



October 29, 2024

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 **“This Dhanteras, invest in SmartGold through the JioFinance App.”**

This is for information and record.

Thanking you,

Yours faithfully,

For Jio Financial Services Limited

Mohana V

**Group Company Secretary
and Compliance Officer**

Encl.: As above



MEDIA RELEASE

This Dhanteras, invest in SmartGold through the JioFinance App

A smart way to buy pure gold, anywhere and anytime, starting as low as Rs. 10

Mumbai, Oct 29, 2024: Buying gold on the auspicious occasion of Dhanteras is a long-standing Indian tradition, which ushers in wealth, prosperity, good fortune, and positive energy. To celebrate this festive season, customers can buy digital gold by investing in **SmartGold** through the JioFinance app.

SmartGold offers customers a completely digital, secure and seamless process for buying gold and redeeming their investments in exchange for cash, or gold coins, or gold jewelry. Customers can now invest in digital gold anytime, anywhere, starting as low as Rs. 10.

Customers can also choose flexible options to buy SmartGold in denomination of rupees or grams. They also have the option of directly buying gold coins from the digital platform, and having it delivered to their doorstep.

Buying gold has traditionally been a preferred method of long-term wealth creation in India. SmartGold is a unique way for customers to enjoy the benefits of owning gold, without the hassles of worrying about the safe storage of their precious asset, or standing in long queues during the auspicious period of Dhanteras.

The underlying 24-karat physical gold, equivalent to a customer's investment in SmartGold, will be procured and stored in insured vaults in a completely safe and secure manner. Moreover, customers can see the live market prices of gold on their JioFinance app, ensuring transparency at all times.

Customers can redeem their SmartGold units for cash or physical gold anytime they want. The delivery of physical gold is on holdings of 0.5gm and above, and available in denominations of 0.5gm, 1gm, 2gm, 5gm, and 10gm.

To know more about SmartGold, click here:

<https://www.youtube.com/shorts/flnbdGPKRWA>

To download the JioFinance app, click here:

https://jfs.in/download/get-jio-finance-app?utm_source=jio&utm_medium=website&utm_campaign=faqs

Jio Financial Services Ltd. (formerly known as Reliance Strategic Investments Ltd.)

Regd. Office: 1st Floor, Building 4NA, Maker Maxity, Bandra Kurla Complex, Bandra East, Mumbai - 400 051.

+91 22 3555 4094 | www.jfs.in | corp.comm@jfs.in | CIN: L65990MH1999PLC120918



Media Contact:

JFSL Corporate Communications

corp.comm@jfs.in

About JFSL:

Jio Financial Services Ltd. (JFSL) is a new-age institution providing full-stack financial services to customers, enabling them to borrow, transact, save and invest seamlessly. Its digital-first model aims to ensure the holistic financial well-being of Indian citizens.

JFSL (CIN: L65990MH1999PLC120918) is a Core Investment Company, or CIC, registered with the Reserve Bank of India. It operates its financial services business through consumer-facing entities, including Jio Finance Ltd., Jio Insurance Broking Ltd., Jio Payment Solutions Ltd., Jio Leasing Services Ltd., Jio Finance Platform and Service Ltd. and Jio Payments Bank Ltd.

JFSL has also entered into a joint venture with BlackRock, the world's leading providers of investment solutions, to offer asset management, wealth management and broking services in India.

Through the JioFinance app, JFSL's consumer-facing entities provide a range of services including loans, savings accounts, UPI bill payments, recharges, digital insurance, financial tracking and management tools and more.

JFSL was originally incorporated as Reliance Strategic Investments Private Limited on July 22, 1999, under the Companies Act 1956. Subsequently, the name of the Company was changed to Reliance Strategic Investments Limited and a fresh certificate of incorporation was issued on January 14, 2002.

Thereafter, pursuant to a scheme of demerger with Reliance Industries Ltd., the name of the Company was further changed to 'Jio Financial Services Limited' and a fresh certificate of incorporation was issued on July 25, 2023. JFSL has been listed on the BSE and NSE since August 21, 2023.

For more updates, please visit www.jfs.in

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