

Company: BELBİM AŞ, Istanbul, Turkey

Company Description: BELBİM Electronic Money and Payment Services Inc. is the founder of the R&D intensive 'Electronic Fare Collection System', which has been in service in the Istanbul public transportation system since 1987. BELBİM transformed into an electronic money institution and by transforming the existing system into an electronic money system.

Nomination Category: App Categories

Nomination Sub Category: Best Mobile-First E-Commerce Experience

Nomination Title: İstanbulkart Mobile App

1. Provide the applicable creative and production credits for this entry:

We maintained our name without separating it from our brand identity, and aligned it with our smart city card vision by officially launching our mobile app as İstanbulkart Mobil. To support Istanbulites whose access to public transport was disrupted due to insufficient balance, we introduced two new in-app features: Auto Top-Up Instructions and an Emergency Credit Limit. These features ensure uninterrupted access to transportation for users who activate them.

Through the introduction of user-specific IBANs, İstanbulkart has evolved into a fintech platform offering money transfers to bank accounts via FAST/KOLAS and digi... Moreover, Istanbulites who use QR code payments for transportation within the app can now use their virtual card and account for POS purchases thanks to the TR QR infrastructure. This marks a major step in expanding İstanbulkart Mobil's capabilities as an integrated digital payment ecosystem within the city.

2. Date this app or site was first released:

Novembet the 4th, 2021 (Launch)

May the 30th, 2023 (Relaunch)

3. Briefly describe this mobile site or app's objectives and how it has met those objectives (up to 200 words). If applicable, include here the platforms your app supports:

Total 162 words used.

İstanbulkart, initially established as Istanbul's official urban mobility and payment solution, has evolved into one of Turkey's leading fintech platforms, serving over 26 million users. Originally a physical transport card, İstanbulkart has expanded into a multi-functional digital service with the launch of İstanbulkart Mobil, a mobile app that enables 100% digital, contactless payments.

Recognizing the growing demand for smarter urban living, the organization adopted the vision "Istanbulites Love Living Smart," marking its transformation from a transportation card to a comprehensive digital wallet and lifestyle companion. Over the past five years, İstanbulkart has focused on migrating all services to digital platforms. As the organization enters its second five-year term, it is now deepening its fintech capabilities by introducing innovative services tailored to the needs of a megacity.

With a strong foundation in mobility and a strategic focus on financial technology, İstanbulkart is positioned to become a pioneer in digital banking services, offering secure, cashless, and user-friendly experiences to millions of Istanbul residents.

Attachments/Videos/Links:

[İstanbulkart Mobile App](#)



[REDACTED FOR PUBLICATION]

