

## Press Release

### SEBI Investor Awareness Stall at IKBF 2026 Crosses 1,00,000 Visitors

1 February 2026



The investor awareness stall set up under the aegis of the Securities and Exchange Board of India (SEBI) at the International Kolkata Book Fair (IKBF) 2026 has crossed a landmark 1,00,000 visitors as on 1 February 2026, with two more days of the fair still remaining.

This significant milestone reflects the strong public interest in investor education and financial literacy initiatives. The joint stall—put up with the collective participation of Market Infrastructure Institutions (MIIs) and allied organisations including NSE, BSE, NSDL, CDSL, MCX, MSE, AMFI and NISM—is a key feature of IKBF 2026, which is being held from 22 January to 3 February 2026.

The SEBI stall at IKBF 2026 is themed #SEBIvsSCAM, focusing on investor protection, safe investing practices, and cyber security awareness in the securities market. The stall offers a wide range of educational booklets and flyers, including material in Bangla, along with informative display panels covering various aspects of secure and informed investing.

A major attraction at the stall has been the interactive engagement with visitors through games, quizzes and on-the-spot learning activities, which have drawn large crowds and encouraged meaningful participation from diverse sections of the public. One such interactive game at the stall this year is the SEBI Check Validation game

where visitors scan a few given QR codes and then validate which of them belongs to a SEBI-registered intermediary using the SEBI Check mechanism.

Crossing the unprecedented 1,00,000 record footfall underscores the effectiveness of collaborative efforts by SEBI and participating organisations in reaching out to investors through innovative and engaging platforms. With two days still to go, the footfall is expected to rise further, surpassing last year's footfall by a considerable margin, thus reinforcing the growing relevance of investor awareness initiatives in public spaces in the Eastern region.