

BHIM Partners with CRY for ‘Meethi Diwali’ campaign, Spreading Festive Joy to Underprivileged Children across India

Mumbai, 25 October 2024: NPCI BHIM Services Ltd. (NBSL), a wholly owned subsidiary of National Payments Corporation of India (NPCI), has launched a campaign, ‘Meethi Diwali’, in association with CRY (Child Rights and You). The campaign aims to bring the sweetness of the festivities to underprivileged children across India by contributing a box of sweets for every ten transactions completed via the BHIM app.

The ‘Meethi Diwali’ campaign seamlessly integrates digital payments with a social cause, helping the BHIM app users to contribute to a meaningful initiative while enjoying the convenience of cashless payments. The campaign encourages the users to participate for the cause without altering their everyday behaviour, simply by using the BHIM app for their regular payments.



On the initiative, Rahul Handa, Chief Business Officer, NBSL, said, *“BHIM is keen on making a difference in the lives of people by promoting inclusion through digital payments and beyond. The ‘Meethi Diwali’ campaign guarantees every transaction is an act of kindness and spreads happiness. As we celebrate with purpose, we also take pride in strengthening India’s sovereign digital payment framework, building a future where technology and compassion go hand in hand.”*

The campaign highlights the ease and security of BHIM’s UPI platform and let users contribute to a social cause that resonates with the ethos of Diwali—spreading joy, love, and togetherness. It features a captivating and colourful short film, reflecting the joy of giving in the festive season.

Link to Campaign Film: [Celebrate Meethi Diwali with BHIM](#)



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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