

INPA on the Path to Globalization

■ INPA's administration is located in this building on the Kemeralti Street near Taksim Place in the Karaköy suburb. The production of the INPAX brand name of products is located outside of Istanbul.

- ***Their own receiver brand INPAX***
- ***Receivers in all the critical reception standards***
- ***Their own production of receivers and multiswitches***
- ***Strong presence in the Middle East and Africa***
- ***Focused on market driven product features***

From Multiswitches to Digital Receivers

INPA Conquers the Global Market with Their Own Brand Name



Two brothers founded INPA in 2001. Ugur Kaki is the older brother and oversees their worldwide expansion from the INPA office in Shenzhen, China. His younger brother Nurullah Kaki keeps track of business in the local Turkish market from the company's headquarters in Istanbul. There, in Istanbul's Karaköy quarter, known throughout the country as the central location where companies manufacture technical products, we met up with Nurullah Kaki.

In INPA's super modern office, he explains to us the origination of the name INPA: "It's a form of an abbreviation of the Turkish term 'International Pazarlama', which essentially means international marketing." When he was asked what brand name should be used for the

international market, the two brothers simply added an "X" to the end of the company name; and just like that, the brand name INPAX was born.

"Back in 2001 we started by importing multiswitches from China", remembers Nurullah Kaki from the company's early days that he and his brother plus three employees put a lot of work into. "We were a wholesaler for these multiswitches and sold these products to dealers in Turkey." Sales in their first year weren't bad for a newly founded company: "It was around US\$ 500,000."

LNBS and splitters came later on and in 2006 the young company attempted expansion abroad. At first it was the neighboring countries such as Greece

but France and Germany were also initial export markets for INPA. It all became really interesting in 2007 when the first "homemade" satellite receiver was introduced. "It was the X-2007 FTA of which we managed to sell 40,000 pieces in the first year." This box found great appeal in the Middle Eastern countries.

In the meantime, INPA developed 14 different receiver models for satellite reception and another eight models for terrestrial reception. "In 2011 production increased to 400,000 and for 2012 we are expecting a further increase to about 550,000 units", predicts Nurullah Kaki.

Just like with every other receiver

■ Nurullah Kaki is Ugur Kaki's younger brother. They are both owner/operators of INPA Elektronik with their own INPAX brand name. Nurullah Kaki is here in his modern office showing us the test report of the INPAX X-9100 receiver that appeared in the 06-07/2011 issue of TELE-satellite.



manufacturer, there's also a noticeable move at INPA in the direction of HD: "In 2011 only 30% of our receivers were for DVB-S2 but for 2012 this ratio will increase to 50%", he is certain. This increased ratio has already found its way to their terrestrial receivers: "For 2011 half of our production is already geared towards DVB-T2 for HD reception while the other half is still for DVB-T (SD reception)."

Another trend is just as easily recognizable: "In 2011 our terrestrial receivers only made up about 15% of our total production but for 2012 this will increase to about 25%." One reason for this is that INPA recently began producing ISDB-T receivers for the Latin American terrestrial market. This begs the question, what is the geographical dis-

■ **A small selection of the wide variety of INPAX brand name products: the company began with multiswitches but today it's digital TV receivers that are the main product. Even satellite dishes are available but only as a spin-off product. The company is also big in LNBs "In 2011 we sold roughly 600,000 LNBs, mostly the single LNB version."**

tribution of their customers? "Roughly 25% of our production is delivered domestically here in Turkey; the remaining 75% is exported." A large portion of their shipments go to Iran and Iraq followed by countries like Greece, but at a decreasing rate because of the financial crisis. Another portion goes to the remaining European countries. "About 15% of our sales find their way to countries in Africa like Morocco and Algeria in North Africa as well as to Ghana, Gabon and Mauritius."

Success has not been limited to digital receivers; it has also found its way to INPA's new multiswitch sector. "In 2011 we sold roughly 40,000 multiswitches", explains Nurullah Kaki as he looks at INPA's sales statistics. "30% of them stay here in Turkey while another 30% go to Syria and other Near Eastern countries such as Iran and Iraq but also Tunisia." The fact that INPA has quite a presence in a country like Syria has to do with the local government wanting to put an end to the prolific growth of satellite dishes there and pressuring apartment building owners to install community reception systems. It's also an excellent reason for local installers to install INPA multiswitches.

In connection with this, we found out another interesting fact: "We also offer Headend components." INPA can boast of a number of prestigious installations: "Our Headend systems are used in the Hilton Hotel Istanbul, the Crowne Plaza Hotels in Istanbul and Ankara, in the Radisson and Holiday Inn hotels in Istanbul as well as the Medicana Hospital in Istanbul." But that's not all: "We even have an INPAX Headend installed in the President of Azerbaijan's private house!" INPA has already sold 70 of these costly Headend systems.

The company started with three employees in their founding year 2001; INPA now has 25 employees: "Our sales team consists of four employees, our technical department has three engineers, plus there are two employees in the warehouse and in logistics, another two in administration as well as 15 at our production facility outside of Istanbul." In 2009 INPA moved into the offices on Kemeralti Street but the move there was a short one: "Before that we had our offices right here directly across the street", grins Nurullah Kaki.

