

NUVAMA UNVEILS NEW CAMPAIGN "LET'S DO IT RIGHT"

- *Company aims to deliver the message 'We only do what's right for you and your money'*
- *Nuvama (Nuvama Wealth Management/ Nuvama Group), formerly known as Edelweiss Wealth Management, is undergoing a demerger process*
- *Plans a 360-degree national awareness campaign using a mix of media platforms over the next 6 months.*

Mumbai, April 12, 2023: Nuvama one of India's leading integrated wealth management firms, today announced the launch of its new campaign, "Let's Do It Right." A bold campaign focusing on ways of working in the right way but in an extremely engaging and creative manner.

Through the campaign, the company aims to deliver the message that "we only do what's right for you and your money-." The campaign plans to familiarise people with a few things. One of them, Edelweiss Wealth Management, is now called Nuvama. Two, the new name itself. And three, its strong purpose of keeping client needs foremost!

The new name Nuvama is a coined word. Vama in the name alludes to wealth and prosperity. The new identity intends to evoke a sense of dependability, reliability, and aspiration. The organisation has defined its brand purpose as a wealth management organisation that uses all of its expertise and experience to put the client's interests ahead of its own. Period! The campaign is inspired by the brand purpose of Nuvama.

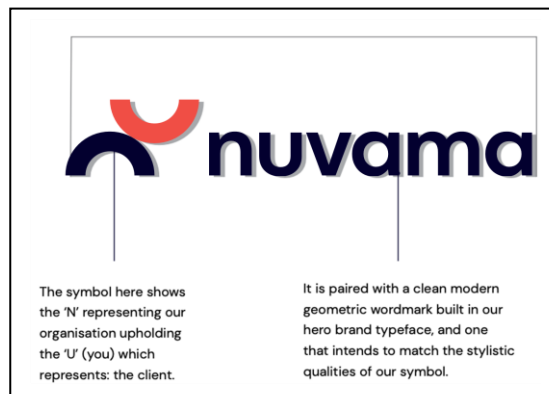
Through this campaign, Nuvama wants to educate its audience about what they should expect from their relationship managers.

The 360-degree communication campaign (which has been conceived by Ogilvy) will leverage all channels and platforms of communication. It consists of three videos, multiple press ads, social media outreach, digital videos, and static content. All while delivering a compelling point of view about Nuvama and creating awareness about the transition. All assets will be aired and deployed strategically based on a highly focused national media plan.

While speaking on the launch, **Sujay K Rachh, Chief Marketing Officer, Nuvama Group**, said, "Trust becomes a very important factor when it comes to BFSI industry. People either trust you or they don't. As an organisation, we have enjoyed the trust and respect of a million customers and with Nuvama we are aiming to build on this further. Nuvama is deeply rooted in a compelling brand purpose which unites us in action, ensuring that our clients interest come first, without exception. We are on mission to be the top wealth management brand, a benchmark that few can match and many envy. And we start this journey with this unique campaign – Let's do it right.

Commenting on the Brand, **Srerram Athray and Elizabeth Dias, Group Creative Directors, Ogilvy Mumbai** said, A brand refresh is tricky, especially in an industry that relies on relationships and trust. To add to that, typical brand refresh campaigns aren't too effective, as they don't mean much to the end consumers. We had a key differentiator we could talk about. And we found an interesting way to break clutter and stand out. Using animals to communicate the key message.

The new logo is in three colors: coral, dark blue, and white. The coral colour in the logo represents empathy and success, while dark blue stands for trust and professionalism, and white for transparency. The two symbols used in the new logo represent a 'n' and an 'u'. 'n' represents Nuvama, while 'u' represents the clients, which are being upheld by them to showcase the true ethos of the group.



Nuvama Wealth Management Ltd., formerly known as Edelweiss Wealth Management, is undergoing the demerger process and is expected to be completed by April 2023, subject to regulatory approvals.

Agency Credit

Group Creative Directors:

Srerram Athray (Group Creative Director) and Elizabeth Dias (Group Creative Director)

Copywriter: Srerram Athray (Group Creative Director)

Art Director: Elizabeth Dias (Group Creative Director)

Creative Team: Neetu Kumari (Creative Director), Anindya Bagchi (Creative Director), Prashant Potdar (Creative Director), Sandeep Mirjolkar (Associate Creative Director) and Durvesh Pawar (Senior Visualiser)

Account Management: Harsh Bhatt (Associate President), Pradeep Rao (Senior Vice President), Pritika Adnani (Group Account Manager), Rutuja Kothurkar (Assistant Account Executive)

Account Planning: Sujit Patnaik (Senior Vice President–Planning), Abhishek Joshi (Senior Planning Director)

About Nuvama

Nuvama encompasses three businesses: Wealth Management, Asset Management, and Capital Markets, and is one of India's leading firms in its category. Nuvama holds client assets of over ~USD 27 bn, servicing ~1 mn + affluent individuals & HNIs and ~3000 of India's wealthiest families as of Q3 FY23. Nuvama's investment expertise, spans across major asset classes with a complete suite of wealth management solutions, including investment management & advisory, estate planning, lending against securities, exchange traded products, equity and debt capital markets, and M&A advisory.

About PAG

PAG is a leading alternative investment firm focused on APAC with three core businesses: Credit & Markets, Private Equity, and Real Assets. With a proven approach to investing in APAC, PAG manages more than USD50 billion in assets for nearly 300 global institutional fund investors. For more information, please visit www.pag.com.

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