

**MESSAGE FROM SHRI TUHIN KANTA PANDEY, CHAIRMAN, SEBI
ON THE OCCASION OF WORLD INVESTOR WEEK 2025**



An educated investor is a protected and empowered investor. Ensuring protection, enabling financial literacy, and creating a transparent ecosystem remain central to SEBI's mission. As we embrace innovation and digital transformation, SEBI is committed to making markets safer, more inclusive, and truly investor-friendly.

Growing retail investor participation is reshaping the Indian securities market. This also brings a heightened responsibility to safeguard investors - especially first-time and digitally active participants.

Over the years, SEBI has undertaken key investor-centric reforms, such as:

- upstreaming client funds to prevent misuse of funds,
- direct pay-out of securities to client demat accounts,
- safer participation in algorithmic trading via brokers,
- mandating qualified stock brokers to offer ASBA-like facility in secondary markets,
- launch of SCORES 2.0 to strengthen grievance redressal,
- simplification of nomination process, and
- facilitating smooth transmission of securities from Nominee to Legal Heir

To reduce unclaimed assets, DigiLocker has now been enabled for storing mutual fund and demat statements. The Basic Service Demat Account (BSDA) framework has been strengthened to make it more investor friendly.

To assist investors, SEVA - a virtual assistant - was launched, along with a free online certification exam to strengthen understanding of the investment process and associated risks.

SEBI will soon be setting up its local offices to enhance its connect with investors, apart from improving our ability to monitor unregulated activities and gather market intelligence at the local level.

Complementing policy measures are SEBI's awareness initiatives - campaigns like #SEBIvsSCAM to combat market frauds, the SEBI Arth Yatra contest, and widespread investor-awareness programs with Market Infrastructure Institutions (MIIs). Digital content - videos, reels, infographics, quizzes, podcasts – are being produced in regional languages and disseminated via SEBI and MII social handles. Reliable resources like the SEBI Investor website and SAARTHI app are also available.

In today's technology-driven markets, where frauds are on the rise, I urge investors to cross-verify all information with official sources and engage only with SEBI-registered intermediaries. SEBI has introduced tools like SEBI Check and Validated UPI handle, which will assist in protecting investor assets. All individual investors can now actively use the structured and exclusive "@valid" handle to make payments to SEBI-registered investor-facing intermediaries. This will enable investors to easily identify legitimate entities. By using SEBI Check tool, investors can independently verify and confirm the authenticity of the bank account details and UPI IDs of SEBI registered intermediaries with the help of the bank account number and IFSC code or @valid UPI ID of an entity on SEBI Check platform or SEBI Saaṛṛthi App. Always use strong passwords, enable two-factor authentication, and protect personal and financial data.

World Investor Week (WIW), a global IOSCO initiative, will be celebrated in India from October 6-12, 2025, with the theme: "*A smart investor relies on verified sources and ignores unsolicited advice on social media.*" Nationwide programs - awareness drives, online campaigns, contests - are planned to promote best practices and help investors navigate markets safely. I urge investors to take advantage of these programs.

I extend my best wishes to all investors for an informed, secure, and responsible journey.

- Tuhin Kanta Pandey