

## Jose Gonzalez

Barared



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**COUNTRY**

Mexico

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**INDUSTRY**

Financial Services

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**YEAR SELECTED**

2013

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**WEBSITE**

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**COMPANY SNAPSHOT**

Founded in 2006, Barared caters to the underserved market and in doing so is reinventing micro-commerce in Mexico. Barared offers the base of the pyramid population in Mexico access to essential services ranging from mobile phone top-ups to bank transactions in a convenient and affordable manner. The company has installed over 1,000 kiosks in “mom and pop” shops across Mexico City where customers can perform transactions without visiting banks and other government offices which are often located at a great distance from the customer.

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