum & ELSS themes explained	Influencers are often the first influence in Gen Z's decision making	Instagram and YouTube

CA Sumit Mehta

Theme: Cricket
(Followers: 0.53 mn)

Mohnish Doultani

Theme: Travel
(Followers: 0.29 mn)

CA Kushal Lodha

Theme: Tax Planning
(Followers: 0.27 mn)

Zee Aly

Theme: Fun Banter
(Followers: 0.8 mn)

Twinkle Jain

Theme: Fitness
(Followers: 0.43 mn)

Palak Rathi

Theme: Café Hopping
(Followers: 0.9 mn)

*Collaborations are in line with SEBI guidelines

Campaigns that India Loved: Gen Z First, Gen Alpha Next

Dreams and Aspirations

Objective

Dream-Led Storytelling- New age dreams can be achieved through disciplined investing

Message

Power of Consistency- Small, regular SIPs may help investors achieve their goals.

Engagement

Storytelling and interactive elements to encourage investments

Stadiums Dreams – FIFA 26

Built your Big Gaming Rig with SIP

Concert Dreams- Your Front Row Dream Starts with an SIP

Gamification based on Childhood Nostalgia

Objective

Positioning investing not as a daunting decision, but as a strategic long game they already understand

Message

Aligning the formula to win in these retro games & investing

Engagement

Nostalgia is a powerful emotion, it resulted in more traction

Investbae – India's 1st Gen Z Specific Social Handle launched by an AMC

What is Investbae?

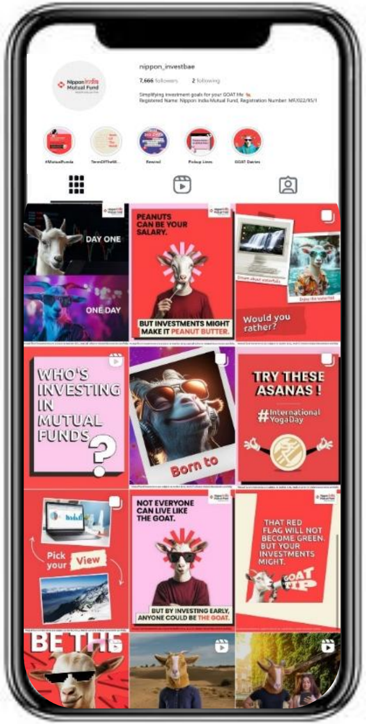
Instagram is the New Search Engine

@InvestBae is NIMF's social channel dedicated to Gen Z

Launch Campaign

Aim to be the **G.O.A.T**

(Greatest of All Time)

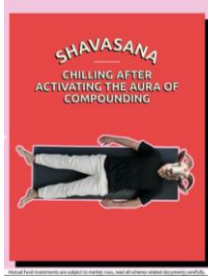


Gen Z lingo, quirky and topical content

Reaching out to Gen Z where they spend 8+ hours of their day

MF Simplified

Benefits, Fund Promotion and SIP Simplified



What Next?

41% Gen Z search on Instagram before Google

91% Gen Z rely on Social Media for information

47% purchase decisions are influenced by Instagram

The New Matriarchy: Independent, Bold and Decisive

Segmentation

New Moms, Moms of toddlers

Insight

Despite making their own money, women tend to shy away from taking financial decisions

Rising trend of Mom Influencer

Young Moms are receptive to advice from mom influencers

#MomsCan Finance

Empowering Moms to take charge of their finances and plan for the little one

Content Strategy

Multi-lingual Video Content crafted with stories linked to motherhood

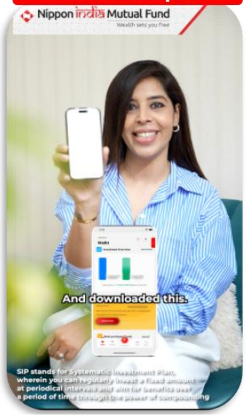
Channels

Leveraged the Instagram community of Mom-Influencers

Nidhi Tyagi

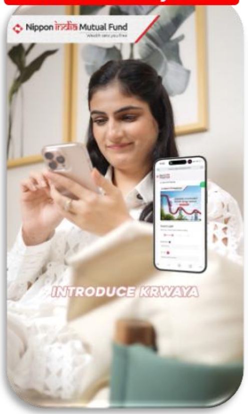
Followers: 0.12 mn

Nidhi Chopra



Followers: 0.6 mn

Ekta Makhijani



Followers: 0.26 mn

Nilofar

Followers: 0.11 mn

Gen M Age Group- 30-45 Years

Aspiration Led Investing: Dreams First, Funds Next: The Current "Genre"

