

# Mutual Funds Take Centre Stage as India Hosts Its First National Mutual Fund Olympiad for College Students

**Over 10,000 students from 400+ colleges participated in a landmark financial literacy initiative led by FinX.**

India's long-standing challenge of financial literacy received a timely and encouraging response with the successful conclusion of the first edition of the Franklin Templeton National Mutual Fund Olympiad (FTNMFO). Hosted at the iconic Bombay Stock Exchange (BSE), the Grand Finale marked a significant step towards embedding real-world investment knowledge into the learning journeys of young Indians.

Conceptualised and executed by FinX—a leading skilling company in the BFSI sector—India's first-ever national-level Mutual Fund Olympiad for college students brought together over 10,000 participants from 400+ colleges across the country, making it one of India's largest student-focused financial literacy initiatives. The initiative was further strengthened

by the support of HSBC Mutual Fund, Axis Mutual Fund, and the BFSI Sector Skill Council of India—highlighting strong industry collaboration.

What stood out was not just the scale, but the strong participation from Tier 2 and Tier 3 towns, signalling a decisive shift in how financial awareness is expanding beyond metropolitan centres.

At a time when retail participation in capital markets is rising rapidly, the need for informed and responsible investing has never been greater. FTNMFO addressed this gap by creating a first-of-its-kind national platform dedicated exclusively to mutual funds and capital markets—subjects often underrepresented in traditional academic curricula. Through multiple competitive and

“At Franklin Templeton, we see financial knowledge as a life skill that helps young people make better choices throughout their lives. The Olympiad gives students an early window into how savings, investments, and long-term wealth creation work beyond textbooks. The enthusiasm seen in the first edition shows that students across India are eager to understand money in a real and relatable way

**JUZER TAMBAWALLA**, Director and Head, Sales Enablement, Franklin Templeton – India

“India is witnessing a change in how young people view money and markets. The National Mutual Fund Olympiad goes beyond being a competition. It is a platform for confidence, employability, and financial readiness. By connecting classrooms with capital markets, we are preparing a generation that is financially capable and better equipped to contribute to India's economic growth

**HIMANSHU VYAPAK**, MD and CEO, FinX

interactive rounds, students were tested on market fundamentals, mutual fund structures, asset allocation, and practical investment decision-making.

Unlike rote-based examinations, the Olympiad rewarded clarity of thought, speed, and application. As the competition progressed, participants demonstrated an impressive ability to translate theory into actionable insights—an encouraging indicator of India's financial future. The high-energy Grand Finale reflected not only individual excellence, but also the collective preparedness of a generation increasingly comfortable with financial concepts.

The winners of the inaugural edition exemplified this readiness. Sameer Kulkarni

(Christ University, Bengaluru) emerged as the National Winner, followed by Prathamesh Bagad (Chetana's Institute of Management & Research, Mumbai) and Varun Suresh (Vellore Institute of Technology, Vellore) as first and second runners-up respectively.

Senior industry leaders from the mutual fund and BFSI ecosystem also lauded the initiative for bridging the gap between classroom learning and real-world financial decision-making.

As India moves towards becoming a more investment-aware economy, initiatives like FTNMFO are not just relevant—they are essential. Its successful debut sets a strong benchmark, with future editions poised for even greater impact.



“The National Mutual Fund Olympiad has been a resounding success in turning classroom learning into a real-world life skill for thousands of students. By simplifying financial concepts and fostering a culture of informed decision-making, we are nurturing a generation of informed investors and career-ready professionals who will drive India's financial future

**KAILASH KULKARNI**, CEO, HSBC Mutual Fund

“Mutual funds play a critical role in channelising household savings into productive investments and supporting India's capital markets. Introducing mutual fund concepts early helps instil responsible investing habits and long-term financial discipline. Initiatives like the National Mutual Fund Olympiad are essential for building a strong and sustainable investor ecosystem in India

**VENKAT CHALASANI**, CEO, AMFI



**Nisha Shah (Director, FinX), Avnish Bhatnagar (Director, FT), Juzer Tambawalla (Director, FT), Biju Toms (Director, Christ University), Sameer Kulkarni (Winner), Venkat Chalasani (CEO, AMFI), Himanshu Vyapak (MD & CEO, FinX)**