

August 5, 2022

BSE Limited
Department of Corporate Services
1st Floor, New Trading Ring
Rotunda Building, P J Towers
Dalal Street, Fort,
Mumbai 400001
Security Code: **523405**

National Stock Exchange of India Limited
Exchange Plaza
Plot No.C-1, G Block
Bandra-Kurla Complex
Bandra (East)
Mumbai – 400 051
Symbol: **JMFINANCIL**

Dear Sirs,

Re: Disclosure under Regulation 30 of SEBI LODR (the “Listing Regulations”)

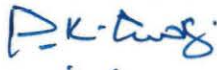
Pursuant to Regulation 30 of the Listing Regulations, we wish to inform you that JM Financial Products Limited (JM Financial Products), a material subsidiary of the Company, has executed the required agreements to acquire equity shares and compulsorily convertible preference shares (the “CCPs”) of Silveredge Technologies Private Limited (the “Silverpush”) in two tranches. Subsequent to the acquisition of the equity shares and the conversion of CCPs as above, the shareholding of JM Financial Products in Silverpush would be up to 12.4%.


The proposed acquisition by JM Financial Products is with the intention to transfer the entire holding in Silverpush (after factoring the additional carrying cost for the period it remains with JM Financial Products) to JM Financial India Growth Fund III, a scheme of JM Financial India Growth Trust III (a SEBI registered Category II, Alternative Investment Fund) that is sponsored/managed by JM Financial Limited. This is subject to receipt of all the approvals, if and to the extent required.

Silverpush is in the business of providing advertising solutions to brands as well as media agencies for digital-ad placement using its proprietary, AI/ML-based technology platform.

We request you to take the above information on your record and disseminate the same as you may deem appropriate.

Yours truly,
For **JM Financial Limited**



 **Prashant Choksi**
Group Head – Compliance, Legal
& Company Secretary