



### **Demystifying Mutual Funds for Women**

Only 11% of Indian mutual fund investors are women. This is a glaring statistic. The Indian market needs more women investors. A major problem area is the deep rooted cultural norm of men dominating financial decisions in Indian households. Additionally, the lack of access to financial education and investment is another major reason behind such low numbers for women in investments.

Mutual funds can be broken down into a simple and relatable analogy that many women will relate to. Think of a mutual fund being similar to a pool of money collected from multiple investors, wherein a professional fund manager does the investment shopping across various assets on behalf of the collective.

Each investor that has lent the sum of money will see it grow over the years, provided the fund manager shopped well. The true beauty of mutual funds lies in diversification – a critical strategy that reduces risk by spreading investments across multiple asset classes. Instead of concentrating investments in a single asset, mutual funds spread investments across various assets to mitigate risks.

### **Tailoring Mutual Funds for Indian Women**

Shweta, a renowned financial expert and our podcast guest, also highlights mutual funds that are specifically designed to cater to the unique financial situations and goals of Indian women. Many funds take into account the unique financial situations of Indian women, offering options focused on wealth creation for long-term goals like retirement or children's education, as well as those prioritising income generation for single mothers or homemakers.

To identify these women-centric funds, Shweta advises you to look for funds with objectives aligned with your specific goals, such as retirement planning for women or child education for daughters. At the same time you must research the fund manager's track record and investment philosophy, ensuring resonance with your needs and risk appetite.

### **Navigating Market Volatility**

The topic of market volatility is unavoidable in investment discussions. Shweta offers reassuring words of wisdom, reminding investors that volatility is an inherent part of the investment game. The key, she emphasises, is to invest for the long term and avoid making decisions based on short-term fluctuations. Sticking to one's asset allocation and maintaining a well-diversified portfolio can help weather market storms.

The following statistics show how staggering the gender gap in mutual fund investing in India is:

<b>Category</b>	<b>Women Investors</b>	<b>Men Investors</b>
Equity Funds	8%	92%



Debt Funds	14%	86%
Hybrid Funds	11%	89%
Overall Mutual Fund Investments	11%	89%

### Final Advice for New Investors

As a final piece of advice for Indian women embarking on their mutual fund investment journey, Shweta urges you to "start small, educate themselves, and not hesitate to seek professional guidance if needed." Investing is a journey, not a destination, and you should celebrate milestones, learn from mistakes, and have confidence in your ability to make sound financial decisions.

With invaluable insights from experts like Shweta, Indian women can conquer the world of mutual funds, shattering barriers and taking control of their financial futures, one empowered investment at a time.

### Key Takeaways:

1. Mutual funds offer diversification, reducing investment risk.
2. Look for funds aligned with your specific goals and investment philosophies.
3. Research fund managers' track records and ensure resonance with your needs.
4. Stay calm during volatility by investing for the long term and maintaining a diversified portfolio.
5. Start small, educate yourself continuously, and seek professional guidance.
6. Embrace your financial future with confidence and celebrate milestones.

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### 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: <https://mutualfund.adityabirlacapital.com/Investor-Education/education/kyc-and-redressal> for further details. Mutual Fund investments are subject to market risks, read all scheme-related documents carefully.*