Objective
To shift from product-led communication to an **aspiration-led communications**

Approach
360-degree approach on all channels and Assets

Engagement
AMP Powered calculators & Gamified elements

Travel Series Campaign

Objective
Celebrating dreams backed by purpose, planning, and perseverance

Message
Encouraging long-term wealth creation through disciplined, regular investing

Engagement
Immersive storytelling and engaging experiences that motivate investment action

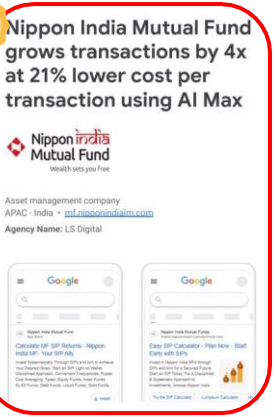
Dream Series Campaign

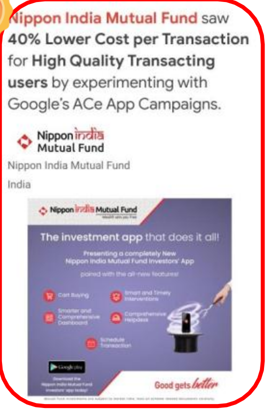
SIP Your Way To Cruise

The Michelin Star Experience

Pioneering Case Studies with Blue-Chip Digital Giants leading to Innovations like Conversational Commerce and WhatsApp Business Experience

Google x NIMF Case Study





WhatsApp x NIMF Collab

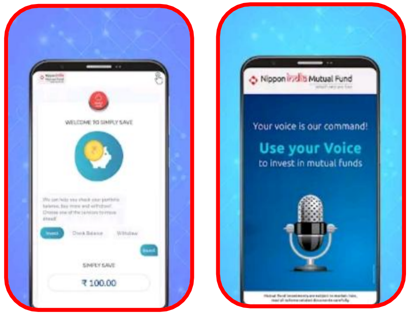
1st in BFSI industry to do **a Beta test** case with **Global WhatsApp team** and launch a **NIMF WhatsApp Business platform**

Adobe x NIMF Case Study

Adobe** published a Global Case Study on **360-degree Campaign management by NIMF

Nippon India Mutual Fund x Adobe

Google x NIMF Case Study



Google** published a Global Case Study on the launch of **Conversational Commerce by NIMF

Built a Voice led interface on Simply Save App to promote mutual funds across **Real Bharat**

The Simply Save App has garnered **~0.5 mn+ Downloads across India**

Nippon India Mutual Fund x Google

The Digital Trinity at NIMF

Innovation at its Core

Customer at its Forefront

Trust & Transparency as the Ethos

Value Compounding & Continuity

1. MF Inclusion
2. Highly Engaged Investors
3. Wealth Creation
4. Future Readiness & Scalability

Process as a Differentiator: The Investment Engine

Process to create – A Repeatable, Institutional Investment Engine

A systemized approach built to aim at sustainability & scalability

1.

Faceless Org. & Process Orientation

Faces change, process prevails. Decision making through team discussions and a codified system — not dependent on an individuals

2.

Freedom Within Framework

FMs retain conviction and flexibility, bounded by quantified risk and concentration guardrails

3.

Sustainability & Consistency

Continuous scoring, style analytics and review cadence make outperformance repeatable, not episodic

Robust In-house Research Capabilities - Future Ready

Institutional bench strength for sustainable support

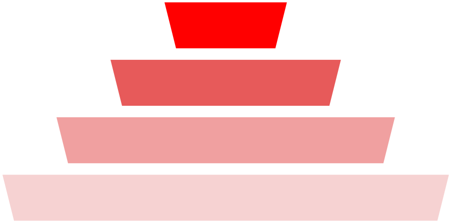
28 Members, Equity Investment Team

480+ Stocks Under Coverage

550+ Years Cumulative Team Experience

7 Sr. Fund Managers & FMs (Avg Tenure 11 yrs at NAM)	**5** Fund Managers & Analysts (Avg Tenure 7 yrs at NAM)	**16** Research Analysts & Dealing (Avg Tenure 5 yrs at NAM)

