



L&T Mutual Fund launches 'Late Lateef 2021'

- **Digital Campaign promotes early planning of investments in ELSS before March 2021**

December 17, 2020, Mumbai: L&T Mutual Fund, one of India's top asset managers with total AUM of Rs 70,191 crore (as on Nov 30, 2020), has launched an integrated digital campaign called 'Late Lateef 2021' to reiterate the importance of investing early in Equity Linked saving Scheme (ELSS) for tax saving. The essential theme of the campaign is to educate masses on avoiding procrastination in everyday life and the snowball effects of delaying important tasks.

Through the 'Late Lateef 2021' digital campaign, the fund house plans to reach out to a larger pool of users, including millennials, who are interested in ELSS as an instrument to save taxes and also create awareness about the tax-saving tool. Millennials, who formed about 47% of new mutual fund investors in FY19 as per the latest data provided by Computer Age Management Services Limited ('CAMS') could use ELSS as an investment vehicle to kick-start their wealth-creation journey early in life.

L&T Mutual Fund has created a page for ELSS www.ltfs.com/elss, which includes details about the campaign video, benefits of investing in the ELSS funds etc for guiding investors to choose the right option. The fund house also plans to introduce a goal calculator on this page helping investors to decide about the investment amount. The fund house is running this campaign on social media including YouTube, Facebook, Twitter and LinkedIn. The catchy audio rap is being promoted on audio apps like Spotify and Gaana.

The campaign will also be promoted with Digital Ads viz Display Ads, Google Ads and push notifications on business and financial portals for creating higher awareness.

ELSS is a scheme that offers tax benefits under Section 80C of the Income Tax Act, and it inculcates the habit of disciplined investing, which is necessary for potential long-term wealth creation. Tax planning is usually one of the most procrastinated decisions that is taken last minute and in haste. At the end of the year, people realise that they need to invest in financial instruments that will help them save tax and, in this haste, they do not spend adequate time evaluating optimal tax saving solutions. This film addresses this issue of procrastination and advises that ELSS is not only a tax saving option but also a medium to create potential wealth.



About the Campaign Video:

A quirky, new aged 30 seconds rap-based montage film, Late Lateef, uses everyday scenarios to connect with the audience. The film revolves around Mr. Late Lateef, who procrastinates important tasks like school admission for his daughter or birthday wishes for his wife until the last minute, that puts him in a difficult position. The film, with four different scenarios, are made humorous by expressions of the characters and music. The film, however, advises Mr. Late Lateef not to be late for tax saving and aim to create wealth through investments in ELSS.

About L&T Investment Management Ltd:

L&T Investment Management Limited is a subsidiary of L&T Finance Holdings Limited and was incorporated on April 25, 1996. With over Rs. 70,191 Cr (Net Assets Under Management) as of November 30, 2020, our aim is to become the best value provider of investment solutions, across asset classes.

Our commitment to catering to different customers and a strong focus on creating value have resulted in a basket of 38 funds, which comprises 12 open ended equity schemes, 12 open ended debt/fixed income schemes, 5 hybrid schemes and 9 close ended schemes.

We believe the key to building wealth is a solid foundation, and therefore, when you invest with L&T Mutual Fund, you invest in happiness for the long term.



For further information, please contact:

Mona Kwatra monakwatra@lifs.com Ph: +91 98202 10441	Vishwas Ved vishwas@lifs.com Ph: +91 9820151008
Girish Dikey girish.dikey@ketchumsampark.com Ph: +91 98922 00260	Khushal Devera khushal.devera@ketchumsampark.com Ph: +91 98196 66376

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.