

## Bulent Tekmen

Ininal



“ I saw an opportunity to expand Turkey's payment sector. ”

**COUNTRY** Turkey

**INDUSTRY** Financial Services

**YEAR SELECTED** 2013

**PARTNER** Celik Oren

### COMPANY SNAPSHOT

As the fastest-growing reloadable prepaid debit card provider in Turkey, Ininal provides Turkey's unbanked population with access to plastic. Ininal aims to become the bank for the unbanked, by offering Ininal cards with online/offline transaction capabilities. The company plans to introduce new products with additional services like bill pay and money transfer. Founded in 2012, Ininal has quickly created an extensive distribution network including top retailers and government offices, making its products accessible to 90% of Turkey's population. The company has also shored up a strong loyalty program with a network of leading retailers, such as Samsung and Joygame, who provide Ininal users discounts and special offers.