OBJECTIVE ANALYST OUTPUT SYSTEM — CONVICTION SIZING



Super Idea (Max 3 Stocks)

Best Performing Ideas (5–10 Stocks)

Model Portfolio (10–15 Stocks)

Stock Ratings (Full Coverage Universe)

Why it matters: Large Coverage, Experienced Team and objective conviction sizing optimizing quality of inputs - supporting AUM scalability and continuity through personnel transitions

Conviction, Bounded by Discipline

Fundamental Stance

Taking **Right Risk**, without compromising quality

Long-Term, Meaningful Stakes

Growth at Reasonable Price Approach - Investing in businesses, not prices

Risk Management

High-quality selection from internal research

FUND CASING — GUARDRAILS BEHIND EVERY MANDATE

- Key Imperatives
- Market Cap Bias
- Style Discipline
- Max Sector Deviation
- Max Stock Deviation
- Single Stock Cap
- Cumulative Stock Cap
- Active Share Limit
- Cash Call Limit

SECURITY-LEVEL RISK RATING (A to D Category)

Business risk (ROE, growth, earnings predictability) and management risk (governance, competence) roll up into a single consolidated rating, applied at every portfolio construction step

Why it matters: Conviction bets to generate potential alpha, but every mandate is bound by quantified parameters and a security-level risk rating before capital is deployed — a repeatable control layer that scales without diluting alpha

Guardrails in Practice

Scheme	Fund Imperatives	Max. Sector Deviation	Cumulative Stock Concentration	Active Share	Cash Strategy
Fund 1	Relatively consistent returns	20% limit for largest sector	Max 35% in C, Max 3% in D	60	<5%
Fund 2	Alpha-focused — differentiated portfolio, high-conviction bets on themes	20% limit for largest sector	Max 50% in C, Max 5% in D	55–70	<5%
Fund 3	Bottom-up, benchmark-agnostic, growth oriented	20% limit for largest sector	Max 60% in C, Max 5% in D	70	<10%
Fund 4	High-conviction style, long-term alpha, sector agnostic	20% limit for largest sector	Max 35% in C, Max 5% in D	70	<10%

Why it matters: Quantified sector, stock and active-share limits are consistent across the fund range — a scalable control framework rather than fund-by-fund discretion

Style Analysis - Optimizing for Risk-Adjusted Possibilities

Excess Return is usually driven by in-house research capabilities while Style Analysis aids in better risk optimization / risk management

STYLE FACTOR EXPOSURE — MONITORED MONTHLY

IN Style Factor	JAN-26	FEB-26	MAR-26	APR-26	MAY-26	JUN-26
Beta	-0.20	-0.14	-0.15	-0.14	-0.15	-0.14
Growth	0.18	0.20	0.20	0.11	0.17	0.20
Leverage	-0.18	-0.19	-0.19	-0.20	-0.21	-0.20
Liquidity	-0.29	-0.30	-0.30	-0.30	-0.32	-0.32
Momentum	-0.16	-0.23	-0.17	-0.13	-0.16	-0.19
Value	-0.10	-0.13	-0.15	-0.15	-0.15	-0.14
Earnings Yield	-0.29	-0.30	-0.32	-0.32	-0.32	-0.29
Variability	0.07	0.10	0.09	0.08	0.07	0.07

Why it matters: Targeting risk-adjusted return (not just absolute) and tracking style drift helps to optimize risk-return dynamics. Makes it more sustainable from a long-term perspective

The Monitoring & Correction Loop

FUND SCORECARD

Comparison with Peers & Benchmark

Short Term
(Lead Indicator)

Long Term
(Linked to FM KPIs)

NLI – PDCA framework driving Sustainability

Plan	Do	Check	Act
Target return, risk, BM set within fund mandate	Macro & portfolio construction from research	Monthly FM review of risk, return, style	Portfolio adjustment; outcome to Equity IC

Why it matters: A monthly Plan–Do–Check–Act cadence includes detailed attribution analysis & short- and long-term scorecard helps in early course correction if required thus helping to better customer experience

A Process Built to Scale with a focus on Long Term Wealth Creation

Faceless Organization & Process Orientation	Institutional depth reduces key-person risk and supports AUM scalability
Freedom Within Framework	Blending conviction with guardrails protects against style drift and concentration risk
Sustainability & Consistency	Continuous monitoring converts robust process into repeatable outcomes

Thank you for your time!

