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## Asian bags International Entrepreneur Award 2011

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London, Feb 24 (PTI)



A leading London-based Asian entrepreneur has been awarded the prestigious International Entrepreneur of the Year award for 2011.

Subaskaran Allirajah, the Chairman of international mobile telecom providers Lycatel and Lycamobile, received the award in the House of Commons from MP Valerie Vaz in the presence of an august gathering including the Speaker of the House of Commons John Bercow, leader of the Labour Party Ed Miliband, Minister for Employment Relations, Consumer and Post Affairs Ed Davey, leading

businessmen and community leaders.

Organised by Asian Voice and Public Life, a bilingual weekly, the award is given to outstanding individuals from different communities, walks of life and diverse political persuasions who serve society in their own special way and contribute significantly to a better world today and for the future.

Receiving the award, Subaskaran, an entrepreneur with over 15 years experience in the pre-paid telecommunications market, said, "I am delighted to receive such a prestigious award. I am proud to serve the community and delighted that the hard work and effort that the Lycamobile and Lycatel team have made in growing the business has been recognised."

"I would like to take this opportunity to thank the organisers of the Asian Voice and Public Life Awards, my colleagues and also my family, without their support I would not have achieved this success," he added.

According to the citation, "Subaskaran's knowledge, drive and determination have been instrumental in the success of the Lycatel and Lycamobile brands, driving Lycatel into the global market leadership position for the calling card industry and Lycamobile into the European market leading international pre-paid mobile business."

"Lycatel now enjoys operations in 18 global markets, has over 9 million customers and originates over 19 billion minutes of telecoms traffic per year. Lycamobile, launched in 2006, is now present in ten global markets, has over 6.5 million customers and is recognised as the leading international mobile provider for those that need to call family, friends and colleagues in international markets," it said.

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