

LYCAMOBILE AWARDED 'POWER BUSINESS OF THE YEAR' IN RECOGNITION OF SIGNIFICANT GROWTH IN 2011



Lycamobile received the 'Power Business of the Year' award, in the first ever English Asian Business award ceremony

International Entrepreneur and Businessman Subaskaran Allirajah, Chairman of Lycamobile the largest global provider of high quality affordable international mobile calls, received the 'Power Business of the year' award on behalf of Lycamobile at the English Asian Business awards ceremony. Business leaders from all over the UK were hosted at a gala dinner to honour key businesses and individuals for their achievements in 2011. The event took place at the Midland Hotel, Manchester on March 6th 2012 and was attended by significant players of England's business community.

The English Asian Business Awards honours the sheer determination, diligence and personal achievements of the English Asian Business men and women at the forefront of their industries. During the awards Lycamobile was recognised as the business of 2011 that has grown from strength to strength both nationally and internationally and is now considered a powerhouse in the business community. Dalip Puri, Head of Multicultural Commercial Banking UK and Global Head of Indian Business of HSBC presented the award to Subaskaran Allirajah, Chairman of Lycamobile.



“I am honoured to receive this esteemed award on behalf of Lycamobile. My mission has been to develop the Lycamobile business into a global leader. I would like to thank the entire Lycamobile team, our business partners and customers for supporting Lycamobile throughout this journey and I look forward to growing the business further in the coming years”, said Subaskaran Allirajah, Chairman of Lycamobile.

Milind Kangle, CEO of Lycamobile added, “I am very proud that Lycamobile has been honoured with the Power Business of the year award. In 5 years Lycamobile has grown into a global leader with over 8 million customers in 14 countries and is a testament to the vision and ambition of our Chairman Subaskaran Allirajah”.

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Notes:

1. Photograph courtesy of www.grafxmedia.co.uk.
2. Lycamobile is a prepaid mobile SIM card provider that provides low-cost, high-quality international and national calls to over 8.0 million customers across 14 countries (UK, Netherlands, Belgium, Switzerland, Denmark, Norway, Sweden, Italy, Spain, Australia, France, Germany, Poland and Ireland). Lycamobile is available through an extensive network of more than 500,000 retail outlets. The brand was initially introduced in 2006 and is already Europe’s largest pre-pay MVNO. Lycamobile continues to grow rapidly with further market launches planned throughout 2012.
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