Annexures

Nippon India Growth Mid Cap Fund

(An open ended equity scheme predominantly investing in mid cap stocks)

<table>
<tr><th>Nippon India Growth Mid Cap Fund
(Mid Cap Fund - An open ended equity scheme predominantly investing in mid cap stocks)</th><th>Scheme Riskometer</th><th>Benchmark Riskometer</th></tr>
<tr><td rowspan="2">This product is suitable for investors who are seeking*:
• Long term capital growth
• Investment in equity and equity related instruments through a research based approach

*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</td><td>Nippon India Growth Mid Cap Fund</td><td>AMFI Tier I Benchmark
NIFTY Midcap 150 TRI</td></tr>
<tr><td>

The risk of the scheme is Very High</td><td>

The risk of the benchmark is Very High</td></tr>
</table>

Scheme Performance

Fund / Benchmark(Value of ₹10, 000 invested)	1 Year		3 Years		5 Years		Since Inception	
	Amount in ₹	Returns (%)	Amount in ₹	Returns (%)	Amount in ₹	Returns (%)	Amount in ₹	Returns (%)
NAV as on July 31, 2026: ₹4,515.6980								
Nippon India Growth Mid Cap Fund - Regular							**Inception Date :** Oct 8, 1995	
Nippon India Growth Mid Cap Fund	10,970	9.70	17,475	20.43	23,735	18.85	4,515,743	21.93
B:NIFTY Midcap 150 TRI	10,901	9.01	16,659	18.53	22,810	17.91	NA	NA
AB:BSE Sensex TRI	9,724	-2.76	12,168	6.75	15,771	9.53	343,145	12.15
NAV as on July 31, 2026: ₹4,987.0854								
Nippon India Growth Mid Cap Fund - Direct							**Inception Date :** Jan 1, 2013	
Nippon India Growth Mid Cap Fund	11,056	10.56	17,900	21.40	24,698	19.80	99,536	18.43
B:NIFTY Midcap 150 TRI	10,901	9.01	16,659	18.53	22,810	17.91	97,676	18.26
AB:BSE Sensex TRI	9,724	-2.76	12,168	6.75	15,771	9.53	47,563	12.16
Fund Manager : Rupesh Patel (Since Jan 2023)								

Performance as on July 31, 2026
B: Benchmark, AB: Additional Benchmark, TRI: Total Return Index
TRI - Total Returns Index reflects the returns on the index arising from (a) constituent stock price movements and (b) dividend receipts from constituent index stocks, thereby showing a true picture of returns.
Different plans shall have a different expense structure. The performance details provided herein are of Growth Plan (Direct Plan & Regular Plan). Period for which scheme's performance has been provided is computed basis last day of the month-end preceding the date of advertisement. **Past performance may or may not be sustained in future** and the same may not necessarily provide the basis for comparison with other investment. Performance of the schemes (wherever provided) are calculated basis CAGR for the past 1 year, 3 years, 5 years and since inception. Face value of scheme is Rs 10/- per unit. In case, the start/end date of the concerned period is non-business day (NBD), the NAV of the previous date is considered for computation of returns.

Performance of Other Schemes managed by Rupesh Patel

Scheme Name/s	CAGR %								
	1 Year Return			3 Years Return			5 Years Return		
	Regular Plan	Direct Plan	Benchmark	Regular Plan	Direct Plan	Benchmark	Regular Plan	Direct Plan	Benchmark
Nippon India ELSS Tax Saver Fund	2.51	3.20	3.37	13.17	13.93	12.29	13.41	14.19	12.53

Note:
a. Rupesh Patel manages 2 open-ended schemes of Nippon India Mutual Fund.
b. In case the number of schemes managed by a fund manager is more than six, performance data of other schemes, the top 3 and bottom 3 schemes managed by fund manager has been provided herein.
c. Period for which scheme's performance has been provided is computed basis last day of the month-end preceding the date of advertisement.
d. Different plans shall have a different expense structure. The performance details provided herein are of Growth Plan.

