



February 27, 2026

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400 001

National Stock Exchange of India Limited

Exchange Plaza,
Plot No. C/1, G Block, Bandra-Kurla Complex,
Bandra (East), Mumbai 400 051

Scrip Code: 543940

Trading Symbol: JIOFIN

Dear Sirs,

Sub.: Media Release

Please find attached a media release by the Company, titled “**JioFinance unveils intelligent digital marketplace for Bharat; invites users to shape the future of finance.**”

This is for information and records.

Thanking you,

Yours faithfully,

For Jio Financial Services Limited

Mohana V

**Group Company Secretary
and Compliance Officer**

Encl.: As above

Media Release

JioFinance unveils intelligent digital marketplace for Bharat; invites users to shape the future of finance

Launches 'Finsider', an early access campaign for the all-new JioFinance app, which makes finance more personal than ever before with tailored recommendations based on the user's life context. 'Finsiders' can use the app and share feedback to earn JioPoints, redeemable against a wide catalogue of rewards.*

Mumbai, February 27, 2026: Jio Finance Platform and Service Limited (JFPSL), a wholly-owned subsidiary of Jio Financial Services Limited (JFSL), is set to redefine the Indian financial landscape with the introduction of the all-new JioFinance app. Through 'Finsider', an exclusive early access program, users will have the first opportunity to experience the power of intelligent finance and share feedback to shape the app's evolution.

Moving beyond the traditional approach of listing financial products generically, the new app leverages Agentic AI and Neural Networks to offer a hyper-personal, instantaneous, and always-on financial experience to users, enabling them to take control of their financial future with confidence.

Key features of the new JioFinance app at present:

Marketplace for Intelligent Finance: An expansive digital storefront offering a diversified range of products from JFSL group companies and other trusted finance brands, including home loans, loans against securities, personal loans, credit cards, insurance, UPI, life and general insurance, JioBlackRock mutual funds and investment advisory, fixed deposits, digital gold, tax filing and planning, and an innovative savings account with automated liquidity management for higher returns.

Tailored Recommendations: The app transitions from simply listing generic offers to computing decisions for delivering the best outcome to users. Driven by a growing ecosystem of 15 AI agents and around 70 decision-making engines, it evaluates real-time intent, eligibility, and financial context to provide recommendations tailored specifically to each user.

Dynamic Personalisation: Moving beyond a 'one-size-fits-all' approach, the new JioFinance app does away with static pages to ensure that no two users see the same home screen, if their financial profiles and needs differ.

Natural Language Interface: Users can simply type their unique financial needs in a chat bar to explore and access relevant products, eliminating the need for endless scrolling and juggling multiple app screens.

JioPoints: A comprehensive rewards program, whereby users can earn JioPoints for every transaction done on the app, redeemable against a wide catalogue of rewards based on their preference, thereby doing away with generic scratch cards.

Additional features coming soon:

Financial Fitness Score: An all-encompassing index designed to assess a user's financial health by analysing their spending, borrowing, insurance cover, wealth creation and tax compliance.

Personal CFO for Bharat: Through a conversational journey, JioFinance will provide actionable guidance to a user on how to improve their overall financial well-being and help them execute such advice.

Autonomous Execution: Through a conversational journey and in a few simple clicks, users will be able to automate transactional journeys such as recurring payments and investments.

Exclusive Membership Program: Members will be able to earn assured value-back on products or services availed through the JioFinance app, helping them earn with every transaction.

Hitesh Sethia, Managing Director and Chief Executive Officer, Jio Financial Services Limited said: *"We believe intelligent finance should be a basic right of all citizens. With the paradigm shift in finance, we are putting Bharat at the heart of everything we build. As a hyper-personal and intelligent marketplace for financial services, the new JioFinance app aims to remove the noise and friction that many of us experience while navigating a complex financial landscape. This is a platform designed to empower every Indian with unbiased and actionable financial intelligence, empowering them to take control of their financial destiny with transparency and trust."*

To become a Finsider, register at <https://bharat.jiofinance.in/> and download or update the app via the Play Store or App Store. Engage with the platform and share feedback through the in-app form to earn JioPoints* on every transaction, redeemable for diverse rewards.

**Terms and conditions apply*

Media Contacts:

Aveek Datta
aveek.datta@jfs.in

Shruti Singh
shruti.singh@jfs.in

To download the JioFinance app, click [here](#)

About Jio Finance Platform and Service Limited:

Jio Finance Platform and Service Limited is a wholly-owned subsidiary of Jio Financial Services Limited, responsible for managing the JioFinance app, the unified digital storefront for all retail-focused products and services. It is a dedicated entity created to empower every Indian with seamless access to trusted, secure, and simplified financial services.

About Jio Financial Services Limited:

Jio Financial Services Limited (JFSL) is a Core Investment Company (CIC) registered with the Reserve Bank of India. As a new-age institution, JFSL operates a full-stack financial services ecosystem through customer-facing subsidiaries, including Jio Credit Limited, Jio Insurance Broking Limited, Jio Payment Solutions Limited, Jio Leasing Services Limited, Jio Finance Platform and Service Limited, and Jio Payments Bank Limited.

Through a 50:50 joint venture with BlackRock, JFSL offers asset management and wealth management services in India through Jio BlackRock Asset Management Private Limited and Jio BlackRock Investment Advisers Private Limited, respectively. The JV with BlackRock also proposes to offer broking services through Jio BlackRock Broking Private Limited.

JFSL has entered into a 50:50 joint venture with the Allianz Group and has set up Allianz Jio Reinsurance Limited to offer reinsurance services in India, subject to regulatory approvals. The two entities have also signed a non-binding agreement to explore opportunities in general and life insurance.

With a digital-first model, JFSL is committed to enhancing the financial well-being of Indian citizens by enabling them to borrow, transact, save, and invest seamlessly. Through the JioFinance app, customers can access a wide range of solutions including loans, savings accounts, UPI, bill payments, recharges, digital insurance, financial tracking and management tools, and more.

For more updates, please visit www.jfs.in | Follow JFSL on Instagram: [@OfficialJioFinance](#) | X: [@JioFinance1](#) | Facebook: [@JioFinance](#) | LinkedIn: [@Jio Financial Services Limited](#)

Jio Financial Services Ltd.

Registered Address: 1st Floor, Building 4NA, Maker Maxity, Bandra Kurla Complex Road, Bandra (East), Mumbai 400 051
Phone: +91 22 3555 4094 | Email: corp.comm@jfs.in | CIN: L65990MH1999PLC120918