

YES SECURITIES introduces 'The Wize Whispers' initiative at the 6th DAV United Festival in Bhubaneswar

Bhubaneswar, December 24, 2024: YES SECURITIES, a leader in financial literacy and education initiatives, has introduced 'The Wize Whispers' initiative during the 6th DAV UNITED FESTIVAL. **The Wize Whispers** is an engaging initiative that teaches young children about finance through a comic series which includes fun puzzles and quizzes. It simplifies complex topics like stocks and savings with engaging stories led by a friendly mascot, Mr Turt.

The launch of this initiative took place at a vibrant celebration at the East Coast Railway Field in Bhubaneswar between December 21-22, 2024. The event brought together over 3,000 students and 700 schools from across India to promote unity and talent.

The online Quiz, running until December 31, 2024, is open to participants up to the age of 16 years. Winners stand a chance to earn exciting prizes. All participants receive a Certificate of Achievement and performance-based badges.

This initiative aims to inspire children and families to embrace financial education in an interactive and accessible way.

Speaking about the initiative, **Mr. Anshul Arzare, MD & CEO, YES SECURITIES**, said, *"Financial literacy is a vital life skill that should be nurtured from a young age. The Wize Whispers embodies our commitment to making financial education fun, relatable, and impactful. We are thrilled to partner with the DAV network to bring this initiative to thousands of young minds during the DAV United Festival."*

Dr. Nisha Peshin, Dean, DAV United Foundation, while expressing her enthusiasm, said *"The DAV United Festival celebrates the power of education to shape young lives. By introducing The Wize Whispers, YES SECURITIES is not only simplifying financial concepts but also empowering students with knowledge that will benefit them throughout their lives. We are delighted to collaborate on this meaningful initiative."*

About The Wize Whispers Quiz - The Wize Whispers is a monthly comic series that simplifies complex financial concepts like equity, stocks, compounding, and savings through engaging stories and relatable characters, including mascot Mr Turt. To further enhance learning, The Wize Whispers Quiz challenges students with fun puzzles and multiple-choice questions, rewarding participants with certificates, badges, and exciting prizes.

You may access the Quiz on the following link: <https://thewizewhispers.in/>

Following the festival, YES SECURITIES aims to expand partnerships with schools for wider distribution of The Wize Whispers, amplify digital engagement to drive participation in the quiz, and collect feedback to enhance future editions and initiatives.

About YES SECURITIES

YES SECURITIES is a subsidiary of YES BANK which commenced its operations in 2013 with a clear vision to be the most preferred partner in the wealth creation journey. The Company has transformed from a transactional broker to a financial services powerhouse in a decade. The Company offers a wide array of customized financial solutions facilitating Retails, HNI/UHNIs and Institutional clients.

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