Mr. Rupesh Patel has been managing Nippon India ELSS Tax Saver Fund since July 2021

Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment. Performance of the schemes (wherever provided) are calculated basis CAGR for the past 1 year, 3 years, 5 years and since inception. In case, the start/end date of the concerned period is non-business day (NBD), the NAV of the previous date is considered for computation of returns. Schemes which have not completed one year, performance details for the same are not provided. Performance details of closed ended schemes are not provided since these are not comparable with other schemes. TRI - Total Returns Index reflects the returns on the index arising from (a) constituent stock price movements and (b) dividend receipts from constituent index stocks, thereby showing a true picture of returns. The performance of the equity schemes appearing above is benchmarked to the Total Return variant of the Index.

Source : MFI Explorer, As on July 31, 2026

SIP Performance

Nippon India Growth Mid Cap Fund (Regular Plan)

	Since Inception	30 Years	25 Years	20 Years	15 Years	10 Years	5 Years	3 Years	1 Year
Total Amount Invested (₹)	3,690,000	3,600,000	3,000,000	2,400,000	1,800,000	1,200,000	600,000	360,000	120,000
Market Value (₹)	285,510,161	247,274,867	75,424,080	16,762,841	8,444,852	3,431,237	952,772	437,326	127,918
Scheme Return (%)	22.19	22.23	21.15	16.91	18.64	20.02	18.74	13.28	13.13
B: NIFTY Midcap 150 TRI Return (%)	N.A	N.A	N.A	17.34	18.96	19.13	17.38	11.92	12.50
AB: BSE Sensex TRI Return (%)	N.A	N.A	13.82	11.60	11.96	11.31	6.64	2.53	-3.72
Inception Date: October 8, 1995									

Nippon India Growth Mid Cap Fund (Direct Plan)

	Since Inception	10 Years	5 Years	3 Years	1 Year
Total Amount Invested (₹)	1,630,000	1,200,000	600,000	360,000	120,000
Market Value (₹)	7,108,622	3,602,258	975,361	443,048	128,427
Scheme Return (%)	19.84	20.92	19.71	14.20	13.99
B: NIFTY Midcap 150 TRI Return (%)	19.00	19.13	17.38	11.92	12.50
AB: BSE Sensex TRI Return (%)	11.73	11.31	6.64	2.53	-3.72
Inception Date: January 1, 2013					

B: Benchmark, AB: Additional Benchmark, TRI: Total Return Index | TRI - Total Returns Index reflects the returns on the index arising from (a) constituent stock price movements and (b) dividend receipts from constituent index stocks, thereby showing a true picture of returns.

Data as on July 31, 2026

Nippon India Large Cap Fund

(An open ended equity scheme predominantly investing in large cap stocks)

Nippon India Large Cap Fund (An open ended equity scheme predominantly investing in large cap stocks)	**Scheme Riskometer**	**Benchmark Riskometer**
This product is suitable for investors who are seeking*: • Long term capital growth • Investment predominantly into equity and equity related instruments of large cap companies *Investors should consult their financial advisors if in doubt about whether the product is suitable for them.	Nippon India Large Cap Fund  	AMFI Tier I Benchmark - BSE 100 TRI 

Scheme Performance

Fund / Benchmark(Value of ₹10, 000 invested)	1 Year		3 Years		5 Years		Since Inception	
	Amount in ₹	Returns (%)	Amount in ₹	Returns (%)	Amount in ₹	Returns (%)	Amount in ₹	Returns (%)
NAV as on July 31, 2026: ₹90.5135								
Nippon India Large Cap Fund - Regular							**Inception Date :** Aug 8, 2007	
Nippon India Large Cap Fund	10,041	0.41	14,018	11.91	20,069	14.93	90,513	12.30
B:BSE 100 TRI	10,146	1.46	13,408	10.26	17,239	11.49	73,256	11.05
AB:BSE Sensex TRI	9,724	-2.76	12,168	6.75	15,771	9.53	65,521	10.40
NAV as on July 31, 2026: ₹101.8133								
Nippon India Large Cap Fund - Direct							**Inception Date :** Jan 1, 2013	
Nippon India Large Cap Fund	10,121	1.21	14,378	12.85	20,932	15.90	70,390	15.45
B:BSE 100 TRI	10,146	1.46	13,408	10.26	17,239	11.49	51,855	12.88
AB:BSE Sensex TRI	9,724	-2.76	12,168	6.75	15,771	9.53	47,563	12.16
Fund Manager : Sailesh Raj Bhan (Since Aug 2007), Bhavik Dave (Assistant Fund Manager) (Since Aug 2024)								

