

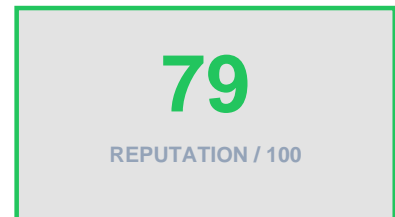
# AI Reputation Analysis and Signal Evaluation - HDFC Mutual Fund

## BRAND AI REPUTATION

### Financial Services, Banking & Insurance Reputation: HDFC Mutual Fund (hdfcfund.com)

<https://hdfcfund.com>

Industry: Financial Services, Banking & Insurance



REPUTATION LEVEL

## FINANCIAL SERVICES, BANKING & INSURANCE

### 56.3 Avg Reputation

Based on 1229 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

HDFC Mutual Fund has 22.7 points more reputation than the average for Financial Services, Banking & Insurance.

## EXPERT VERDICT

This is a benchmark example of a low-BS financial website that leads with regulatory transparency and hard data. Its scale (1.7 Crore investors) is treated as a verifiable fact rather than a marketing slogan. The few points of BS stem from standard industry clichés and an empty 'Shorts' page.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site exhibits high information density with a low ratio of power words to specific nouns. For example, rather than just claiming to be a leader, the H1 uses a specific number: 'Join 1.7 Crore + investors'. Fund pages provide granular substance including 'AUM ? 100,479.23 Cr.', 'Inception date: 01-01-95', and 'NAV ? 2159.84'. Fluff is present in sections like 'Invest Smart. Plan Now.', but it is consistently supported by technical data points.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal semantic drift between the homepage signal and sub-page substance. The homepage H1 focuses on 'trust' and 'scale', which is directly supported by the fund-specific pages providing 30+ years of performance data and regulatory disclosures. The hero promise of starting a SIP is substantiated by a detailed 'How To Start' section with 6 specific operational steps.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

### DIAGNOSIS: TRUST THEATRE

The site displays a review\_count of 25 on the homepage and 10 on sub-pages with a low proof\_links\_count of 1, suggesting some trust theatre regarding user sentiment. However, the '1.7 Crore + investors' claim is anchored by massive AUM figures across multiple funds. The lack of external validation links for the 'Trust' claim is the primary driver of this pillar's score.

### EVIDENCE: PROOF DENSITY

Proof density is high due to the volume of downloadable regulatory documents. The site provides specific links for 'SID', 'KIM', and 'Fund Facts' for each scheme. The ratio of verifiable financial data to vague assertions is roughly 4:1, which is superior for the financial services industry.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses several industry clichés such as 'wealth creation', 'not just a bank, a partner', and 'finance made simple'. While the value proposition of being an industry leader is common, HDFC anchors it with specific longevity claims like '30+ Years of Growth & Trust'. Boilerplate sections like 'Why Choose Us' are present but contain less fluff than typical retail banking sites.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps are nearly non-existent. The schema\_json is exceptionally robust, containing legalName, alternateNames, and 8+ sameAs links to verified social and app store profiles. Fund managers Amit B Ganatra and Dhruv Muchhal are named with specific titles, though the digital footprint would be stronger if their profiles were linked to external regulatory or professional bodies.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids the standard disconnect by providing exact percentage returns for almost every fund mentioned (e.g., 'Return 15.95% Since Inception'). It also includes mandatory risk warnings ('Very High Risk' on the Riskometer) immediately adjacent to performance claims, adhering to fiduciary standards rather than marketing hype.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Financial Services, Banking & Insurance Reputation: HDFC Mutual Fund  
(hdfcfund.com)**

**Reputation: 79 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly matches the Financial Services category, specifically Asset Management. The content is saturated with industry-specific terminology such as NAV, AUM, SIP, Riskometer, and SEBI registration details, confirming its role as a regulated investment entity.

*"The score of 79 is driven primarily by the Commodity Fingerprint (6) and Information Density (6) pillars. The site relies on standard wealth management jargon and has a few empty content slots, but its Identity and Authority (1) and Semantic Coherence (2) scores are near-perfect, indicating a very high-substance digital presence."*

### ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://hdfcfund.com> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 30, 2026

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