



Lycamobile Brand Ambassador and Cricket Legend Farokh Engineer Sees Skills Training Score Against Poverty in Chennai Slums.

Legendary cricket batsman and wicketkeeper Farokh Engineer saw first-hand how young people in the slums of Chennai, India are transforming their lives through skills training sponsored by Lycamobile, the largest global provider of international mobile calls.

Farokh Engineer, Lycamobile's Brand Ambassador, recently visited the skills training centre in Chennai where he interacted with staff, alumni and students at work on careers that will lift their families out of poverty.

"I am extremely proud to be associated with a company that is concerned with the wellbeing of the youth from economically disadvantaged backgrounds," said Farokh Engineer. "The support received at The Skills Training Centre from Lycamobile has enabled youth from the slums in Chennai to gain employable skills for a variety of sectors such as hospitality, automobile and IT services."

Lycamobile joined hands with The British Asian Trust in 2011 to fund three training centres over three years that will provide livelihoods for 1,500 young people.



“Thanks to this sponsorship provided by Lycamobile and The British Asian Trust, 600 young people in Chennai now have the ability to earn a living that will positively impact their lives and that of their families,” said Farokh Engineer, India’s ace wicketkeeper for nearly 15 years.

“Helping young people escape poverty is the aim”, said Subaskaran Allirajah, Lycamobile’s Chairman. “It’s all about the difference we can make to young people who have no real hope or prospects for the future. We are turning that around and helping them to get on the career ladder. It’s a fantastic example of how we are working with The British Asian Trust to reach out to poor, under-educated youth to break the cycle of poverty”.

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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.

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