Performance as on July 31, 2026
B: Benchmark, AB: Additional Benchmark, TRI: Total Return Index
TRI - Total Returns Index reflects the returns on the index arising from (a) constituent stock price movements and (b) dividend receipts from constituent index stocks, thereby showing a true picture of returns.
Different plans shall have a different expense structure. The performance details provided herein are of Growth Plan (Direct Plan & Regular Plan).
Period for which scheme's performance has been provided is computed basis last day of the month-end preceding the date of advertisement.
Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment. Performance of the schemes (wherever provided) are calculated basis CAGR for the past 1 year, 3 years, 5 years and since inception. Face value of scheme is Rs 10/- per unit. In case, the start/end date of the concerned period is non-business day (NBD), the NAV of the previous date is considered for computation of returns.

Data as on July 31, 2026

Performance of Other Schemes managed by Sailesh Bhan

Scheme Name/s	CAGR %								
	1 Year Return			3 Years Return			5 Years Return		
	Regular Plan	Direct Plan	Benchmark	Regular Plan	Direct Plan	Benchmark	Regular Plan	Direct Plan	Benchmark
Nippon India Pharma Fund	7.33	8.28	12.53	18.50	19.57	23.02	12.87	13.89	14.90
Nippon India Multi Cap Fund	1.22	1.99	4.46	14.36	15.26	14.20	18.34	19.24	13.92

Note:
a. Sailesh Raj Bhan manages 3 open-ended schemes of Nippon India Mutual Fund.
b. In case the number of schemes managed by a fund manager is more than six, performance data of other schemes, the top 3 and bottom 3 schemes managed by fund manager has been provided herein.
c. Period for which scheme's performance has been provided is computed basis last day of the month-end preceding the date of advertisement.
d. Different plans shall have a different expense structure. The performance details provided herein are of Growth Plan.

Mr. Sailesh Bhan has been managing Nippon India Pharma Fund since June 2004 and Nippon India Multi Cap Fund since Mar 2005

Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment. Performance of the schemes (wherever provided) are calculated basis CAGR for the past 1 year, 3 years, 5 years and since inception. In case, the start/end date of the concerned period is non-business day (NBD), the NAV of the previous date is considered for computation of returns. Schemes which have not completed one year, performance details for the same are not provided. Performance details of closed ended schemes are not provided since these are not comparable with other schemes. TRI - Total Returns Index reflects the returns on the index arising from (a) constituent stock price movements and (b) dividend receipts from constituent index stocks, thereby showing a true picture of returns. The performance of the equity schemes appearing above is benchmarked to the Total Return variant of the Index.

Source : MFI Explorer, As on July 31, 2026

Performance of Other Schemes managed by Bhavik Dave

Scheme Name/s	CAGR %								
	1 Year Return			3 Years Return			5 Years Return		
	Regular Plan	Direct Plan	Benchmark	Regular Plan	Direct Plan	Benchmark	Regular Plan	Direct Plan	Benchmark
Nippon India Balanced Advantage Fund	4.79	6.01	3.76	10.42	11.74	9.45	9.21	10.58	9.28
Nippon India Banking & Financial Services Fund(2)	3.18	4.06	0.75	11.80	12.73	10.41	13.59	14.52	11.06

Note:
a. Bhavik Dave manages 3 open-ended schemes of Nippon India Mutual Fund.
b. In case the number of schemes managed by a fund manager is more than six, performance data of other schemes, the top 3 and bottom 3 schemes managed by fund manager has been provided herein.
c. Period for which scheme's performance has been provided is computed basis last day of the month-end preceding the date of advertisement.
d. Different plans shall have a different expense structure.
The performance provided herein is of growth plan unless,
(2)Co-Fund Manager
(3)Assistant Fund Manager

Mr. Bhavik Dave has been managing Nippon Banking and Financial Services Fund since June 2021 and Nippon India Balanced Advantage Fund since Jan 2026

Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment. Performance of the schemes (wherever provided) are calculated basis CAGR for the past 1 year, 3 years, 5 years and since inception. In case, the start/end date of the concerned period is non-business day (NBD), the NAV of the previous date is considered for computation of returns. Schemes which have not completed one year, performance details for the same are not provided. Performance details of closed ended schemes are not provided since these are not comparable with other schemes. TRI - Total Returns Index reflects the returns on the index arising from (a) constituent stock price movements and (b) dividend receipts from constituent index stocks, thereby showing a true picture of returns. The performance of the equity schemes appearing above is benchmarked to the Total Return variant of the Index.

Source : MFI Explorer, As on July 31, 2026

Nippon India Multi Cap Fund

(An open ended equity scheme investing across large cap, mid cap, small cap stocks)

Nippon India Multi Cap Fund (Multi Cap Fund - An open ended equity scheme investing across large cap, mid cap, small cap stocks)	**Scheme Riskometer**	**Benchmark Riskometer**
This product is suitable for investors who are seeking*: • Long term capital growth • Investment in equity and equity related securities *Investors should consult their financial advisors if in doubt about whether the product is suitable for them.	Nippon India Multi Cap Fund	AMFI Tier I Benchmark - NIFTY 500 Multicap 50:25:25 TRI
	 *The risk of the scheme is Very High*	 *The risk of the benchmark is Very High*

Scheme Performance

Fund / Benchmark(Value of ₹10, 000 invested)	1 Year		3 Years		5 Years		Since Inception	
	Amount in ₹	Returns (%)	Amount in ₹	Returns (%)	Amount in ₹	Returns (%)	Amount in ₹	Returns (%)
NAV as on July 31, 2026: ₹303.0068								
Nippon India Multi Cap Fund - Regular							**Inception Date :** Mar 28, 2005	
Nippon India Multi Cap Fund	10,122	1.22	14,963	14.36	23,228	18.34	303,005	17.32
B:NIFTY 500 Multicap 50:25:25 TRI	10,446	4.46	14,897	14.20	19,201	13.92	NA	NA
AB:BSE Sensex TRI	9,724	-2.76	12,168	6.75	15,771	9.53	160,257	13.87
NAV as on July 31, 2026: ₹335.1030								
Nippon India Multi Cap Fund - Direct							**Inception Date :** Jan 1, 2013	
Nippon India Multi Cap Fund	10,199	1.99	15,319	15.26	24,126	19.24	75,573	16.05
B:NIFTY 500 Multicap 50:25:25 TRI	10,446	4.46	14,897	14.20	19,201	13.92	67,657	15.11
AB:BSE Sensex TRI	9,724	-2.76	12,168	6.75	15,771	9.53	47,563	12.16
Fund Manager : Sailesh Raj Bhan (Since Mar 2005)								

Performance as on July 31, 2026; NA has been mentioned as the benchmark data for corresponding period is not available.
B: Benchmark, AB: Additional Benchmark, TRI: Total Return Index
TRI - Total Returns Index reflects the returns on the index arising from (a) constituent stock price movements and (b) dividend receipts from constituent index stocks, thereby showing a true picture of returns.
Different plans shall have a different expense structure. The performance details provided herein are of Growth Plan (Direct Plan & Regular Plan).
Period for which scheme's performance has been provided is computed basis last day of the month-end preceding the date of advertisement. **Past performance may or may not be sustained in future** and the same may not necessarily provide the basis for comparison with other investment.
Performance of the schemes (wherever provided) are calculated basis CAGR for the past 1 year, 3 years, 5 years and since inception. Face value of scheme is Rs 10/- per unit. In case, the start/end date of the concerned period is non-business day (NBD), the NAV of the previous date is considered for computation of returns.

