

Press Release: Corporate

## HRH THE PRINCE OF WALES, PRESIDENT OF THE BRITISH ASIAN TRUST, HOSTS LYCAMOBILE DIRECTORS AT A WINDSOR CASTLE GALA DINNER



Senior Management at Lycamobile, the largest global provider of high quality affordable international mobile calls attended The British Asian Trust annual dinner hosted by His Royal Highness Prince of Wales on February 13th 2012 at Windsor Castle. The British Asian Trust charity was launched by Prince Charles in 2007 and works with Lycamobile to provide help to disadvantaged youth in Chennai. The dinner was aimed at celebrating the charity's accomplishments over the past five years and was attended by Lycamobile's Chairman, Subaskaran Allirajah, and CEO Milind Kangle as well as key members of the Lycamobile team.

Lycamobile signed a three year agreement with The British Asian Trust in 2011 to provide 1,500 disadvantaged youth in Chennai with skilled training and employment. In his speech Prince Charles reiterated that, "The Trust tends to concentrate on helping to fulfil unmet needs or demonstrating scalable models in the areas of education, health and enterprise – and the feedback from all those involved is that we really need to concentrate on finding models that help people into work or empower people to stand on their own feet."

This is synonymous with the principles used to develop Lycamobile's Corporate Social Responsibility philanthropy. Subaskaran Allirajah, Chairman of Lycamobile commented, "In the first 6 months of the Chennai project with The British Asian Trust, 276 young people have enrolled into the programme. I am delighted that we are making a real difference to disadvantaged young people and the success of the program reflects Lycamobile's commitment to improving communities where we can."

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#### **About Lycamobile**

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.

[www.lycamobile.com](http://www.lycamobile.com)

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