

## TAG partners with IDEMIA to offer Pakistan's first eco-friendly debit card

Leveraging IDEMIA's Global Fintech Accelerator Program, the Islamabad-based Fintech can now effectively scale-up its operations and offer a certified green payment experience to its customers.

# FINANCIAL INSTITUTIONS

POSTED ON 11.25.21



TAG recently concluded another round of funding, attracting an additional \$12 million in September<sup>i</sup>. The one-year old Fintech, currently valued at \$100 million, partners with public and private firms to offer banking services to their employees, including a Visa-powered debit card<sup>ii</sup>.

Always the innovator and first-mover, TAG has chosen to partner with IDEMIA and leverage the IDEMIA GREENPAY eco-friendly product suite for the card it is offering to its customers. Made from recycled PVC, IDEMIA's GREENPAY cards have recently been certified by Mastercard as more sustainable<sup>iii</sup>. TAG's eco-friendly card also happens to be Pakistan's first green debit card.



As a Fintech, we aim to be the front-runner in everything we do, from innovative banking services to cards. Working closely with IDEMIA, a payment technology leader, we have now again clinched another first in the country – by offering to our customers Pakistan's first green debit card. The step we take today is critical for our generations to come, we are first in the region to take initiative which is sensitive to climate change and in-line with international-national commitments of Pakistan.

Talal Gondal, CEO & Founder, TAG

TAG is also leveraging IDEMIA's Global Fintech Accelerator Program to facilitate the ramp up of its operations. The Global Fintech Accelerator Program is a fast-track program designed to enable new entrants to the industry, such as TAG, to utilize IDEMIA's unrivalled payment card product suite and network of personalization centers to reach even more customers. With a full service, state-of-the-art card personalization center right here in Karachi, IDEMIA has been a trusted partner to Pakistani financial institutions for over a decade.



As a global technology partner to the payment industry, with a strong presence in Pakistan, IDEMIA is pleased to support TAG in its ambitions to deliver eco-friendly debit cards and expand

the availability of financial services to even more people in the country.

Hennie Du Plessis, Senior Vice President (Middle East and Africa), Financial Institutions, IDEMIA

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<sup>i</sup> <https://www.bloomberg.com/news/articles/2021-09-22/pakistan-s-fintech-tag-raises-funds-at-100-million-valuation>

<sup>ii</sup> <https://techcrunch.com/2021/09/22/fintech-startup-tag-valued-at-100-million-in-pakistans-largest-seed-round/>

<sup>iii</sup> </data/www/idemias-production/www//news/idemias-greenpay-cards-certified-mastercard-more-sustainable-2021-08-23>

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**About us** - IDEMIA, the global leader in Augmented Identity, provides a trusted environment enabling citizens and consumers alike to perform their daily critical activities (such as pay, connect and travel), in the physical as well as digital space.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions, we reinvent the way we think, produce, use and protect one of our greatest assets – our identity – whether for individuals or for objects, whenever and wherever security matters. We provide Augmented Identity for international clients from Financial, Telecom, Identity, Public Security and IoT sectors. With close to 15,000 employees around the world, IDEMIA serves clients in 180 countries.

For more information, visit [www.idemia.com](http://www.idemia.com) / Follow @IDEMIAGroup on Twitter

**About TAG** - We are building Pakistan's first truly global financial app.

In 2020, TAG arrived on the scene in Pakistan offering E-Money Account with a Debit Card. Today, our aim is to be the first account of millions of unbanked Pakistanis.



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