



Press Release

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For General Distribution

LYCAMOBILE SPONSORS DINNER FOR INDIAN CRICKET TEAM TO CELEBRATE THEIR VICTORY AT THE ICC CRICKET WORLD CUP

Lycamobile, the largest global provider of low cost international mobile calls, sponsored a glittering dinner for the Team India cricket team on 7th September that brought together MPs, the Indian cricket team, sporting icons and business leaders to a London West End hotel. Mr Keith Vaz, MP hosted 250 at the evening to celebrate Team India as the ICC World Champions. The evening also featured an auction of cricket bats signed by Team India for the MS Dhoni Foundation.

David Milliband, MP who has a strong association with India delivered the keynote speech and then presented the Indian cricket captain, MS Dhoni, with an Honorary Doctorate of Letters from the University of Leicester.

“I am very proud that Lycamobile was an important part of such a successful evening. Not only could we help bring together the ICC Cricket World Champions, leading politicians and business leaders but importantly the auction raised funds for the MS Dhoni Foundation,” commented Subaskaran Allirajah, Chairman of Lycamobile.

Milind Kangle, Lycamobile CEO, added, “We are proud to help celebrate with Team India as World Champions. At Lycamobile we are world leaders in the international calling market and we share a common goal with Team India to be World Number 1.”

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