

Company: BELBİM

Company Description: BELBİM, founder of Istanbul's Electronic Fare Collection System since 1987, launched "İstanbulkart" in 2007 as a secure, fast, and convenient prepaid e-money card. Licensed by the BRSA as an electronic money institution, BELBİM enables İstanbulkart to be used not only in public transport but also for daily needs and municipal services as a versatile city card.

Nomination Category: Company/Organization Awards Categories

Nomination Sub Category: Company of the Year – Business Products – More Than 10 Employees

Nomination Title: Belbim



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the appropriate spaces below:

3. Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 196 words used.

BELBİM is the exclusive operator of Istanbul's electronic fare collection system and a pioneer in digital payment technologies. Founded to facilitate seamless mobility, BELBİM has grown into a financial technology leader, empowering millions of residents with smart, accessible, and inclusive payment solutions.

Through its flagship product, İstanbulkart, BELBİM transformed a simple transit card into a universal payment instrument accepted at more than 100,000 points across the city. With the launch of İstanbulkart Mobile, the company fully digitalized fare payments, positioning the platform as a gateway to digital banking and e-commerce.

In 2023, BELBİM solved one of the most common commuter challenges—service interruptions due to insufficient balance—by introducing Auto Top-Up and the Emergency Balance Limit, ensuring uninterrupted travel for hundreds of thousands of users.

In 2024, BELBİM launched Virtual İstanbulkart Plus, enabling secure e-commerce transactions directly within the app. This milestone marked the company's expansion beyond transportation into a wider financial ecosystem, reinforcing its role as a cornerstone of Istanbul's digital transformation.

Today, BELBİM serves over 17 million users and continues to innovate, positioning İstanbulkart as a global benchmark in urban mobility and digital payments, while advancing the vision of Istanbul as a truly smart city.

4. Outline the organization's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 222 words used.

Since July 2023, BELBİM has undergone a transformative phase, positioning İstanbulkart as an essential pillar of Istanbul's digital life. The company has expanded beyond its role as the city's exclusive fare collection operator to redefine İstanbulkart as a comprehensive fintech ecosystem.

A key milestone has been the complete digitalization of Istanbul's public transportation payments. Today, every transit line can be accessed seamlessly via QR code, eliminating the dependency on physical cards. Over 350 million QR transactions have been processed, with daily volumes exceeding 550,000.

BELBİM also introduced Auto Top-Up and the Emergency Balance Limit, preventing service interruptions for hundreds of thousands of commuters. These innovations ensured more than 416,000 users completed nearly 7 million uninterrupted journeys.

Another breakthrough was the launch of Virtual İstanbulkart Plus, enabling secure e-commerce payments at home and abroad, while expanding financial inclusion for Istanbul's large unbanked population. By 2024, İstanbulkart Mobile surpassed 17 million downloads, ranking among Turkey's top three fintech apps with a 95% user satisfaction rate.

Beyond transportation, BELBİM strengthened its role as a financial ecosystem enabler. Peer-to-peer transfers via FAST, digital wallets, cashback campaigns, and partnerships with both global and local brands expanded İstanbulkart's everyday utility.

Through these achievements, BELBİM has reinforced Istanbul's smart city vision—advancing financial accessibility, sustainability, and user-centric innovation—while setting a global example for urban mobility and digital payments.

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 204 words used.

The supporting materials attached to this nomination provide clear, verifiable evidence of BELBİM's achievements.

Visuals of İstanbulkart Mobile and İstanbulkart Plus illustrate the evolution from a transit card into a comprehensive digital wallet, enabling transport, retail, e-commerce, and subscription payments. These visuals demonstrate how BELBİM has made İstanbulkart the "City Life Card" for millions.

Social media performance data validates public engagement and adoption: 60 million impressions, 6.5 million reach, 12 million video views, and 1.3 million interactions in a single campaign period. These figures confirm the 95% satisfaction rate highlighted in this nomination.

BELBİM's awards record provides external validation of excellence. Since 2019, the company has received 118 awards, with 73 of them earned since 2023—a remarkable 62% concentration in just two years, reflecting accelerated innovation and recognition. Notable examples include the Fast Company Sustainability Leaders Award and BT Haber Artificial Intelligence Award.

Finally, the BELBİM 2025 Roadmap demonstrates continuity and future readiness. Projects such as Open Banking integration, international money transfers, loyalty programs, and precious metal trading show the company's expansion beyond mobility into global fintech leadership.

Together, these materials prove that BELBİM's achievements are measurable, recognized, and strategically sustainable—strengthening its position as a global leader in fintech and mobility innovation.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 224 words used.

BELBİM's achievements are significant because they represent impact at a scale unmatched by any other player in Turkey's fintech and mobility ecosystem. While dozens of e-money and payment institutions operate in the country, none have reached the breadth, penetration, and social impact of İstanbulkart.

With a 72% market share in electronic payments, İstanbulkart is the clear industry leader, surpassing all other prepaid and digital wallet providers combined. İstanbulkart Mobile also commands an 80% share in QR-based payments, making it Turkey's foremost digital transit and retail payment solution. Competing platforms, by contrast, remain niche players with far smaller transaction volumes and user bases.

Equally unique is BELBİM's ability to provide financial inclusion at scale. İstanbulkart reaches Istanbul's 20% unbanked population, making it the only payment product that offers secure, universal access to financial services for millions excluded from traditional banking. Competing solutions remain bank-dependent and therefore inaccessible to these segments.

Compared to its past performance, BELBİM's growth has been transformative. From being primarily a fare card operator, the company has evolved İstanbulkart into a comprehensive fintech ecosystem accepted at over 100,000 merchants, integrated with global partners like Mastercard, and enabling e-commerce, subscription, and retail payments.

This combination of market leadership, financial inclusion, and transformative digitalization makes BELBİM not only a leader in Turkey, but also a globally significant role model for urban payment innovation.

Attachments/Videos/Links:

[Belbim](#)



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