

Sub: Popularizing SEBI Investor website <https://investor.sebi.gov.in/>

Dear Sir / Madam,

We are pleased to inform that SEBI has recently launched its new Investor website at <https://investor.sebi.gov.in/>. The said website contains information on personal finance and investment useful for existing and new investors. It also includes videos prepared by MIIs related to securities market process education and awareness messages.

The SEBI Investor Website aims to assist individuals in taking control of their money, leading to better outcomes in their investment journey. It offers guidance on managing money well and making sound financial decisions independently. The financial awareness content, tools, and calculators available on the website can help people of all ages, backgrounds, and incomes to be in control of their financial decisions. The SEBI Investor website promotes confident and informed participation by investors in the securities market.

In this regard, we request you to popularize the SEBI Investor Website by uploading the link <https://investor.sebi.gov.in/> and displaying the enclosed banner on your websites, online trading apps, educational apps, etc.

Furthermore, you are advised to inform your investors suitably about the SEBI Investor Website and the information available on it.



The banner features the SEBI logo and the tagline 'हर निवेशक की ताकत' (Har Investor Ki Taaqat). It includes a QR code for the website <https://investor.sebi.gov.in/>. On the left, four icons with text descriptions are shown: 1. A hand holding a coin with the text 'Dive into Money Matters to grasp Personal Finance concepts.' 2. A book with the text 'Educational Resources, related to investments, including securities market' 3. A calculator with the text 'Access a range of Financial Tools and Calculators.' 4. A heart with the text 'Evaluate your Financial Health with the easy check.' At the bottom, a call to action reads 'Join on a journey of informed decision-making and confident participation in the securities market.' On the right, a large image of a computer monitor, smartphone, and tablet displaying the SEBI Investor website interface is shown, with the text 'UNLOCK THE WEALTH OF KNOWLEDGE AT THE SEBI INVESTOR WEBSITE Empower yourself in the world of investing' overlaid.