

Press Release: Corporate Social Responsibility

# **LYCAMOBILE COMMITS 1 MILLION POUND GRANT TO HRH PRINCE OF WALES'S BRITISH ASIAN TRUST CHARITY**

**LYCAMOBILE COMMITS TO HELP CHANGE THE LIVES OF DISADVANTAGED PEOPLE IN SRI LANKA THROUGH A ONE MILLION POUND GRANT TO THE BRITISH ASIAN TRUST.**

In an effort to support those in need at grass root level, Lycamobile the largest global provider of high quality affordable international mobile calls has pledged a grant of one million pounds to The British Asian Trust. The core focus of the grant is to provide support to children, widows and the disabled in Sri Lanka to improve their livelihood. The grant was announced by the President of The British Asian Trust, His Royal Highness the Prince of Wales, at Windsor Castle on February 13<sup>th</sup> 2012.

The charity work executed by The British Asian Trust has to date helped over 350,000 people across South Asia. In his speech Prince Charles commented; "In Sri Lanka we are involved in grass roots projects such as helping fishermen to purchase their boats to enable them to support themselves: it is a literal example of that old

adage “*give a man a fish and you feed him for a day; teach him to fish and you feed him for life.*” In his closing speech he commented “I was thrilled to learn that Lycamobile – a U.K.-based mobile phone provider – has committed one million pounds through their Foundation to be dispersed by my Trust to aid education and the building of livelihoods, and for that I am enormously grateful”.

The Sri Lanka project will be part of a tripartite partnership between Lycamobile, The British Asian Trust and The Gnanam Foundation. Subaskaran Allirajah, Chairman of Lycamobile and founder of The Gnanam foundation commented, “Lycamobile and The Gnanam Foundation are committed to providing long term support to people in need and to improve the livelihood of those less fortunate. Our current partnership with The British Asian Trust has already been successful in the on-going Skills and Training Centre project, enabling youth from slums in Chennai, India to gain employable skills. I am delighted to extend this partnership to a significant project that will create sustainable livelihoods for the disadvantaged people of Sri Lanka.”

Milind Kangle, CEO of Lycamobile, added “At Lycamobile we are committed to bringing communities together from across the world with our high quality, affordable mobile service. Our 1 million pound commitment to the British Asian Trust is another example of how Lycamobile supports deserving communities and I am very proud that we are able to make such a difference to the disadvantaged across South Asia”

- End

**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)



**Chris Liveing**

**Group Marketing Director**

[Chris.Liveing@lycamobile.com](mailto:Chris.Liveing@lycamobile.com)

Tel: +44 (0) 207 536 6568