

NPCI/2024-25/BBPS/008

11th September 2024

To,
All BBPOUs
Bharat Bill Payment System,
NPCI Bharat BillPay Ltd.

Respected Sir/Madam,

Subject: Intimation of Rebranding & Change in Logo of BBPS

As you are aware, NPCI Bharat BillPay Limited (hereinafter referred to as “NBBL”), had initiated re-branding exercise of Bharat Bill Payment System (hereinafter referred to as “BBPS”), to develop a new brand name and logo that represents future aspirations of BBPS platform. The exercise involved evaluation of multiple options through market research and feedback from BBPOUs.

We are glad to inform you that the official name and logo of BBPS has been re-branded to “**Bharat Connect**” and the same was announced in Global Fintech Fest (“GFF”) 2024, on 29th August 2024.

The new brand name, ‘**Bharat Connect**’ and its logo embody our vision of fostering an ecosystem that offers connections, use cases, and opportunities for stakeholders, citizens and businesses, beyond just a bill payment system.

As part of this rebranding exercise, the existing text/logos of ‘BBPS’ or ‘Bharat BillPay,’ ‘B mnemonic,’ and ‘B Assured’ will be replaced with the new ‘Bharat Connect’ logos. Additionally, to reinforce the brand’s promise of providing a secure and seamless payment experience, a MOGO (Sonic Identity of Bharat Connect) has been developed and should be used as part of UI experience to signify successful transactions.

Bharat Connect OUs are requested to implement the new ‘Bharat Connect’ branding, including the MOGO, in accordance with the brand guidelines by 30th September 2024.

Below is the list of brand assets and here is the [link to download the source file](#).

1. Logo of Bharat Connect, B mnemonic, and B Assured
2. Bharat Connect MOGO (Sonic Identity)
3. Brand Guidelines (Consist of logo placements, B-Connect Txn ID on payment receipt)

We appreciate your continued support in fostering trust and confidence among customers.

Yours Sincerely,

Sd/-
Noopur Chaturvedi
Chief Executive Officer (CEO)
NPCI Bharat BillPay Ltd.