



Deputy General Manager
Investment Management Department
Supervision, Enforcement and Complaints (Division - 4)
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HO/24/12/25(2)2025-IMD-SEC4

October 14, 2025

The Chief Executive Officer
Association of Portfolio Managers in India,
B-121, 10th Floor, WeWork, Enam Sambhav,
C-20, G - Block, Bandra Kurla Complex,
Bandra (East), Mumbai - 400051

Dear Sir,

Sub: Observance of Vigilance Awareness Week, 2025

1. Central Vigilance Commission (CVC) would be observing the Vigilance Awareness Week for the year 2025 ("VAW 2025") from October 27, 2025. The theme for VAW 2025 is "सतर्कता: हमारी साझा जिम्मेदारी" "Vigilance: Our Shared Responsibility".
2. In view of the above, APMI is advised to communicate the following to Portfolio Managers:
 - a. Publish information about the observance of VAW 2025 on Portfolio Managers website and social media account during the week, and encourage people to take e-pledge by providing a link to the e-pledge website of CVC (<https://pledge.cvc.nic.in/>), and
 - b. Send out bulk SMS to the stakeholders, including intermediaries, investors etc. during the week informing them about the observance of VAW 2025 and encouraging them to take e-pledge by providing a link to the e-pledge website of CVC (<https://pledge.cvc.nic.in/>).
3. Further, APMI is advised to publish information about the observance of VAW 2025 on its website and social media account during the week, and encourage people to take e-pledge by providing a link to the e-pledge website of CVC (<https://pledge.cvc.nic.in/>).
4. APMI is also advised to submit the compliance report w.r.t above points, once the communication is sent to all the Portfolio Managers but not later than November 10, 2025.

Yours faithfully,

R. Anand