■ **Headend components are a high-end product from INPA**



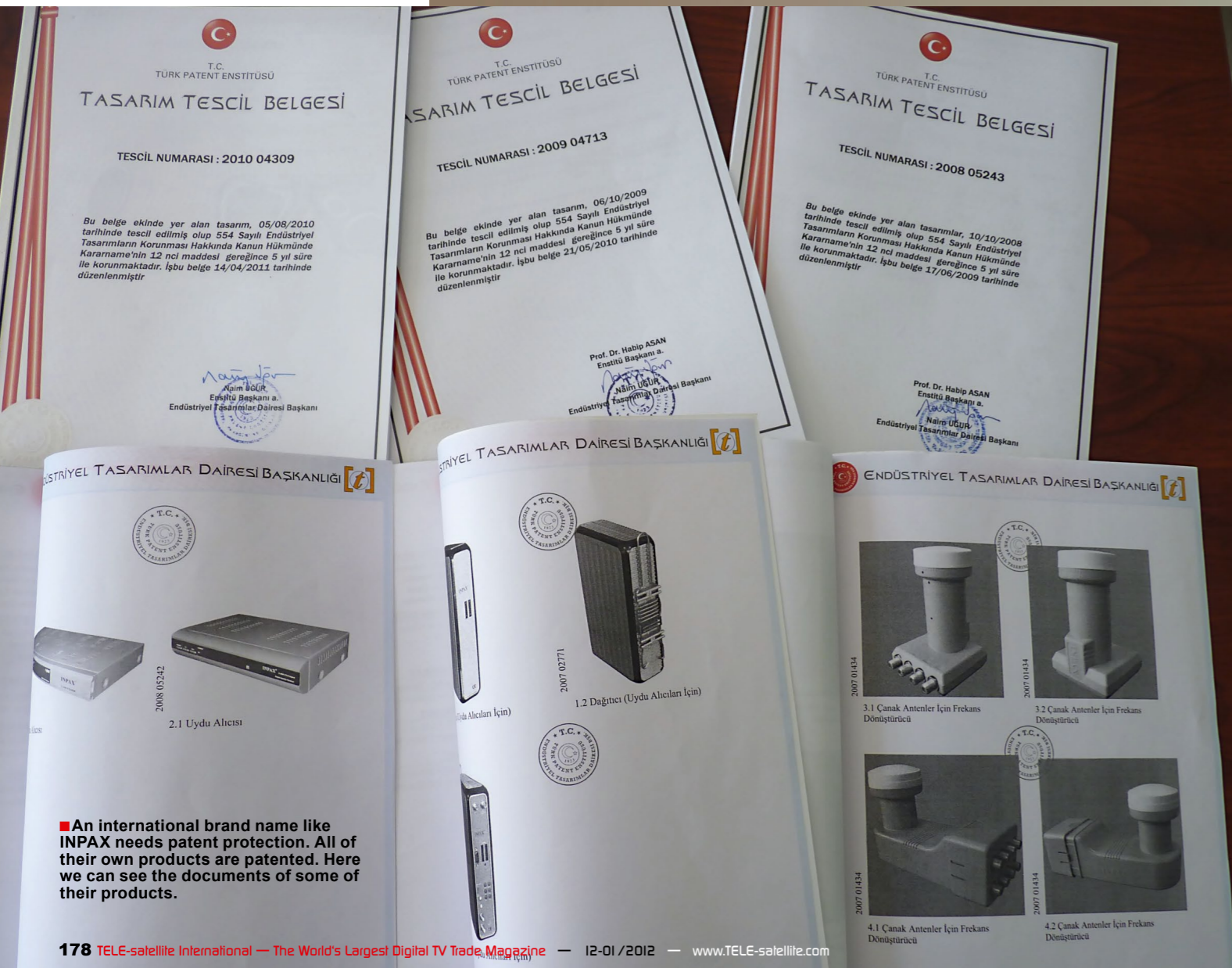
The company's sales have grown enormously: "In 2011 we reached US\$10 million in sales and for 2012 we expect an increase to US\$12 million." He can explain this optimism with new products: "In addition to the ISDB-T receiver that will be available on the market, we will soon be starting with other DVB-T2 models with additional features. We are planning on 3D receivers in 2012 as well as the start of a satellite finder." Even the multiswitch product line will be enhanced with an economy version.

With all of these measures and new products, INPA is looking to consistently increase sales as well as better serve the international market. "We want to become a globally recognized brand name", says Nurullah Kaki.

INPA is already international and has the necessary products available. From here he can only go up.



■ This DVB-S receiver was the start of success for the company as a receiver manufacturer in 2007 for the brand name INPAX. The box sold very quickly and found many takers especially in the Middle East.



■ An international brand name like INPAX needs patent protection. All of their own products are patented. Here we can see the documents of some of their products.

INPAX®

UNITED TECHNOLOGIES OF INPAX



1

1. INPA receptionist Eda Eso greets visitors and answers the telephone.

2. Repairs are handled by Technical Customer Support employee Serdar Isk.

3. A look in the warehouse. Logistics Manager Ferdi Sen keeps everything organized and makes sure that the customer gets the right receiver.

2



3



INPA
Receiver and Multiswitch Manufacturer, Turkey
www.inpax.com.tr

INPA on the Path to Globalization

Company Details

Engineers in Research & Development | Total Number of Employees
0 25 50

Average Turnover (Previous, This, Next Year Estimates)
0 10 20 Mio Euro

Production Certificates
DVB
Production Categories
own brand INPAX
Main Products
Manufacture of Satellite Receiver, Multiswitch, Headend,
Wholesale of LNB, Dishes, Cable



■ View of the Bosphorus from the roof of the INPA building. This lively city is a great vacation spot. Of course, you could also build up a large global company like INPA.