

Deliver Your Way: Remitly and Jasprit Bumrah on building your life on your own terms

Posted on November 16, 2026 by Tatiana Wheeler-Brown

Many immigrants know the feeling of arriving somewhere new and unfamiliar, with a family back home counting on you to deliver. That feeling is the starting point for “Deliver Your Way,” Remitly’s new campaign with cricketer Jasprit Bumrah.

Why Bumrah. His action was never designed, it grew out of a short car park, a quiet house, and years without a coach, yet he became the first bowler to reach 200 Test wickets with a bowling average under 20.

“I’ve always believed in playing to my strengths and trusting what works for me. I think that’s something people building a life away from home can relate to. You find your own way, back yourself and keep moving forward. That’s the message behind this film, and one I’m glad to bring to life with Remitly, making fast, safe and reliable money transfers possible for people around the world.” – **Jasprit Bumrah**

Watch Jasprit talk about backing himself, and why that made joining Remitly as brand ambassador feel like a natural fit:

https://news.remitly.com/wp-content/uploads/2026/11/DeliverYourWay_Intro_1x1_1080.mp4

Delivering on your terms. The campaign idea is simple: the people Remitly serves are building lives across borders, and they should be able to do it their own way. That's what the Remitly app is built for. It lets people send money home digitally, on their own schedule, without a queue at an agent, or a long process at a bank.

"Jasprit Bumrah is one of cricket's greatest fast bowlers because he does it his own way, with an action unlike anyone else's, and delivers with speed, accuracy and reliability every time. That combination resonates with us and reflects the values at the heart of Remitly. Our customers also build their lives their own way, across borders, and they deserve that same reliability every time they send money home. We're proud to have Jasprit as our brand ambassador, and that's what 'Deliver Your Way' is all about" – **Vikas Mehta, CFO at Remitly**

See the full campaign film below.

https://news.remitly.com/wp-content/uploads/2026/11/Remitly-Long-edit-English-16x9-1.mp4