Turtlemint launches 'Naye India Ka Naya Digital Partner', celebrating the Digital Partners driving Insurance for All

Mumbai, 1 September 2026: Turtlemint Fintech Solutions Limited ("Turtlemint"), one of India's leading technology-enabled insurance and other financial product distribution platforms, today announced the launch of its new brand campaign, **'Naye India Ka Naya Digital Partner'**, celebrating the 691,000+ Digital Partners who are expanding access of insurance along with other financial products across India while building successful entrepreneurial journeys of their own.

The campaign features six real-life stories of the Digital Partners, **Jignesh Thakkar (Vadodara), Trupti Patil (Jharkhand), Anandamoy Das (Kolkata), Priya Mishra (Prayagraj), Ravi Rajput (Mehsana)** and **Vishwas Pawar (Sangli)**, whose journeys reflect resilience, entrepreneurship and purpose. Coming from diverse backgrounds, including women, homemakers, small business owners and first-generation entrepreneurs, they have built thriving businesses while helping thousands of families secure their financial futures.

One woman Digital Partner challenged the perception that insurance is a profession meant only for men and today earns nearly ₹1 lakh a month while working from home. Another, who once struggled with confidence and language barriers, built his expertise through Turtlemint's digital learning platform and today advises customers with confidence. Others found purpose in helping families replace debt-led solutions with financial protection and supporting customers during difficult moments through claims assistance. Their journeys demonstrate that meaningful financial protection penetration happens with one family, one conversation and one community at a time.

Commenting on the campaign, ***Dhirendra Mahyavanshi, CMD & CEO, Turtlemint****, said, "Every policy sold represents a family that is better protected, and every partner represents an entrepreneur creating meaningful change within their community.* ***'Naye India Ka Naya Digital Partner'*** *campaign brings to life the journey of our digital partners, our driving force, who have made this possible. They are trusted advisors who help customers understand, compare financial products, navigate claims and make informed decisions. As entrepreneurs, they are building successful businesses for themselves, while helping millions of Indians financially resilient. As India moves towards the vision of* ***Insurance for All by 2047****, together with our Digital Partners, we remain focussed on advancing towards this vision."*

Anand Prabhudesai, ED and COO, Turtlemint*, said, "The campaign highlights how Turtlemint's technology platform empowers 691,000+ Digital Partners with digital onboarding, continuous learning, business enablement tools and access financial products to*

build sustainable businesses while delivering better customer experiences across 19,000+ pincodes. As Turtlemint enters its next chapter as a publicly listed company, ***'Naye India Ka Naya Digital Partner'*** *is a reminder that this milestone is only the beginning. It celebrates the people behind Turtlemint's growth while reaffirming the company's commitment to expanding insurance awareness, improving accessibility and helping bring financial protection to every Indian household.*"

The company's growth reflects the impact of this ecosystem. During FY26, Turtlemint added more than **1.15 lakh Digital Partners**, taking its network to over **6.5 lakh Digital Partners**. Platform Premium grew **31% year-on-year to ₹3,868 crore**, while revenue from operations increased **57% year-on-year to ₹1,098 crore**, culminating in its first-ever profitable quarter in Q4 FY26. Today, Turtlemint partners with **46 insurers**, has facilitated the sale of more than **30 million insurance policies till date**, and operates through India's largest certified network of over **550,000+ registered Point of Sale Persons (PoSPs)**, as of June 30, 2026.

The brand film has been conceptualised and produced by **Teen Bandar**, bringing to life authentic stories of Turtlemint's Digital Partners from B30 cities across India. The campaign will be amplified across **LinkedIn** and **YouTube**.

Link of the video:

https://youtu.be/BT7YZ7sL57U?si=9AdZWkDWFQ8Tr6xV

Turtlemint Fintech Solutions Limited

Headquartered in Mumbai (India) Turtlemint Fintech Solutions operates a triadic technology platform that creates a seamless, collaborative ecosystem for distributing financial products—including insurance, loans, mutual funds, and credit cards—through its subsidiaries. Powered by advanced technology, Turtlemint enables its network of 691,000+ digital partners to deliver a comprehensive suite of financial solutions, expanding access to insurance as well as lending and investment products.

About Turtlemint Insurance Brokers

Founded in 2015 by Dhirendra Mahyavanshi and Anand Prabhudesai, Turtlemint Insurance Brokers (a subsidiary of Turtlemint Fintech Solution Limited, also known as *Turtlemint Insurance* – www.turtlemintinsurance.com) is one of India's leading digital insurance advisory and distribution platforms. The company operates a technology-driven platform that connects customers, insurance advisors, and insurers, transforming insurance distribution by addressing critical gaps in access and awareness. As of June 30, 2026, Turtlemint has built India's largest certified network of over 550,000+ registered Point of Sale Persons (PoSPs) across 19,000+ pin codes, enabling them with digital tools, AI-powered recommendations, and continuous training through the Turtlemint Pro app and website. Turtlemint has facilitated the sale of over 30 million+ insurance policies across

health, life, motor, and business insurance, in partnership with 46 insurers. Its paperless, digital-first processes ensure a seamless journey from policy selection to claims.

Social Handles: Instagram | Linkedin | Twitter | Facebook | YouTube

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