



Press Release

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For General Distribution

LYCAMOBILE SPONSORED ASIAN ACHIEVERS AWARDS CELEBRATES WITH VINCE CABLE AS GUEST OF HONOUR

Lycamobile, the largest global provider of low cost international mobile calls and Sponsor of the Asian Achievers Awards, celebrated a rich array of achievers at the Awards on Friday 16th September. The Right Honourable Vince Cable, Secretary of State for Business, Innovation and Skills was Guest of Honour and praised the endeavour, entrepreneurship and contribution of the Asian community to the UK economy.

Milind Kangle, **Lycamobile CEO**, announced the latest Lycamobile offer saying, "in these times of austerity and economic hardship, I am delighted that at Lycamobile we are making significant investments to help our customers save money to stay in touch with their near and dear ones. At a time where the cost of living is steeply rising we would like to help our customers stretch their budget when they need it most. Tonight, I can announce that we have slashed our rates to India, Pakistan and Bangladesh by 50% to only 1/2p/minute."

The Business Person of the Year Award was presented to Dr Rami Ranger by **Lycamobile Chairman**, Subaskaran Allirajah, a previous winner of the Award. He commented, "The Asian community continues to make substantial contributions to the business, cultural and political life of the UK and these Awards rightly celebrate the best of these contributions. I am delighted that Lycamobile is sponsoring these awards to recognize such worthy winners"

About Lycamobile

Lycamobile is a prepaid mobile SIM card provider that provides low-cost, high-quality international and national calls to over 6.5 million customers across 14 countries (UK, Netherlands, Belgium, Switzerland, Denmark, Norway, Sweden, Italy, Spain, Australia, France, Germany, Poland and Ireland). Lycamobile has already distributed through a European network of more than 500,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO. Lycamobile continues to grow rapidly with further market launches planned throughout 2011 and 2012.

Website - www.lycamobile.co.uk