

Kaiyomurz Daver

Chief Marketing Officer, Nippon India Mutual Fund

Kaiyomurz Daver is Chief Marketing Officer at Nippon India Mutual Fund, where he has helped grow the investor base from 1.3 crore to 2.3 crore in two years and lifted market share from 7 percent to 8.8 percent, without the parent-bank advantage most competitors in the category rely on.

He has built brands in financial services since 1998, a category where trust is the entire product. Before Nippon, he led marketing through the rebrand of IDFC Mutual Fund to Bandhan Mutual Fund (2020 to 2024), taking top of mind awareness from 8 percent to 37 percent, and spent thirteen years at Kotak Mahindra Asset Management (2005 to 2018), where assets under management grew from Rs. 7,500 crore to Rs. 1.2 lakh crore and the business moved from eighth to fourth in the industry.

He has served on the industry committee at AMFI for more than eight years, working on investor awareness at a category level. His work has been recognised with a Blue Elephant at the Kyoorius Awards, an Outlook Money Award, a Sammie, and an Abby.

He speaks and writes on trust as a brand asset, long-horizon brand building, and leadership that balances authority with humility.