

Angel One Launches #AzaadiKaRaasta Campaign to Celebrate the Journey Towards Financial Independence

The Campaign highlights the importance of determination, consistency and discipline in attaining financial freedom

Mumbai, 14th August 2024: Angel One Ltd, a leading fintech player, focused on empowering individuals on their financial journey, launched its Independence Day #AzaadiKaRaasta campaign. The campaign features an impactful social-first approach that illustrates the journey towards financial freedom. The campaign celebrates the journey as much as the destination, acknowledging the effort, determination and perseverance required to gain control over one's financial future.

Angel One's vision is to empower individuals by making financial independence an achievable goal for everyone. The #AzaadiKaRaasta campaign is a testament to this vision, honouring the relentless pursuit of financial freedom. Through this initiative, Angel One aims to inspire and support individuals on their journey, acknowledging that every step towards financial empowerment is a milestone worth celebrating.

Highlighting this unique campaign's objective, **Prabhakar Tiwari, Chief Growth Officer, Angel One Limited**, commented, "At Angel One, we are dedicated to empowering individuals to take control of their financial future. Our campaign, #AzaadiKaRaasta, is crafted to connect with people from all walks of life, regardless of age, profession or experience. By advocating for smart investing across a diverse range of financial products, we aim to equip every Indian citizen with the tools and knowledge necessary to achieve true financial freedom. This campaign honours the collective efforts of those striving for financial independence and contributing to the nation's brighter future."

The film begins with a narration on the universal quest for financial freedom, showcasing diverse individuals on their path to financial independence. Through compelling visuals, it underscores the dedication and hard work needed to achieve this goal, highlighting scenes of people studying markets, making investments and celebrating milestones. The narrative emphasizes that financial independence requires persistent effort and smart decisions, concluding with a salute to those who strive for it, positioning Angel One as a supportive partner.

The #AzaadiKaRaasta campaign embraces a comprehensive, multi-platform strategy, leveraging cutting-edge digital tools and creative approaches—including influencer collaborations and social media engagement, to captivate and connect with a diverse audience.

Youtube Link- <https://www.youtube.com/watch?v=RPcR9Yj1pLA>

About Angel One Limited:

Angel One Limited, (NSE: ANGELONE, BSE: 543235) is the largest listed retail stock broking house in India, in terms of active clients on NSE. Angel One is a technology-led financial services company, providing broking and advisory services, margin funding and distribution of third-party financial products to its clients. The broking and allied services are offered through online and digital platforms to clients acquired directly and through assisted business.

Angel One Limited extensively uses Artificial Intelligence, Machine Learning and Data Science to create a superior digital experience. The company has built a host of digital properties like Angel One Mobile App, 'ARQ Prime' a rule-based recommendation engine, 'SmartAPI' a free-to-integrate API platform, 'Smart Money' an investor education platform for over 25 million clients.

Company :



Angel One Limited

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