BLS International introduces BLShield™, a mascot to drive awareness around visa-related fraud

The mascot will feature across the company's global #CitizenAwareness campaign, alongside a digital Fraud Awareness Guide to educate visa applicants about common scams.

New Delhi, 18 November 2026: BLS International has introduced BLShield™, a dedicated fraud-awareness mascot, as part of its global #CitizenAwareness campaign to educate visa applicants about fraudulent practices in the visa and consular services sector. Designed around the themes of vigilance and protection, the mascot will feature across the company's awareness initiatives, using visual storytelling and educational content to help applicants identify common scams and understand the precautions they can take during their visa application journey.

BLShield™ has been developed as an educational communication tool to simplify information around visa-related fraud and make it more accessible to applicants. Through the mascot-led campaign, BLS International will address common fraudulent practices, including fake visa websites, unauthorised appointment sales, phishing emails and messages, impersonation of authorised service providers, and misleading promises of guaranteed visa approvals.

Alongside the mascot launch, BLS International has introduced *The BLS International Fraud Awareness Guide*, a digital resource outlining common visa and consular scams, their warning signs and measures applicants can take to protect themselves. The guide covers areas such as identifying fraudulent websites, recognising unauthorised intermediaries, verifying official communication channels, protecting personal and financial information, and reporting suspected fraud. The guide also clarifies key aspects of the visa application process.

The #CitizenAwareness campaign will be rolled out through multilingual digital advisories, educational content and on-ground awareness initiatives across BLS International's Visa Application Centres (VACs). The communication will also highlight precautions such as avoiding payments through unofficial channels, not sharing OTPs, passwords or banking credentials, verifying website addresses before entering personal information, and remaining cautious of unsolicited calls, messages and social media accounts claiming to represent BLS International.

Commenting on this campaign, **Shikhar Aggarwal, Joint Managing Director of BLS International,** said, "We are committed to safeguarding applicants worldwide and ensuring that fraud prevention remains an integral part of the visa journey, not an afterthought. As technology and AI increasingly reshape the travel experience, digital awareness and trust must evolve alongside innovation. Our responsibility as a trusted service partner to governments and citizens is to ensure that applicants have access to the right information to protect themselves from fraudulent practices. The launch of our Fraud Awareness Guide and BLShield™ reflects our commitment to

making fraud prevention more accessible, practical and engaging for applicants. Through #CitizenAwareness, we aim to go beyond conventional awareness messaging by helping citizens recognise potential risks, verify information and understand the steps they can take to protect themselves throughout their visa journey."

With the launch of BLShield™ and the Fraud Awareness Guide, BLS International aims to make fraud-prevention information more accessible to visa applicants and strengthen awareness around safe application practices. Through #CitizenAwareness, the company will continue to educate applicants on identifying fraudulent activities, verifying information and using official channels throughout their visa application journey.

BLS International operates in over 100 countries, serving more than 46 client governments through its global network of Visa Application Centres (VACs) and offices. The company maintains a robust cybersecurity and data protection framework, leveraging advanced technologies, secure digital platforms and a multi-layered security architecture encompassing data encryption, access controls, continuous threat monitoring, vulnerability assessments and proactive incident response to safeguard sensitive applicant information and critical infrastructure. Reinforcing its commitment to quality, security and operational excellence, BLS International is appraised at CMMI® Maturity Level 5 DEV, SVC & Security (V3.0) and holds certifications including ISO 9001:2015, ISO 27001:2013 and ISO 14001:2015.

About BLS International Services Limited:

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 has an extensive global network of over 50,000 centres, delivering consular, biometrics and citizen services worldwide.

BLS International is certified with CMMI Maturity Level 5 for DEV, SVC & Security (V3.0), 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 over 100 countries. For more information, please visit www.blsinternational.com.

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