

## BHIM Positions Itself as ‘Bharat Ka Apna Payments App’ with New Campaign ‘Paison Ki Kadar’

- Conceptualised by Tilt Brand Solutions, the campaign features five brand films in 9 languages

**Mumbai, April 10, 2025:** BHIM, India’s homegrown payment app developed by [NPCI BHIM Services Limited \(NBSL\)](#), a wholly owned subsidiary of the National Payments Corporation of India (NPCI), has launched a new brand campaign to position itself as ‘**Bharat Ka Apna Payments App**’. The campaign titled ‘**Paison Ki Kadar**’, celebrates how India’s relationship with money is built on trust and familiarity, even as payment methods evolve. With this, BHIM reinforces its role as a modern and inclusive payments app, designed to serve the everyday payments needs of people across Bharat.

Conceptualised by **Tilt Brand Solutions**, the campaign comprises **five brand films** presented in a slice-of-life format. These films highlight the core ethos of BHIM’s brand promise of **Trust, Security, Customer-first approach**, and being a truly **Inclusive** app while showcasing app’s usability. The films will be released in **9 Indian languages**, to maximise reach and resonance.

The campaign marks the launch of BHIM 3.0 that offers a more intuitive and customer-friendly experience. It has key features such as support for **15+ Indian languages**, functionality in low internet areas, and enhanced money management tools like **Split Expenses, Family Mode, Spends Analytics**, and **Action Needed** reminders.



**Rahul Handa, Chief Business Officer, NBSL, said,** "In India, trust plays a big role in how people adopt new technology, especially when it comes to money. As we go deeper into Bharat, we see that digital payments aren’t just about convenience, they’re about confidence. With BHIM 3.0, we’ve focused on building an experience that feels simple, safe, and familiar. The ‘Paison Ki Kadar’ campaign brings this to life by reminding people that while the way we transact with money has changed its form, the values around it haven’t. That’s what makes BHIM truly Bharat Ka Apna Payments App"

**Adarsh Atal, Group Chief Creative Officer, Tilt Brand Solutions**, added, “In India the money is more than just a medium of exchange. The way people deal with money reflects their opinions, their values, priorities, personalities and many more things. How we deal with money is a reflection of how we live our lives. With the ‘Paisa Ki Kadar’ campaign, we wanted to elevate the concept of money beyond mere transactions, showcasing the virtues and stories it represents.”

This 360-degree campaign will be rolled out across television, print, out of home, cinema, radio, digital and social media. It will be aired on leading TV channels across genres and regions and the brand films will be released sequentially across BHIM’s digital platforms.

Brand Film (Hindi): [https://youtu.be/8\\_bpF9qmpE4](https://youtu.be/8_bpF9qmpE4)

Brand Film (English): <https://youtu.be/oJlnBrpdko>

Join the movement to value money in a modern way. Download BHIM 3.0 and experience Bharat’s own payments app

For more information, visit <https://www.bhimupi.org.in/>, follow on [Insta - @bhim\_npci, X – NPCI\_BHIM, YT - BHIMNPCI]

**About NPCI BHIM Services Limited:**

NPCI BHIM Services Limited (NBSL) was incorporated in 2024, as a wholly owned subsidiary of the National Payments Corporation of India (NPCI). NBSL aims to enhance the adoption of digital payments through the Bharat Interface for Money (BHIM) platform and committed to providing a seamless, secure, and user-friendly payment experience to individuals and businesses across India.

NBSL facilitates quick and efficient digital transactions, offering an accessible and reliable payment solution for all. By leveraging cutting-edge technology, NBSL aims to drive financial inclusion and support India’s journey toward becoming a fully digital economy.

For more information, visit: - <https://www.bhimupi.org.in/>

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