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Who are the heroes in your investment story?

The recent excitement around *The Odyssey and Spider-Man* has once again reminded us all why stories of heroes and villains have endured for centuries.

Perhaps it's because, beneath the costumes and special effects, they are really stories about choices. The hero is constantly tested. There are temptations to take shortcuts and moments of self-doubt, with villains trying to pull them off course.

Much like the journey of investing, where we are constantly faced with challenges and choices. That inspired us to create and launch **The League of Long-Term**, a comic universe about the investing journey. It was our attempt to reimagine investing through the same timeless lens of 'good vs evil'. While investing may not involve sea monsters or cyclopes, it has its own heroes and villains to contend with. And perhaps, like every great story, that journey is shaped just as much by the heroes you choose to trust as by the villains you learn to avoid.

The villains in the comic universe are familiar. They create chaos, tempt you into making bad decisions and make you question everything you've worked towards.

'Lord FOMO' plays on your 'fear of missing out' on riches that apparently everyone else has (but really doesn't).

'Hype Spreader' convinces you that this new "trending investment opportunity" is better than every other one.

'Doubtbringer' emerges the moment markets fall, pressuring you into thinking you should withdraw or question whether you should have invested at all.

'Totalix' insists the smartest strategy is to put everything into that one idea that's "guaranteed" to work.

These villains all have one thing in common: they want you to act emotionally instead of rationally. Knowing them is half the battle.

Fortunately, every great story has heroes too. They don't always make dramatic entrances. They quietly but surely help you make better decisions, often without you even noticing.

'SIP Warrior' shows that investing in a consistent and disciplined manner is more powerful than trying to time the market.

'Diversifier' proves that investing across multiple asset classes provides a better shield than relying on just one. He knows that the right allocation isn't built by trying to predict the future, but by being prepared for different possibilities.

'Compoundra' doesn't believe in instant returns. She embodies the idea that time is your greatest ally. The longer you stay invested, the stronger your portfolio becomes. Every passing year adds to her strength, while her superpower lies in making yesterday's growth work even harder for tomorrow's.

'Patience', standing quietly beside them all, is often underestimated yet perhaps the strongest hero to have in your investment corner.

None of these heroes promise overnight success. None of them claim they'll win every battle. Instead, they help you navigate the difficult chapters of the market so that you can reach the financial goals you're working towards.

Some believe successful investing is about making one brilliant decision. More often, it's about avoiding a series of poor ones, such as resisting the urge to chase yesterday's winner or continuing to invest when headlines make you uncomfortable. It's also about accepting that uncertainty isn't a flaw in investing—it's part of the journey.

Perhaps that's why investing is less like solving a puzzle and more like being the character in a long-running comic series.

P.S. UTI Mutual Fund launched the first Investor Education comic book exclusively offline at the Mumbai Comic Con 2026. If you'd like to receive a hard copy, please share your name, contact number and detailed address at *theleagueoflongterm@uti.co.in*

Authors' profile

Mr. Vetri Subramaniam is the Managing Director and Chief Executive Officer at UTI Asset Management Company Limited. He joined UTI AMC as Head of Equity in January 2017 and assumed the role of Chief Investment Officer from August 2021. Mr. Vetri has over three decades of work experience. Prior to joining UTI in January 2017, he was Chief Investment Officer at Invesco Asset Management Ltd. He was part of the start-up team at Invesco (then Religare Asset Management) in 2008 and helped establish the firm's proprietary investment process and the team. Mr. Vetri started his career at Kotak Mahindra in 1992 after passing out from IIM Bangalore with a PG Diploma in Management. His experience in equity markets & investment roles at various firms from 1994 includes Kotak Mahindra, SSKI & Motilal Oswal. He was also one of the founders of Sharekhan.com (now Mirae Asset Sharekhan) where he led the research & content team. He has also worked as an advisor to a UK Hedge Fund Boyer Allan on its equity investments in India during 2003-2007. He is a frequent contributor to the media and regularly speaks on investing and markets at various forums – including the media & educational institutions.

Anoushka Roberts helped create The League of Long-Term and co-authored this note.

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