



OPERATION BUNYAN-UN-MARSOOS: PAKISTAN'S STRETEGIC RESPONSE TO OPERATION SINDOOR:

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ABSTRACT :

In May 2025, the fragile peace between India and Pakistan was once again brought to the brink of destruction. In retaliation for India's Operation Sindoor, a strategic military exercise against militant groups in Pakistan-occupied Kashmir, Pakistan launched Operation Bunyan-un-Marsoos within a very short while. This article analyzes Pakistan's reaction — its raison , strategic objectives, and broader implications of the operation on regional stability and intergovernmental relations. With this tit-for-tat cycle as our prism, we analyze how militarized responses create diplomacy, deterrence, and public opinion in South Asia.

1. Introduction: A Trigger Called Sindoor

India's Operation Sindoor in early May 2025 was a calibrated response. Indian officials cited highest-level intelligence that linked cross-border militaries to a deadly assault in Kashmir. The operation was surgical, dangerous, and high-profile. It was a red line for Pakistan.

Within 72 hours, Pakistan rolled out Operation Bunyan-un-Marsoos — not as a ratcheting up, but as a signal: retaliation is not a choice. This paper explores the operation as a response and strategic message, analyzing its implementation, diplomatic nuance, and what it presages for Indo-Pak relations in the future.

2. Literature Review

South Asia's history is punctuated with rapid-reaction responses: from Kargil to Balakot, escalation has its familiar rhythm. Researchers at the ISSI, ORF, and Belfer Center have written about these cycles, noting how small attacks have a tendency to start large geopolitical transformations. What made 2025 unique was the intersection of cyberwar, media messaging, and live diplomacy — tools that created new pressure points to long-standing rivalries.

3. Methodology

This study draws upon:

- Primary sources: ISPR press briefings and MEA briefings of India.
- News reports: The Hindu, BBC, Al Jazeera, and TRT World.

- Think tank reports: ISSI, ORF, Belfer Center.
 - Visual and digital evidence: satellite images and cyber breach data, where possible.
- The objective was to reconstruct the chain of events, motives, and implications of Operation Bunyan-un-Marsoos using triangulated credible data.

4. Analysis: The Operation Unfolds

Strategic Goals of the Response

Pakistan's military government placed Bunyan-un-Marsoos as a proportionate retaliatory military move against Sindoor's aggression — designed to assuage:

- Short of a full-scale war, augment deterrence.
- Reassert authority over disputed ground.
- Send one clear message: "We can retaliate — proportionately and decisively."

Tactical Execution:

The attack targeted Indian military installations — and primarily, airfields and radar sites — using the Fatah-1 guided missile system. These were coordinated attacks, backed up by electronic warfare and deep cyber penetrations reported on Indian command networks.

Information and Optics

Since India had introduced Sindoor as an act of retaliation, Pakistan used state media and global briefing to frame its operation as justifiable revenge.

It even went ahead to pre-emptively distribute pictures of its strike, juxtaposing the accuracy of its action with India's alleged civilian risk of the earlier action.

5. Discussion: Sindoor Meets Marsoos

This cycle of action and response uncovered a number of underlying tendencies:

- Times move faster now — Operations start in hours, not days.
- Cyber and media war are included — War is as much about dominance of narrative as of firepower.
- Diplomacy everywhere does cleanup, not prevention — Ceasefires are arranged after missiles have been launched, not before.

Operation Bunyan-un-Marsoos serves to demonstrate how doctrines of retaliation are changing, especially in the nuclear-armed regions.

6. Conclusion

In a way, Operation Bunyan-un-Marsoos was unavoidable — not just as a counter to Sindoor, but as a demonstration of how contemporary deterrence is played out. It was measured, coordinated, and politicked. But it also demonstrated to the world how rapidly South Asia can slide into danger.

In the future, peace will not depend so much on avoiding conflict altogether, but rather on having reasonable off-ramps in place before the next Sindoor — or Marsoos — is initiated.

7. References

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