**Highlights of the study**

1. A first-ever empirical study for investigating Economic policy uncertainty and financial innovation
2. Financial innovation measured by using three proxies in empirical models
3. Both symmetric and asymmetric effects investigated applying ARDL and NARDL
4. NARDL reveled asymmetry both in the Long-run and short-run
5. Feedback hypothesis hold for explaining causality between EPU and financial innovation [EPU🡨🡪 FI]