

Press Release

For Immediate Release

JM Financial Launches #BachkeRehnaRe Campaign to Combat Online Scams with Awareness

Mumbai, 18 June, 2025 : JM Financial, a leading integrated and diversified financial services group, has announced the launch of its latest digital campaign, **#BachkeRehnaRe**, aimed at creating mass awareness around the growing threat of financial scams. Conceptualised as a digital-first initiative, the campaign leverages humour and storytelling to equip consumers with the knowledge to identify, verify, and report suspicious activities, empowering them to stay alert in an increasingly digitised economy.

At the heart of the campaign is a launch film titled 'Scam Ka Checkmate', featuring a quirky, endearing character called Circuit Chacha. Portrayed as a witty, street-smart uncle who's familiar with the "circuit of scams," Circuit Chacha uses a blend of Hinglish and relatable humour to decode common scam tactics, such as promises of "guaranteed returns" or "double your profit" – that fraudsters often use to mislead unsuspecting individuals. Using chess as an engaging metaphor, the film encourages viewers to outsmart scammers before they make their move.

The minute-long video outlines three critical steps to combat digital fraud: Spot it. Verify it. Report it. These preventive steps are presented in an easy-to-understand and memorable format, helping viewers internalise red flags and adopt a vigilant approach to online interactions.

Commenting on the campaign, Ms Manali Pilankar, Director, Corporate Communications at JM Financial said, "In today's digital economy, scams go beyond exploiting financial gaps, they exploit emotional instincts. A too-good-to-be-true return, a voice that sounds familiar, a moment of urgency - that's all it takes. With #BachkeRehnaRe, we've moved away from fear-based warnings to create something people actually want to watch and share. This campaign reflects a core belief at JM Financial: that digital fraud awareness must evolve to address emerging threats. As an institution that people trust with their financial aspirations, our job is not only to inform, but to translate that information into instinct. And that's exactly what we've set out to do."

The campaign will be amplified across JM Financial's social media channels through a series of reels, static creatives, and interactive formats designed to drive engagement and awareness.

#BachkeRehnaRe reflects JM Financial's continued commitment to promoting consumer awareness and safety in the digital era. The initiative is part of the group's broader effort to drive responsible digital behaviour and mitigate the risks associated with online financial frauds.



View the campaign reel here - [#BachkeRehnaRe](#)

To report a suspected financial scam or fraud, customers can contact us at vigilance@jmfl.com.

JM Financial Group Instagram handle- [Click here](#)

Disclaimer - [Click here](#)

About JM Financial

JM Financial is an integrated and diversified financial services group. The Group's primary businesses include (i) **Integrated Investment Bank** caters to Institutional, Corporate, Government and Ultra High Networth clients and includes investment banking, institutional equities and research, private equity funds, fixed income, private wealth management, PMS, syndication and finance; (ii) **Mortgage Lending** includes both wholesale mortgage lending (primarily catering to real estate developers) and retail mortgage lending (affordable home loans and secured MSME); (iii) **Alternative and Distressed Credit** includes the asset reconstruction business and alternative credit funds; and (iv) **Asset management, Wealth management and Securities business (Platform AWS)** provides an integrated investment platform to individual clients and includes elite and retail wealth management business, broking and mutual fund business.

The Group is headquartered in Mumbai and has a presence across **867** locations spread across **224** cities in India. The equity shares of JM Financial Limited are listed in India on the BSE and NSE.

For more information, log on to www.jmfl.com or **contact:**

<p>Manali Pilankar Director, Corporate Communications Tel.: +91 22 6630 3475 Email: manali.pilankar@jmfl.com</p>
