

BLS International Launches "Unlock Your Spain Visa at Home" Campaign, Bringing Visa Services to Your Doorstep in India

- *BLS International's doorstep visa service brings Mobile Biometrics to applicants' homes, eliminating the need for queues and travel*
- *The campaign showcases hassle-free visa processing options for travellers planning leisure, family, educational, or business trips to Spain*
- *With over 19 years of expertise, BLS International continues to simplify visa facilitation across 66 countries worldwide*

New Delhi, October 22, 2024: BLS International, a trusted global tech-enabled services partner for governments and citizens and a global leader in visa processing and consular services, has launched its latest ad campaign, "**Unlock Your Spain Visa at Home**," which introduces the convenience of doorstep visa services for travellers in India. The campaign aims to make the visa application process seamless and accessible for those planning trips to Spain, whether for leisure, family visits, education, or business. By bringing biometric services directly to applicants' homes, BLS eliminates the hassle of long queues and travel to visa centres, transforming the traditional visa experience.

Mr. Shikhar Aggarwal, Joint Managing Director at BLS International, said, "*Our mission has always been to simplify visa processes and make international travel more accessible. With the launch of this campaign, we aim to highlight how our doorstep visa services bring a new level of convenience to applicants across India. We understand that time is precious, and our Mobile Biometrics service is designed to offer flexibility and ease, allowing people to focus on the excitement of their travel plans rather than administrative formalities.*"

The ad campaign tells a relatable story of a young working woman (Nilu) inviting her parents to Spain, addressing their concerns about the visa process. She explains that with BLS International, applying for a visa can be done easily and stress-free, with two service options available: the premium lounge at the BLS Centre or the more convenient doorstep service. The doorstep service option, in particular, brings the Mobile Biometrics team to the applicant's doorstep, completing the entire process in the comfort of their home. This flexibility allows travellers to choose a service that best fits their lifestyle and needs.

In the ad, the parents experience the home delivery service firsthand, showcasing how the Mobile Biometrics team simplifies the procedure by visiting their home to process the visa application. The campaign emphasizes BLS International's customer-first approach, with nearly two decades of expertise in visa facilitation across 66 countries, ensuring that the only hassle travellers need to worry about is packing for their journey.

Scan the QR Code to watch the film –



About BLS International:

BLS International Services Ltd. is a trusted global tech-enabled services partner for governments and citizens, having an impeccable reputation for setting benchmarks in the domain of visa, passports, consular, citizen, e-governance, attestation, biometric, e-visa, and retail services since 2005.

The company is recognized as “India’s Most Valuable Companies” by Business Today Magazine, “Best under a Billion’ Company” by Forbes Asia, and ranked among “Fortune India’s Next 500 companies”. The company works with over 46 client governments, including Diplomatic Missions, Embassies, and consulates, and leverages technology and processes that ensure data security. The Company now has an extensive network of more than 50,000+ centres globally, with a robust strength of over 60,000+ employees and associates that provide consular, biometrics, and citizen services. BLS has processed over 232 million applications to date globally.

BLS International is certified with CMMI DEV ML5 V2.0 & SVC ML5 V2.0, ISO 9001:2015 for Quality Management Systems, ISO 27001:2013 for Information Security Management Systems, ISO 14001:2015 for Environmental Management Systems, and more.

BLS International is the only listed company in this domain with operations in 65 countries. For more information, please visit www.blisinternational.com.

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