

GOMO News

By Tony Dennis

17 October 2008

Lycamobile buys into Bollywood star

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The international mobile call provider has made the strategic decision to sponsor up-and-coming Asian musician, Adnan Sami, who is currently on a tour of Britain.


As Lycamobile's objective is to offer an easy-to-use international calls service, its message resonates with Britain's ethnic communities, expats and overseas students.

So, who better to ally with than a man whose supporting acts include leading Asian stars like singers Monali Thakur and Javed Ali; dancer Rachna Maurya; and the King of comedy V.I.P?

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by: Tony Dennis  Friday, October 17th, 2008

Rating: sponsors rising musician Adnan Sami

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