Data as on 31st July 2026

Performance of Other Schemes managed by Sailesh Bhan

Scheme Name/s	CAGR %								
	1 Year Return			3 Years Return			5 Years Return		
	Regular Plan	Direct Plan	Benchmark	Regular Plan	Direct Plan	Benchmark	Regular Plan	Direct Plan	Benchmark
Nippon India Pharma Fund	7.33	8.28	12.53	18.50	19.57	23.02	12.87	13.89	14.90
Nippon India Large Cap Fund	0.41	1.21	1.46	11.91	12.85	10.26	14.93	15.90	11.49

Note:
a. Sailesh Raj Bhan manages 3 open-ended schemes of Nippon India Mutual Fund.
b. In case the number of schemes managed by a fund manager is more than six, performance data of other schemes, the top 3 and bottom 3 schemes managed by fund manager has been provided herein.
c. Period for which scheme's performance has been provided is computed basis last day of the month-end preceding the date of advertisement.
d. Different plans shall have a different expense structure. The performance details provided herein are of Growth Plan.

Mr. Sailesh Bhan has been managing Nippon India Pharma Fund since June 2004 and Nippon India Large Cap Fund since Aug 2007

Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment. Performance of the schemes (wherever provided) are calculated basis CAGR for the past 1 year, 3 years, 5 years and since inception. In case, the start/end date of the concerned period is non-business day (NBD), the NAV of the previous date is considered for computation of returns. Schemes which have not completed one year, performance details for the same are not provided. Performance details of closed ended schemes are not provided since these are not comparable with other schemes. TRI - Total Returns Index reflects the returns on the index arising from (a) constituent stock price movements and (b) dividend receipts from constituent index stocks, thereby showing a true picture of returns. The performance of the equity schemes appearing above is benchmarked to the Total Return variant of the Index.

Source : MFI Explorer, As on July 31, 2026

Nippon India Small Cap Fund

(An open-ended equity scheme predominantly investing in small cap stocks)

Nippon India Small Cap Fund (An open ended equity scheme predominantly investing in small cap stocks)	**Scheme Riskometer**	**Benchmark Riskometer**
This product is suitable for investors who are seeking*: • Long term capital growth • Investment in equity and equity related securities of small cap companies *Investors should consult their financial advisors if in doubt about whether the product is suitable for them.	Nippon India Small Cap Fund	AMFI Tier I Benchmark - Nifty Smallcap 250 TRI
	 *The risk of the scheme is Very High*	 *The risk of the benchmark is Very High*

Scheme Performance

Fund / Benchmark(Value of ₹10, 000 invested)	1 Year		3 Years		5 Years		Since Inception	
	Amount in ₹	Returns (%)	Amount in ₹	Returns (%)	Amount in ₹	Returns (%)	Amount in ₹	Returns (%)
NAV as on July 31, 2026: ₹179.9222								
Nippon India Small Cap Fund - Regular							**Inception Date :** Sep 16, 2010	
Nippon India Small Cap Fund	10,620	6.20	15,552	15.84	23,294	18.41	179,921	19.96
B:Nifty Smallcap 250 TRI	10,519	5.19	16,078	17.13	20,363	15.27	67,746	12.80
AB:BSE Sensex TRI	9,724	-2.76	12,168	6.75	15,771	9.53	49,607	10.61
NAV as on July 31, 2026: ₹203.1573								
Nippon India Small Cap Fund - Direct							**Inception Date :** Jan 1, 2013	
Nippon India Small Cap Fund	10,699	6.99	15,915	16.74	24,267	19.38	186,440	24.03
B:Nifty Smallcap 250 TRI	10,519	5.19	16,078	17.13	20,363	15.27	75,428	16.04
AB:BSE Sensex TRI	9,724	-2.76	12,168	6.75	15,771	9.53	47,563	12.16
Fund Manager : Samir Rachh (Since Jan 2017)								

Performance as on July 31, 2026
B: Benchmark, AB: Additional Benchmark, TRI: Total Return Index
TRI - Total Returns Index reflects the returns on the index arising from (a) constituent stock price movements and (b) dividend receipts from constituent index stocks, thereby showing a true picture of returns.
Different plans shall have a different expense structure. The performance details provided herein are of Growth Plan (Direct Plan & Regular Plan).
Period for which scheme's performance has been provided is computed basis last day of the month-end preceding the date of advertisement.
Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment. Performance of the schemes (wherever provided) are calculated basis CAGR for the past 1 year, 3 years, 5 years and since inception.
Face value of scheme is Rs 10/- per unit. In case, the start/end date of the concerned period is non-business day (NBD), the NAV of the previous date is considered for computation of returns.
Note: Mr Samir Rachh manages 1 open-ended scheme of Nippon India Mutual Fund

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