

BHIM Payments App, Bharat Ka Apna Payments App Collaborates with Sony Entertainment Television to launch an exclusive 'Golden Week' in Kaun Banega Crorepati

A Golden Opportunity to come to the Hot Seat and play the iconic Game Show with Mr. Amitabh Bachchan

Mumbai, August 18, 2025: BHIM App, India's homegrown payment app developed by [NPCI BHIM Services Limited \(NBSL\)](#), has partnered with Sony Entertainment Television to deepen the reach of safe, secure digital payments across the country through the most iconic game show Kaun Banega Crorepati. Sony Entertainment Television is introducing, for the first time to a digital payment platform, a special one-week edition of the KBC Game Show, curated exclusively for BHIM Payments App users.

This collaboration is designed to enable users of BHIM Payments App across India, to get a Golden Opportunity to play the game with Mr. Amitabh Bachchan. The registration window for the 'Golden Week' opens from September 1, 2025 till October 10, 2025 exclusively for BHIM Payment App Users. Ten selected users of the BHIM Payments App will receive an exclusive opportunity to appear on the show, and participate in the Fastest Finger First round. A dedicated week of 5 Episodes Game Show will be organized and telecasted on Sony Entertainment Television with these 10 contestants

How to Participate:

Viewers are invited to Download / Update BHIM Payments App and register through a dedicated 'KBC Golden Week with BHIM' section within the app. To submit their registration successfully, viewer has to answer simple question, fill their basic details and submit. All successful entries will undergo the standard screening process of KBC. The shortlisted 10 candidates will then come to the KBC set and play Fastest Finger First in the Golden Week with BHIM and **get a chance to reach** the Hot Seat of KBC to play the game with Amitabh Bachchan. During the 'Golden Week with BHIM', only those (10) users who have come through the BHIM payments app will be featured.

This resonates with Brand's overall purpose of trust and inclusiveness and the initiative will help BHIM to create familiarity (trust) and confidence in using UPI through an experience that is interactive, rewarding, and deeply local. The more BHIM app users experience the app and participate in the registration process, higher are their chances of getting shortlisted.

This **first of its kind format** on the show encourages citizens to not only test their knowledge but also experience the simplicity and trust of the homegrown BHIM Payment App. This initiative is designed to reach beyond digital-first users encouraging participation from families, first-time digital adopters, and citizens in Tier 2, Tier 3 cities and towns, through a platform they already know and trust.

Lalitha Nataraj, CEO, NBSL, added, “At BHIM, our mission is to become the most trusted payment apps of India and become their choice of app for any digital payments small or big. Partnering with an Iconic platform like KBC allows us to take this message into homes across the country especially in regions where awareness and comfort with digital payments are still evolving. KBC has, over the years, earned the trust of millions of families, and this association helps us build on that trust to encourage every member of the family to use BHIM Payments App for safe and secure payments. We are delighted to collaborate with Kaun Banega Crorepati and extend this golden opportunity to our app users.

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