



BLS International launches #VisaReadyWithBLSInternational awareness campaign for visa applicants

New Delhi, 1 May 2026: BLS International, a leading global AI- and tech-enabled services partner for governments and citizens, has launched #VisaReadyWithBLSInternational, a social media campaign designed to educate and create awareness among visa applicants. The campaign addresses a persistent and critical gap: lack of awareness around visa timelines, documentation requirements, and application best practices that continue to leave applicants underprepared and at risk of delays.

Through the #VisaReadyWithBLSInternational campaign, the company aims to help travelers by busting myths around visa processing and preparing them with factual and accurate information about visa processing and applications. The campaign covers DOs and DON'Ts, visa processing requirements, documentation checklists, step-by-step application guidelines, and steps to secure a timely visa.

Commenting on this campaign, **Shikhar Aggarwal, Joint Managing Director of BLS International**, said, *“At BLS International, we believe that behind every visa application is a person with a purpose, and it is our responsibility to honour that. With #VisaReadyWithBLSInternational, we are raising the bar on how travellers are served, ensuring that preparation, guidance, and care are built into every step of the process. This is not just a campaign. It is a reflection of the standard we hold ourselves to, every single day, across every centre we operate.”*

The campaign will be amplified across digital platforms and expanded to Visa Application Centres (VACs) globally, driving awareness and encouraging proactive travel planning.

With a presence in over 70 countries and partnerships with over 46 client governments, including Diplomatic Missions, Embassies, and Consulates, the company has built a robust global footprint in visa, passport, and consular services. Backed by technology-driven processes and a strong focus on data security, BLS International continues to enable safe, efficient, and transparent service delivery for millions of applicants worldwide.

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 now has an extensive network of more than 50,000+ centers globally, with a robust strength of over 60,000+ employees and associates that provide consular, biometrics, and citizen services.



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 over 70 countries.

For more information, please visit www.blsinternational.com.

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