



Protean eGov Technologies Launches New Digital Campaign to Drive Pension Awareness Among Young Investors

Feb 13, 2025, Mumbai, India – Protean eGov Technologies Ltd. (Formerly NSDL eGov), a technology pioneer in Digital Public Infrastructure and India's largest Central Recordkeeping Agency (CRA) for the National Pension System (NPS) and Atal Pension Yojana (APY), has unveiled a new four-part digital campaign aimed at encouraging young Indians to consider NPS as a key part of their investment portfolio.

With nearly 50% of India's population under the age of 30, financial planning remains a critical yet often overlooked conversation. Traditional investment choices like fixed deposits, mutual funds, stocks, and gold dominate the Indian investor mindset, but long-term pension planning frequently takes a backseat and is low in consideration. This campaign seeks to change that by positioning NPS as a tax-efficient, flexible, and disciplined savings instrument for long-term wealth & cash-flow creation.

Simplifying NPS with Relatable Storytelling

The campaign introduces Seedha and Sayaani, a relatable young couple navigating everyday financial decisions. Through witty and engaging dialogues, Sayaani—the 'smart wife'—guides her well-intentioned but financially naive husband, Seedha, towards making informed choices about securing their future. The four short films break down the tax benefits, power of compounding, portfolio diversification, and flexibility, making NPS easy to understand and appealing for young investors.

Bringing Pension into the Mainstream Savings Conversation

Commenting on the launch, **Gaurav Ramdev, Chief Growth & Marketing Officer, Protean eGov Technologies Ltd (Formerly NSDL eGov)**, said: *"Indians have forever had a strong savings & investment mindset—FDs are safe, mutual funds 'sahi,' hain, stocks drive growth of capital, and gold is timeless. Yet, retirement planning is often an afterthought or not even part of the savings conversation today. This campaign serves as a timely nudge, urging young professionals to take charge of their financial future today, not at 60. With NPS, they have a #SmarterWayToSave offering long-term wealth creation through compounding, tax efficiency, and flexibility of portfolio. Through an engaging, everyday storytelling approach in our OTT-style, four-part series, we aim to make pension planning a mainstream discussion. By dispelling myths and simplifying NPS, we hope to drive awareness and encourage early action—helping young Indians secure their future with a structured and disciplined savings strategy."*

Sustaining Engagement Through Tax-Planning Season

Conceptualized and executed by Yaap Digital, the campaign is designed to sustain engagement through tax-planning season when many investors reassess their financial strategies. The first two films are now live the remaining two films set to release sequentially in the coming weeks ensuring continuous engagement and conversation around NPS.

To watch the first two films and learn more about how NPS can be a smart addition to your investment portfolio, click [here](#).



About Protean:

Incorporated in December 1995, Protean eGov Technologies (BSE: PROTEAN, formerly NSDL e-Governance Infrastructure) is engaged in the business of developing citizen-centric and population-scale e-governance solutions. Protean is an information technology-enabled solutions company conceptualizing, developing, and executing critical and population-scale greenfield technology solutions. The company collaborates with the Indian government and has extensive experience in creating digital public infrastructure and developing innovative citizen-centric e-governance solutions. For more details on Protean Technologies, please visit: proteantech.in

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