

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 14, 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 presenting for the first time ever a special one-week edition of the KBC Game Show, 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 exclusively till October 10, 2025 on BHIM Payments App. 10 contestants will be chosen through this process and will get a Golden entry to come-on the KBC set and play the game with Amitabh Bachchan.. 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.

For more information, visit <https://www.bhimupi.org.in/>, follow on [Insta - @bhim_npci, X – NPCI_BHIM, YT - BHIMNPCI]

As BHIM’s official media partner, Madison Media has crafted a high-impact outreach-strategy. **Abhik Banerjee, COO, Madison Media,** said: “We are delighted to welcome the BHIM Payments App as a partner for this landmark collaboration with Kaun Banega Crorepati. For decades, KBC has been a platform that unites the nation, inspires millions, and captures the hearts of viewers from every corner of India. That makes it the perfect stage for BHIM – Bharat Ka Apna Payments App to connect with audiences in a truly meaningful way.

This association marks BHIM’s first-ever integration with KBC, and we wanted to go beyond just brand presence. Working closely with Sony, we have designed an interactive experience that invites viewers, even first-time BHIM users to get a golden opportunity to participate in the iconic KBC and reach to the famous Hot Seat. With BHIM payments app, the user gets easy, safe and instant payment solutions, while being part of one of India’s most-loved and talked about shows.

For us, this partnership is about more than visibility via TV presence. It is about creating opportunities, encouraging participation, and offering every Indian citizen a rewarding reason to engage with BHIM Payments App.”

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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