



MESSAGE FROM Ms. MADHABI PURI BUCH, CHAIRPERSON, SEBI ON THE OCCASION OF WORLD INVESTOR WEEK 2023

A well-informed investor is the best protected investor. With this core belief, SEBI has been continuously working towards Investor Awareness and Education to facilitate Investor Protection.

SEBI as the securities market regulator, has a three-fold mandate of Development of the Markets, Regulation of the Markets and Protection of Investor Interest. Thus, it is SEBI's constant endeavor to nurture and maintain a securities market that facilitates capital formation and in which investors can repose their trust. Simplified investment procedures, increased transparency, technology driven solutions and a robust investor grievance redressal mechanism are the steps taken to facilitate the same. The growth in the Indian securities markets, in terms of the number of investors, number of daily transactions, increased inflows in Mutual Funds, all necessitates facilitating more awareness and access to information than ever before.

The market, with systematic and diversified investments have the potential to deliver good long term returns to investors. However, markets are fundamentally subject to risk and investors should invest based on their risk-return profile. It is important to understand that anyone offering assured returns or profits, free stock tips, unsolicited investment advice etc, is not only violating the law, but perpetrating fraud on them. Investors should keep fundamental principles such as portfolio diversification, systematic investment, power of compounding, etc. in mind while investing.

With the increasing adoption of technology by the markets and the expanding reach of social media, investors should be careful to make use of strong passwords, not to share their personal or financial information online and verify the accuracy of the investment related information found in the digital world.

SEBI has been facilitating awareness amongst investors by conducting various domestic and international financial education and investor awareness activities. One such activity, which is undertaken every year, is the celebration of World Investor Week (WIW). WIW is an initiative of the International Organization of Securities Commissions (IOSCO) and is a global event that is celebrated worldwide by investors, intermediaries and regulators.

This year we are celebrating World Investor Week – 2023 from October 09-15, 2023. The theme of World Investor Week -2023 is **“A smart investor does not act on unsolicited investment offers”**.

A wide range of investor awareness activities like investor awareness programs, digital media campaigns, online contest, street plays etc., are planned across the country.

I am sure that these awareness activities for investors would assist investors to appreciate the do's and don'ts of investing, to carry out due diligence before investing and to not get swayed by the promise of “get rich quick” schemes.

I wish you all the best for informed and systematic investing.

MADHABI PURI BUCH