

# DSP | New Identity | Same Philosophy

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New identity.  
Same philosophy.

**DSP**  
#InvestForGood

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Dear Investor,

## DSP BlackRock Investment Managers is now DSP Investment Managers.

I am really proud to share that apart from a new name, we have a new brand identity as well. It seems like a big change. But rest assured, our core beliefs haven't changed at all. Our unwavering commitment to our values, our investors and our core philosophy remains the same. We **#InvestForGood**. Because when one invests for good, great things can happen.

DSP will now have a youthful, fresh and confident new look: with bold type, refined colors and our most defining element: **The Line.**

The Line might seem simple. And if you think so, you are absolutely right. It is merely a line, but it connects the dots and reflects who we are: Simple. Focused. Principled. Humble. Contemporary. Visionary. Sophisticated. Agile. This is what has always defined us; and this will continue to define us in the days to come.

Constant change in the financial world can result in a vast, complex array of decisions to be made. The real challenge for us is to help all our clients navigate this ever-changing world, in the simplest manner possible: Think simple, act simple, communicate simple. Leonardo Da Vinci is often attributed to have said, "Simplicity is the ultimate sophistication", which we truly believe, along with our deep sense of respect and humility, will become a true differentiator for us. We will endeavour to serve every single investor, irrespective of economic strata, age or geography, with the utmost dedication in a simple, focused and principled manner.

Perpetual change also means we need to be agile and the Line reflects that. We are dynamic enough to transform when the need arises, to showcase our youthful exuberance and our desire to constantly move forward. This attitude will help us stay current, competitive, innovative and energetic.

The Line is also an expression of the DSP Group's strong foundation and its long-term vision, built over the past 152 years on the principles of integrity, honesty and transparency. The stability and trust that comes with this rich experience balances finely with our desire to always remain contemporary so we can continue to face changing times. The Line reflects this sense of continuity and balance- connecting our past to the future.

Further, the Line highlights our focus on asset management. It brings to life our endeavor to cement ourselves as a steadfast brand with a no-nonsense, no-gimmicks approach to investing, backed by the right blend of art and science.

Numbers are what we always focus on, but they are just a part of what we're driven by. What they give our investors and us in turn, is far more powerful: Hope. Happiness. Pride. Freedom. It is these emotions that will continue to truly drive us. Because when we come together and #InvestForGood, we will all find returns in more ways than one.

Welcome to the new DSP. Do Good, Be Good.

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**Aditi Kothari Desai**

Director & Head - Sales and  
Marketing

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

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